

The Billboard

The World's Foremost Amusement Weekly

SEPTEMBER 7, 1940

15 Cents

Vol. 52. No. 36



**FLORETTA
&
BOYETTE**

Currently Playing
Hawaiian Blue Room
ROOSEVELT HOTEL
New Orleans

Dir.: Eddie Elkort
M. C. A. Artist, Ltd.
Chicago, Ill.

Every band leader, every singer who makes records should know these facts

★ Do records help a band get theater dates, one-niter and other location jobs?

HERE'S WHAT ONE IMPORTANT BOOKER SAYS:

"Harry Kalcheim told us last week that he will not book a band into the Paramount Theater, New York, unless the band is doing a clicko in recordings and that he harbors a particular yen for bands that are prolific nickel-grabbers in music boxes."

From Sugar's Domino, May 4, 1940.

1. Records, besides being a source of direct revenue, have a tremendous influence in building an artist's name and maintaining an artist's popularity. ★
2. Music Machine Operators and Record Retailers purchase the millions of records which eventually reach the public which makes "name" bands and singers.
3. Music Machine Operators and Record Retailers read The Billboard every week.
4. Every music machine operator and 7500 of the nation's leading record retailers are looking forward to and will receive a copy of the second annual edition of TALENT AND TUNES ON MUSIC MACHINES, a special supplement which will be published in conjunction with the September 28, 1940, issue of The Billboard.
5. The second annual edition of TALENT AND TUNES ON MUSIC MACHINES will be kept for an entire year by many of these important record buyers. Such features as "COMPLETE LIST OF RECORDING ARTISTS AND LABELS FOR WHICH THEY RECORD," "PICKING THE RIGHT RECORDS FOR THE RIGHT LOCATIONS" and scores of others will make this supplement invaluable to alert and progressive operators and retailers.
6. Band leaders and singers will advertise in the second annual edition of TALENT AND TUNES ON MUSIC MACHINES to impress their name and their records on the country's music machine operators and record retailers. ★ ★

Here is the line-up of editorial features which will make the second annual edition of

TALENT AND TUNES ON MUSIC MACHINES

a Buyer's Directory for all purchasers of records . . .

AMERICA'S NEW INDUSTRY

JOB FOR MILLIONS THRU MUSIC MACHINES

PICKING THE RIGHT RECORDS FOR THE RIGHT SPOTS

PLAY-BOOSTING STUNTS

CLOSER STUDY OF TALENT AND TUNES PAYS DIVIDENDS

WHAT MY BANDS ARE DOING TO MAKE BETTER RECORDS FOR OPERATORS

HOW MUSIC MACHINES HELP MAKE HIT SONGS

USING MUSIC MACHINES TO BUILD NAME BANDS

PERTINENT FACTS ABOUT ARTISTS REPRESENTED IN THIS SECTION

MUSIC MACHINES PROVE FOREMOST INFLUENCE ON RETAIL RECORD SALES

PARTNERS IN BUSINESS

LATEST RELEASES OF ARTISTS REPRESENTED IN THIS SECTION

COMPLETE LIST OF POPULAR RECORDING ARTISTS AND THE LABELS FOR WHICH THEY RECORD

★★ THESE BAND LEADERS AND SINGERS TOLD THE NATION'S RECORD BUYERS ABOUT THEMSELVES IN ADVERTISEMENTS IN THE FIRST EDITION OF TALENT AND TUNES ON MUSIC MACHINES:

Louis Armstrong	Hal Kemp
Charlie Barnet	Ray Kinney
Blue Barron	Eddie LeBaron
Count Basie	Carl Lorch
Will Bradley	Abe Lyman
Sonny Burke	Freddy Martin
Frankie Carle	Frankie Masters
Bob Chester	Glenn Miller
Del Courtney	Red Nichols
Bob Crosby	The 3 Peppers
Eddie DeLange	Dick Robertson
Al Donahue	Jan Savitt
Eddie Duchin	Raymond Scott
Shep Fields	Artie Shaw
Ted Fio Rito	Maxine Sullivan
Frazee Sisters	Dick Todd
The New Friends of Rhythm	Orrin Tucker
Ray Herbeck	The Vocalaires
Milt Herth	Bea Wain
Tiny Hill	Ted Weems
Harry James	Lawrence Welk
	Paul Whiteman
	Bob Zurke

The Billboard

Vol. 52
No. 36

September 7,
1940

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Published weekly at Cincinnati, O., U. S. A. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879. Subscription, \$5 per year. Copyright 1940 by The Billboard Publishing Company.

VAUDE OUTLOOK NOT BAD

Band & Variety Units Led Last Season's Grosses

NEW YORK, Aug. 31.—Vaude and band units topped by box-office personalities dominated the combo house field from Coast to Coast last season. Such has been the case for at least three years, indicating that customers will buy flesh bills provided they are headlined by the personalities of the day, ballyhooed concurrently on the air and in the press.

Prominent managers of the better known combination houses say that the more expensive the show, strangely enough, the more profitable it is. They point out that a routine vaude bill, old fashioned in pattern, won't draw flies. A name band, however, or a timely vaude unit, costing anywhere from \$4,500 to \$12,000, has box-office appeal for both the old vaude fans and the new generation which wants bands and personalities.

In New York, for example, the Paramount Theater, one of the leading and most profitable combo houses in the country, has not had a losing week since selling name bands and big vaude and picture acts. The stage show is sold in its publicity campaigns with as much drive as the accompanying picture, and it pays off lucrative dividends. Robert M. Weltman, manager of the Paramount, states that 22 stage shows were played during the 1939-'40 season. Most bills remain two weeks, others three and four. The following five shows, in order named, have been the best box-office attractions of the season: Glenn Miller and band; Charles Barnet and band co-featured with Tony Martin and Danny Kaye; Tommy Dorsey and band; Rochester, Red Skelton, and the McFarland Twins orchestra; and Allan Jones, Mary Martin, and Johnny Green's orchestra. Same policy will be in effect at the Paramount this season.

Band policy will also continue at Warner's Strand here. While all major Warner pictures get their first runs in that house, bands on programs are credited with a fat share of the returns. A big picture and strong band on same bill (See LAST SEASON on page 9)

Rain Cuts Down Iowa S. F. Gate

DES MOINES, Ia., Aug. 31.—The Iowa State Fair closed with a deficit of \$15,000 as the result of a rainy streak, which cut the gate to 358,900. This is the first time since 1937 that attendance fell below the 400,000 mark. This year's attendance was ahead of the years 1931 to 1936, however.

Attendance on Thursday was 41,177 as compared with 31,277 the same day last year, and the closing day total was 43,343 as compared with 34,005 the previous year.

Expenses were estimated at \$305,000, with the total receipts at \$289,688. The deficit will be made up out of a \$35,000 cushion fund left over from last year's profit.

Rubin & Cherry Shows on the midway picked up on the last two days, with the fair attendance showing an increase over the previous year on those days. Midway business was slightly off from year ago.

Dance pavilion closed with a total gate of \$4,559, with 9,118 buying 50-cent tickets. Louis Armstrong on Thursday night had 1,474, and Ted Fio Rito pulled in 891 on the closing night. Dance attendance was up over last year, but the total receipts were down because of more popular prices. The total gate a year ago was \$6,152.

Most Co-Operative Performers

Following are some of the most co-operative performers in carrying out promotional ideas, as reported by vaude theater managers playing them last season:

Performer:	Theater and City:
Dorothy Lamour, Tony Martin, Tommy Dorsey	Paramount, New York
Sammy Kaye	Oriental, Chicago
Kay Kyser	Golden Gate, San Francisco
Benny Meroff	20th Century, Buffalo
Glenn Miller	Shea's Buffalo, Buffalo
Edith Rogers Dahl	Court Square, Springfield, Mass.

100 Houses Set; 200 More Will Come In by Late October; N. Y. Still Booking Center of Nation

NEW YORK, Aug. 31.—With the new vaude season not yet under way, nearly 100 theaters have made vaude commitments. Of these, 85, representing the bulk of the larger houses in the country, are being booked from this city. Despite

this comparatively small number of houses using live talent, bookers are confident that these spots represent about one-third of the theaters that will be using vaude before the season is over. Bookers say that potential vaude buyers are waiting to close picture deals before going into the vaude situation.

With the rising sentiment against double features and with several States banning giveaways, bookers claim that by the time the vaude season gets fully under way additional theaters may be forced into a vaude policy to keep up with competition.

For years vaude bookings have been increasingly decentralized. However, New York still remains the leading booking center. By late October, it is estimated, about 125 houses, proving 60 weeks of playing time, will be booked from this city. About six full weeks will be booked out of Chicago, 10 weeks out of Atlanta, with Los Angeles, Detroit, San Francisco, and Dallas providing additional time.

These figures do not take into account the numerous metropolitan neighborhood houses and small-town filers which will take occasional attractions. The larger band booking agencies, when booking a tour of one-nighters, will always include several days, preferably (See N. Y. Still Vaude Booking page 9)

"Ice-Capades of 1941" Gets Under Way at A.C. in Blaze of Production

ATLANTIC CITY, Aug. 31.—With pageantry and color, the Arena Managers' Association premed *Ice-Capades of 1941* on Monday (26) at Convention Hall. The new icetravaganza, which will tour under the AMA banner after September 1, filled in the last seven days of a 45-day run started July 19 by the 1940 conception of an ice spectacle. Show moves out tomorrow (1) to make way for the resort's annual beauty contest. Staged and directed by Russell Markert, dance director of Radio City Music Hall, New York, and produced by Charles and Vida Uksila, of the '40 edition, revue combines the grace of finished skaters with costuming which compares favorably with that of a Broadway musical production. It was a terrific hit for the 4,000 fans on hand opening performance. (Hall has a 10,000 capacity.)

From the elaborate *Arabian Nights* opening, thru one gay spectacle after another, to the closing *Americana*, in which the entire cast appears on ice in the most garish cowboy and cowgirl costumes conceivable, the large-scale productions and the beauty of the maneuvers give the impression of a single spectacle rather than a series of individual specialties. Impressive production settings, in which all the principals and the mixed chorus of 36 (24 girls and 12 boys) take part, almost steal the thunder from the individual stars. It's a combination of skating and Broadway, with a step upward in the right direction as a brand-new idea on ice.

Markert proves that spectacular and dramatic effects can be achieved by putting on an ice show in the manner of a Broadway musical. Each number has an underlying story theme. Instead of every act going on as an independent, unrelated to any other act in the show, the

performers play roles each of which is a part of the entire story and scene. In such keepings Peter De Rose and Jack La Touche prepared the musical score with original tunes, with George Byron and Dorothy Allen in the vocal leads. The chorus too was trained in singing as well as in the dancing and skating ensembles.

The most interesting innovation was the use of strobilite in two group numbers, *Sweet and Hot* being outstanding.

The skating acts, the real foundation of the show's value, are all standouts, carried over from the '40 edition. The most dazzling performer on the steel blades is Belita, a blond beaut, who pre-empted all the rhythm, dancing skill, and knowledge of the ballet coupled with her (See ICE-CAPADES on page 13)

Unanimity Marks AFRA Conclave; Reis Report Okehed

DENVER, Aug. 31.—American Federation of Radio Artists, in convention here August 28-31, elected Lawrence Tibbett, president; Edward Arnold, Margaret Speaks, Virginia Payne, Mark Smith, and Jean Hersholt, vice-presidents; George Heller, treasurer, and Alex McKee, recording secretary. Unanimity marked the four-day conclave, which went on record as favoring the Wagner Act and the Wages and Hours Law and voted to lend assistance to the government in its national defense program. The convention adopted the Reis report and reaffirmed the AFRA's stand (See AFRA CONCLAVE on page 13)

Mich. and Ind. State Fairs' Start Hurt by Weather, Other Obstacles

DETROIT, Aug. 31.—The Michigan State Fair is 50 per cent off on the two opening days, doing in thousands 8 on Friday and 20 Saturday, compared with 11 and 32 respectively last year. The drop was due primarily to damp weather on Friday and three heavy showers and a hailstorm on Saturday.

The 50-cent gate, for the first time in years, also hurt the fair severely. The advance ticket sale in books of four at quarter each admission sold only about 25,000, according to estimates from incomplete returns.

The fair board at a midnight meeting tonight voted to cut the admission price to 25 cents, the same as the last several years. The cut was backed by B. S. Gerety and other showmen. Extensive radio advertising is to be used to promote the new admission price over the week-end thruout the State as well as locally. (See MICHIGAN STATE FAIR page 62)

INDIANAPOLIS, Aug. 31.—The older the Indiana State Fair grows the younger its physical appearance seems to become. This rejuvenation is apparent in all departments of the 88th annual show, which opened yesterday and will run thru September 6.

The fair opened under the double handicap of threatening weather (it rained slightly the opening days) and an infantile paralysis scare in the northern part of the State. Both factors are expected to affect the gate, altho officials are optimistic about their chances of bringing at least 425,000 thru the portals to beat last year's total of 412,000. The first two days' attendance figures were below those of last year.

In every other department the fair is "bigger and better" than ever before. Two days after the show began there were freight cars full of livestock which (See INDIANA STATE FAIR page 62)

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GADGET-BACKING IN AGAIN

Performers Still Go Heavy for Inventions Promising Millions

NEW YORK, Aug. 31.—The yen among performers either to back or create new gadgets is beginning to take its toll again, tho in a small way compared to the days of 10 years ago, when a lot of money was floating around and actors contributed to the tide in the hope of securing their futures with a steady income.

It's being done with much less of a flare than in the old days when Oscar Hammerstein, originally a cigar maker, perfected a device to enable the public to cut its own hair, or when Harry DeMuth (of the Whirling DeMuths) spent all of his time between vaude bookings promoting his "hair growing studio" on Broadway.

Performers for the most part ceased being easy targets for make-a-million schemes during the past decade, but the old feeling is beginning to creep in again. Chief reason that the theater is considered an easy touch for invention promoters is the uncertain tenure of professional life in the show business and the desire to have something solid to fall back on, if and when. As a consequence, performers with a few bucks salted away aren't hard to get when somebody has the invention to end all inventions and make at least a million.

Some of the present crop of show business-backed gadgets are paying off, but they're few. One of the most successful of the gadget hunters is Fred Waring, who has been making a small fortune on his "Fred Waring Mixer," which in the past few years has become standard bar equipment.

Waring's success has spurred some of the others on, but the results so far haven't been as terrific. Harry Richman's flir into fancy envelope cigarette cases is one example.

Phil Wirth, of the Mae Wirth troupe, went into the theatrical transfer hauling business because he had a gadget designed to facilitate the lifting of trunks and crated props without the use of manpower. He found performing more profitable.

Henny Youngman is \$5,000 richer because of an "acetate celluloid record" on which he held the patent. It's his fondest wish that his gasoline stations pay off as well in the ensuing years.

Billy B. Van was lured by the smell of the pine trees in his native New Hampshire and started manufacturing pine-tinctured soap. He ultimately sank a mint in the soap business, which eventually folded.

Joseph Basson, president of Local 306

of the motion picture operators, invented a switchover device for motion picture projection machines which he patented and on which he's receiving royalties.

Plenty of musicians seek improvements in instruments. Basil Pomeen invented the Basiphone—a piano with several keyboards embodying the standard, vibraphone, and chimes. Bert Lynn invented the Vibrallynn, an electrified guitar of sorts. Gil Lamb, dancing comedian who was first a musician, is backing Ferry Corwey's gadget of a re-

mote-control attachment for a vibraphone. And Tom Cracraft quit stage designing to back an all-electric orchestra. The instances are numerous; the profits are somewhat scarce and the losses many.

Some of the boys, however, manage to experiment with pet theories without inflicting too much of a loss on their purses, as in the case of James Paul, strong man in vaude, who for years has been trying to push a sure cure for pyorrhea, his own discovery. He had a few bottles made up several years ago but stopped there. He still has them.

Even producers and others on the money end aren't exempt. Al Woods went into bankruptcy eight years ago because of his backing of an automatic photograph gadget. At present S. M. Chartock has a new-type brake he's trying to sell. There are plenty more.

Vaude Production in Chicago Looks Good; Pic Angles Watched

CHICAGO, Aug. 31.—This season will see about the same number of vaude units as last—that is, unless double screen features decrease greatly. If such should materialize, unit producers see a big boom.

Most shows will be produced by Sam Roberts and Nick Bolla. Preparations are under way for 10 or 11 units. Titles have not all been determined, tho the names of three are *Gay '90s Revue*, *All Girl Show*, and *Circus on Parade*. The Duncan Sisters will be featured in the *Gay '90s* show.

Al Borde is planning to do six or seven shows. He says he will expand production if double features are killed.

Harry Clark is planning on at least four shows to play the Kemp time in the South and Warner time in Ohio and Pennsylvania. His units this season will consist of 26 to 30 people, with a six-piece band, 10 girls in line, and about four good acts. *Pan-American Revue*, the *Beauty Parade*, and a reissue of *South American Nights* are three of the titles contemplated by Clark. "Shows will have to be better than ever before to get business," said Clark, "because territories are getting smarter and will not go for just the ordinary show that formerly played there."

Harry Rogers, who put out the *Mikado* (See VAUDE PRODUCTION on page 15)

The Broadway Beat

By GEORGE SPELVIN

RAYMOND SCOTT, whose forte, in addition to some remarkably inventive melodies, has been the creation of even more inventive titles for same, has reached new altitudes with his latest imaginative flight. According to Attorney David Mindlin, Scott has applied for a design patent on the first symbols created to replace motion picture titles on movie house marquees. His first brain child in the new field was a clock without hands but with a laughing mouth—to represent the forthcoming Warner film, *No Time for Comedy*. Raymond has decided that film titles have lost their novelty for the jaded public and the symbol system will whip up interest thru its provocativeness. Whatever will they think up next? . . . Instead of saying "gesundheit" or even "God bless you" when a guy sneezes these days, the 100-per-centers are going around saying "God bless America!" One victim looked startled and asked, "Did you hear America sneeze?" . . . Speaking of the current patriotic surge, Gray Gordon, who has been distributing *I Am an American* buttons to plug his song, couldn't oblige his patrons at the Hotel Edison last week. His button budget was overdrawn. . . . Harry Sobol, night club p. a. and one of the winners of *The Billboard's* publicity methods polls, says a p. a. with several night club accounts can service newspaper men better than a p. a. with a single account—because the former gets around more and can pick up more variegated gossip that's worth feeding the newsmen.

FEMINIST NOTE: Women are becoming an increasingly strong factor in performer unions. Mrs. Emily Holt is executive secretary of AFRA, which in three years has risen to a membership of 10,500; Mrs. Blanche Witherspoon, executive secretary of AGMA, was in office just a few weeks when she consummated the Metropolitan Opera contract, which the union had been trying to obtain since its inception; Ruth Richmond, executive secretary of Chorus Equity (succeeding the capable Dorothy Bryant), brought CE into an era that has seen some of the largest membership and employment totals in its history, and Mrs. Florence Marston, New York head of Screen Actors' Guild, guides the destinies of that important union in the East. As a matter of fact, only two of the more important Four A's unions have men as executive secretaries—Paul Dullzell, of Equity, and Hoyt S. Haddock, of AGVA.

VERY much interested in the Polish question is one of the ushers at the Stral., Frank Rykowski, who is the Broadway columnist of a Polish-American paper printed in English. The name of the column is *Polling Broadway*. . . . The Victor foreign department is avoiding the use of string basses in the recording of its foreign ditties, with an electric organ going in as the replacement. . . . A near-freezing wave from the Hudson greeted Reggie Childs' opening at Palisades Park Monday (26). Only a handful of customers turned out in the open-air ballroom, but the boys had to shiver thru a 2½-hour dance session just the same. The band's arranger went to work on music at a near-by table, just to keep warm—and the most popular quip of the evening came when one of the lads cracked, "Tonight our billing should read, 'Music by Reggie Chills.'"

TO GIVE the act some class the Three Pitchmen, musical trio, have switched their tag to the Music Masters. Two of the boys are former World's Fair pitchmen. . . . Altho William Kent has had Harris and Shore, comedy dance team, under his personal management for nearly a year, he has yet to see them work. . . . Ben Serkovich, of the Capitol Theater, promoted the Mars Candy Company for boxes of Snickers candy bars, which he sent to more than 300 newspaper men last week. The candy company even paid for the delivery, meaning that the Capitol got plenty of free promotion for its *Dr. IQ* broadcasts, which are sponsored by Mars. . . . One of the performers who joined a liquor company and cashed in on his night club contacts is Jules Howard, formerly of the comedy turn of Mills, Kirk and Howard. Three years ago he canceled a date to join the Malloy Wholesale Liquor Company as a salesman. Today he is general sales manager.

Thru Sugar's Domino

Familiar Figures Might Again Kill Revival of Flesh

IT HAPPENS every year and this year is no exception. Every year about this time the wishful thinkers in the person of the men whose pocketbooks would benefit accordingly engage in the harmless but rather ineffective pastime of prognosticating a good season for talent bookings. As far as we can see, after trying real hard to avoid being influenced unduly by the glib talk, this year's Pollyanna chorus possesses a certain amount of substance. There does seem to be some basis to the predictions that there will be more playing time for acts, attractions and bands as well as fatter pay rolls.

With hissing thanks to the martial spirit, industry is in a far better position to absorb men and pay out wages. Theaters thruout the country are more kindly disposed towards the idea of employing stage attractions to bolster grosses, not only because exhibitors are counting on the ability of the public to support higher box-office scales but also because there is a definite revolt against double-figuring. Needless to dwell in detail on the fact that double features have contributed more towards killing the live talent market than any other single factor.

So maybe this year the boys who are indulging in pipe dreams with sound of a bonanza season are hitting closer to the truth than they feel in their heart of hearts.

America is a pushover for a revival of activity in the live talent market. The stage is set. The switchboard waits for the caress of the electrician. The actors are stamping around the stage ready to play their parts. Everything is ready just as it has been on several occasions in recent years. There is only one hitch to the completion of the picture and that is the very important man known as the exhibitor. Not very important except that he provides the salaries that are handed out to the actors, stagehands, musicians, and projectionists. Exhibitors are not quite as dumb nor are they as devoted to the principles of social justice as some of us believe. Exhibitors are frequently showmen, but whether or not they are showmen they are first and last business men.

Exhibitors cannot be blamed from any angle if they are frightened away from using stage attractions by unreasonable demands of actors, stagehands, and musicians. We include the actors because we want to be technically right. We doubt seriously whether actors, as represented by their American Guild of Variety Actors, will stand in the way of theaters resuming with stage shows by making unreasonable demands of theater men. We are afraid that we cannot give the same assurance for musicians and stagehands. We have no brief against stagehands and musicians. Some of our best friends carry IA cards and tote a fiddle. We are not prejudiced against these gentry. But we know our theatrical history and we know how many well-laid plans for the installation of stage shows have been given the kibosh by certain locals of these highly esteemed unions. The stagehands and musicians have been permitting certain of their locals to play dog in the manger long enough. It is high time that the farce was ended and the boys got down to business. How they can afford to have gone along as they have up until now is one story; it is quite another as to how long show business can stand by and permit the chasm between union locals and theater men to keep stage shows in cold storage. The unions have suffered from this. So have the box offices. Performers have been practically eliminated from a busi-

(See SUGAR'S DOMINO on page 31)

FLORETTA AND BOYETTE

(This Week's Cover Subject)

FLORETTA AND BOYETTE'S rise in show business has been steady and rapid. It has been just two years since they had a showing date at the Hotel New Yorker, New York. This served as an entree to the smart hotels and night clubs in which they have displayed their mental and magic act.

Boyette, after leaving Alabama Polytechnical Institute 15 years ago, broke into show business as an endurance contest emcee and later a radio announcer. After traveling around for a number of years with such promoters as Pop Dunlap and Leo Seltzer, he returned to his native Alabama to work as a free-lance radio commentator.

After his return to Birmingham, he met and married Floretta. They conceived the idea of doing a double mental act. Following successful tryouts in schools and small theaters thruout the South, they went into outdoor show business and spent a season each with Hennies Bros. and John R. Ward shows. Then followed a year and a half of night club dates in the Midwest and South.

The New Yorker date, however, set the spark for a long line of successful engagements in class spots, including the St. George Hotel, Bermuda; Hotel Chelsea, Atlantic City; Lookout House, Covington, Ky.; Roosevelt Hotel, Jacksonville, Fla.; Andrew Jackson Hotel, Nashville, Tenn.; and the Schroeder Hotel, Milwaukee, to name a few.

Floretta and Boyette are under the personal direction of the Music Corporation of America.

No Trick Clauses In Rio Contracts, Hal Sands States

NEW YORK, Aug. 31.—Hal Sands, booker of South American casinos, denies that tricky wording in the Casino Urca, Rio de Janeiro, contracts forces acts to double from that spot into the Casino Icaraby near by. Sands claims that before acts can be sent to South America the contracts must be okehed (See NO TRICK CLAUSES on page 31)

Ohio Rink Building

CANTON, O., Aug. 31.—An increase in number of ice skating revues for Eastern Ohio cities is seen from announcements that two more ice rinks are being constructed hereabout. One, by the Valley Arena Co., will be the first for Youngstown. R. L. Baldwin, secretary, stated that the arena would have a seating capacity of 4,500, would be 140 by 200 feet and would be modeled after those in Cleveland and Pittsburgh. A. P. Dougherty and W. H. Stevens are president and treasurer respectively of the sponsoring organization.

The Nellis Construction Co., of East Liverpool, has been awarded a contract for roofing an Akron rink owned by the Klages Coal & Ice Co.

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Possibilities



CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For LEGIT MUSICAL

MONICA MOORE—scintillating young soprano, a product of London musical comedy, with unusual beauty, personality and sales ability. Has a lovely voice and uses it with soft, rich effect. When caught in an up-State night club she had the customers eating out of her hand. Would make an excellent bet for either a legit musical or a film tune-fest.

For VAUDE

CHICK DARROW—clever night club comic, who displays fine capabilities and could easily head a vaude bill or unit. Material and style are of the rowdy type, and his delivery is fast and amusing. Caught at the Torch Club, small New York spot, where he tied up the bill with clever gags and fast ad libbed comebacks. Should prove a good theater turn.

Buckley Says Quiz Lifted; Asks 250G

WILMINGTON, Del., Aug. 31.—Floyd Buckley, of New York, director and producer of radio programs, asked judgment of \$250,000 in a civil action filed today in the United States District Court here against the Music Corporation of America, General Mills Corporation, and the National Broadcasting Company, Inc.

Buckley states in the bill filed that in January, 1939, he wrote a "radio program continuity" under the title of "Stump the Leader" or "Beat the Drum." He charges the program, containing the original "radio quiz program," which he prepared and turned over to the Music Corporation of America, was later used by Ted Weems and his orchestra on NBC in a program sponsored by General Mills.

Dayton Sets Eight Legits

DAYTON, O., Aug. 31.—The best season in the legitimate theater here in the last 10 years is expected by Manager W. A. Keyes, of the Victory Theater, who has just announced a list of tentative bookings.

Two of the attractions, Tallulah Bankhead in *The Little Foxes*, September 25, and Gertrude Lawrence in *Skylark*, November 14, are definite, contracts having been signed. Both play matinee and night performances.

Other tentative dates are Katharine Hepburn in *The Philadelphia Story*, November 5 and 6; Alfred Lunt and Lynn Fontanne in *There Shall Be No Night*, December 2; Flora Robson in *Ladies in Retirement*, December 4; *The Man Who Came to Dinner*, December 11 and 12; *Pins and Needles*, January 8, and *Time of Your Life*, January 16. *Life With Father* also is promised, but no date has set.

Alien Registration Starts; Visas, First Papers No Out

NEW YORK, Aug. 31.—All alien performers, whether they are permanent residents in the United States or came into the country on short term visas, have to be registered and fingerprinted according to the provisions of the Alien Registration Act, according to local registration authorities. Registration of some 3,800,000 aliens in the U. S. is now under way in designated post offices and schools throught the country and will continue daily thru December 26.

Performers here on visas are told that it will be extremely difficult for them to secure an extension of their stay in

this country. Registration in any city or town where a performer may find himself between now and December 26 is permissible.

Following information is asked: name (including professional tag); home and post office addresses; date and place of birth; native country; martial status; race; date of arrival in country; means of transportation; how long a stay is contemplated; occupation; employer; memberships or activities in clubs, organizations, or societies, if any; military or naval service; whether first citizen- (See ALIEN REGISTRATION page 13)

MANUFACTURERS TRUST COMPANY

Condensed Statement of Condition as at close of business
June 29, 1940

RESOURCES

Cash and Due from Banks	\$250,650,148.86
U. S. Government Securities	306,873,708.79
State and Municipal Bonds	34,442,500.13
Stock of Federal Reserve Bank	2,246,500.00
Other Securities	44,281,191.10
Loans, Bills Purchased and Bankers' Acceptances	203,332,207.21
Mortgages	21,205,261.69
Banking Houses	12,553,189.52
Other Real Estate Equities	3,384,823.22
Customers' Liability for Acceptances	7,768,395.48
Accrued Interest and Other Resources	2,353,418.33
Total	\$889,091,344.33

LIABILITIES

Preferred Stock	\$ 8,749,520.00
Common Stock	32,998,440.00
Surplus and Undivided Profits	40,151,103.92
Reserves	4,693,357.09
Reserve for Preferred Stock Sinking Fund	21,594.86
Common Stock Dividend (Payable July 1, 1940)	824,959.00
Preferred Stock Dividend (Payable July 15, 1940)	218,738.00
Outstanding Acceptances	8,649,764.00
Liability as Endorser on Acceptances and Foreign Bills	601,903.86
Deposits	792,181,953.60
Total	\$889,091,344.33

HARVEY D. GIBSON, President

Principal Office: 55 Broad Street, New York City

World's Fair Office:

Constitution Mall at Washington Square, World's Fair Grounds

68 BANKING OFFICES IN GREATER NEW YORK

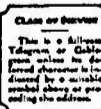
European Representative Office: 1, Cornhill, London, E. C. 3

Member Federal Reserve System

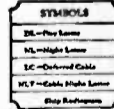
Member New York Clearing House Association

Member Federal Deposit Insurance Corporation

Both Common and Preferred shares have a par value of \$20 each. The Preferred is convertible into and has a preference over the Common to the extent of \$50 per share and accrued dividends.



WESTERN UNION



WHEN YOU TRAVEL — KEEP IN TOUCH WITH HOME AND OFFICE WITH LOW RATE WESTERN UNION TOURATE TELEGRAMS. THE COST IS ONLY 35c FOR THE FIRST FIFTEEN WORDS.

STOCK TICKETS

ONE ROLL . . . \$.50
FIVE ROLLS . . . 2.00
TEN ROLLS . . . 3.50
FIFTY ROLLS . . . 15.00
100 ROLLS . . . 29.00
ROLLS 2,000 EACH
Double Coupons,
Double Price,
No C. O. D. Orders
Size: Single Tick., 1x2"

ONE QUESTION

Willkie or Roosevelt?
Which Ticket?
We solicit your order for
TICKETS
of any description,
Strips, Rolls and Books, all of which we manufacture, and at a price that will meet your approval. Our tickets are safe.

THE OTHER QUESTION

Counterfeitable or Non-Counterfeitable Tickets?
THE TOLEDO TICKET COMPANY, Toledo, Ohio.

SPECIAL PRINTED

Roll or Machine
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.



1270 SIXTH AVENUE
RADIO CITY • NEW YORK

STAR-SPANGLED AIRWAVES

Americanism Programs Given Big Hunks of Free Time by Nets, Indies

NEW YORK, Aug. 31.—Without spending a dime, the government's defense program has already acquired as many shows and as much radio time as are bought by the industry's biggest spending sponsors whose radio budgets are in the millions. The "co-operative" drive by the National Defense Advisory Commission and the War Department has just begun. Networks, independent stations, and sponsors have indicated that within the next few weeks even more air time will be donated.

Counting only those shows which are regular weekly or daily programs set at press time, survey shows that Americanism is piped over 13 network programs and occupies 5 3/4 weekly network hours. In addition New York local stations are running 10 more "patriotic" programs, consuming another five hours weekly. Local line-up is indicative of independent station situation thruout the country. These Yankee Doodle figures do not include the spot broadcasts on conscription and the National Defense Series.

Irregular Additions

Supplementing the list of regular flag-waving shows are occasional and featured insertions such as Edwin C. Hill's interviews with industrialists on the subject of our national defense program (*Human Side of the News*, CBS, Thursdays, 11:05 p.m.). Hill, as well as Gabriel Heatter (*We, the People*, CBS, Tuesdays, 9 p.m.), has handed out Americanism by the chunk ever since the early days of the European crisis. Other CBS shows which

have spotted the flag-waving angle recently or will include the theme within the next week or so are *Vox Pop*, *Strange as It Seems*, *Forecast*, *Hedda Hopper's Hollywood*, *People's Platform* and the *Columbia Lecture Hall*. Topping the list, of course, is Kate Smith's rendition of *God Save America*. Her CBS program returns later this month.

WMCA Gets Them Nightly

Local independent outlet, WMCA, has one of the largest patriotic schedules, totaling 2 1/2 hours weekly. Station had a two-year head start on the subject when it introduced its now timely sign-off, which in part reads: "At this time may we express the fervent prayer that the sweet freedom of democracy so keenly enjoyed by all Americans may some day soon be restored to those people of other lands who, tonight, are yoked by oppression. And may the spirit of brotherly love preserve inviolate the glorious principles on which our own great country was founded. Peace on earth, good will to all men."

At WFIL, Philadelphia, station orders to the music department require the playing of patriotic records whenever possible. Later this month WCAU, Philadelphia, will inaugurate a series of programs under the auspices of the American Legion. Meanwhile station has commissioned Lawrence Tibbett to record the *Star-Spangled Banner*, a public domain number, as a precaution against a show-down in the ASCAP-BMI war, which would cut off use of the Irving Berlin-Kate Smith hit, *God Save America*.

Government Handouts

United States Office of Education has a slew of Americanism shows worked out in scripts, recordings, and transcriptions, for the immediate use of stations who want to buy programs at low cost. Radio Script Exchange, in recent bulletin to stations, listed scripts which can be borrowed. Some of its titles are already on the air, such as *Americans All—Immigrants All*. In next few weeks shower of new programs will bear some of the other heads: *Let Freedom Ring*, *Freedom on the March*, *I'm an American*, *Democracy in Action*, etc. The stations have but to devote the time, and the government bureau provides the capsule. After September 1 the Script Exchange of the American Red Cross will, similarly, provide radio with variations on the Yankee Doodle theme.

Accompanying chart lists only definitely set and regular network and local New York programs devoted to "patriotic" themes. Some, such as the *Wings* programs, are produced in co-operation with the U. S. government army air corps.

Color Television Demonstrated

NEW YORK, Aug. 31.—Columbia Broadcasting System held a private demonstration of television in full color for James L. Fly, chairman of the Federal Communications Commission, at its laboratories Thursday. Paul W. Kesten, CBS vice-president, declared that the colored process would be on the market for commercial broadcasting by January 1. Colored television will be shown to the press next week.

CBS's innovation is the system developed by Dr. Peter C. Goldmark, CBS's chief television engineer. Full technical details will be presented to the National Television Systems Committee at its next meeting in New York. According to Kesten, the new process will not add chaos to the troubled field. He explains that it employs standard television equipment with a few minor adjustments.

S-C Shot Promotes FM

NEW YORK, Aug. 31.—When Stromberg-Carlson Telephone Manufacturing Company starts its series of commercials—the first to promote frequency modulation—September 2 for three half-hour weekly periods on WQXR, commercial will be geared to sell the "staticless radio" primarily. S-C product itself is only secondary element in sales copy so far. Initial plug points out the "sensational, revolutionary advance" of FM, and reports there are 40 hours of FM broadcasting daily in this area.

Program, entitled *Treasury of Music*, on from 7:30 to 8 p.m., Mondays, Tuesdays, and Thursdays, will be increased later in October, November, and December. Broadcast will go out simultaneously over WQXR's FM affiliate, W2XQR. Deal handled by Stewart, Hanford, & Casler, Inc., of Rochester.

Engle to Cramer-Krasselt

CHICAGO, Aug. 31.—Holland Engle, radio director of Erwin, Wasey & Co., has resigned his position to become affiliated with the Cramer-Krasselt Co., Milwaukee. Present radio chief is J. E. Giesh. No successor has as yet been named for Engle's job.

PITTSBURGH, A. 31.—The Philadelphia Co. returns to the air with a half hour over KDKA for 23 weeks, beginning September 1. Company used WCAE a year ago.

These Boys Get Around

CHICAGO, Aug. 31.—Fels-Naptha sponsors a clean stunt, at least in connection with its *Tom, Dick, and Harry* show over WGN.

Housewives are engaged in a letter-writing contest covering simply an invitation to the boys to do milady's laundry. Every Friday winners are drawn, and every Monday, right after the 10 to 10:15 a.m. broadcast, the boys actually do the winner's week's wash—at her home, of course. The boys don't mind so long as the refreshments which the housewives have been offering don't fall below the standard of the chicken turn-overs they recently had.

AFRA Shop Holds on ET's, Tho Code Not Yet Inked

NEW YORK, Aug. 31.—Tho the radio actors' union and transcription producers are still apart on the proposed code of fair practice for the industry, union has an AFRA shop in all e. t. productions, according to Mrs. Emily Holt, executive secretary.

"All transcriptions on the air today are made by AFRA members," said Mrs. Holt.

NBC Artist Service Bookings

NEW YORK, Aug. 31.—NBC Artists' Service reports the following recent bookings: Ed East for White Rose Tea's *Kitchen Quiz*, starting September 30; Boake Carter for series of transcriptions for American Chicle; Don Goddard's news commentaries renewed by American Chicle; and Dinah Shore set as guest on Westinghouse's *Musical Americana*, September 17, and on the Schaefer Beer Revue, September 5. Bureau signed management contract with Graziella Parragua, Cuban singer.

WHN's Heavy Sports Sked

NEW YORK, Aug. 31.—WHN currently is airing one of the heaviest sports commentator program schedules in its history. Old Gold sponsors Clem McCarthy, who breaks in with flashes, 2-6:30 p.m.; McCarthy also comes on with racing scratches at 12:30 p.m., a sports preview at 2 p.m. and sports resumes at 5:30 p.m. and 6:30 p.m. Peter Doelger Beer sponsors Dick Fishell's nightly comment at 6:45; Bert Lee airs *Today's Baseball* seven nights weekly at 7:15 o'clock for Mapleton Cigarettes; Jimmy Powers airs a thrice-weekly show for A. Arakelian Wines, and Sam Taub has a *Sunday Hour of Champions* for Adam Hats.

Philly Stations Step Up Plugs For BMI Tunes

PHILADELPHIA, Aug. 31.—Local stations' orders to increase use of BMI tunes have gained momentum. WFIL produces at least 10 plugs daily for BMI and accompanies each tune with story of its origin and explanation of BMI aims. Dance remotes plus music carried by WFIL from its Mutual and NBC Blue affiliation give BMI heavy plugging.

WDAS, which airs platters mostly, has restricted all other musical selections to public domain and BMI compos. Musical directors of all stations are busy making special arrangements of BMI songs.

There is also a move afoot to make the public forget the ASCAP-controlled *God Bless America*. WCAU, preparing for a series of patriotic programs, has commissioned Lawrence Tibbett to record *The Star-Spangled Banner*. Platter will be made by Columbia Recording Corporation and issued for national release rather than exclusive WCAU consumption. Also designed to take the play from the Irving Berlin tune, WFIL sent an order to its music department that patriotic records be spotted thruout the day on all recorded shows.

Mystery Drama for Wings

CHICAGO, Aug. 31.—Latest show cooked up by Russell M. Seeds for the Brown & Williamson account is a half-hour mystery show called *Wings of Destiny*, representing a new departure for the agency, which is noted for producing inexpensive variety shows. Sponsored by Wings King-Size Cigarettes, thriller will dramatize the story of an air pilot, a girl reporter, and a grease monkey, and will avoid plots of fifth-column activities and sabotage. Show will air on NBC late September or early October. John Hodiak, Eloise Kummer, and Henry Hunter have been cast in the leading roles, tho another audition may bring about changes. Charles Lyons will announce.

Merchandising set-up will feature contest giveaway of Piper Cub airplane for the best Wings slogan sent in each week. A Pot-o-Gold twist will be given the contest, winner being phoned at the beginning of program and a three-way conversation between winner, studio, and pilot who will fly the prize plane to the lucky listener. As in the Heidt show, winner will have to be home and connection must be put thru. Mel Williamson, for 3 1/2 years producer of the Richfield Oil Co. broadcasts on the West Coast, was brought here to direct *Wings*.

Canada Auto Radios Slump

REGINA, Sask., Aug. 31.—A total of 35,578 auto radio licenses were issued in Canada in the fiscal year ended March 31 as compared to 38,844 the preceding fiscal year, it was announced from Ottawa. Increases were shown for every province but Ontario, which, however, accounted for 42 per cent of the total. Free radio licenses were issued to 4,699 blind persons in Canada, compared with 3,926 the preceding fiscal year.

WIP Copies "Court"

PHILADELPHIA, Aug. 31.—Local radio, notorious for carboning the established network shows, reveals no signs of letting up in that direction. With the season yet to get under way, WIP lined up a carbon of *Good Will Court*. *What Shall I Do?*, which started August 29, has John J. Radley, local psychoanalyst, conducting. Three local advertisers are dicker for the sponsorship privilege, a network carbon being a sales pushover in this port.

"Voices" Vie WHN

NEW YORK, Aug. 31.—Harry S. Goodman Co. has been appointed advertising agency for Finkenbergh Furniture Co. Finkenbergh, with stores in New York and Newark, N. J., will go on the air over WHN, beginning September 16, with Goodman's transcribed program, *Voices of Yesterday*. Contract signed for 52 weeks.

Schedule of Super Patriotic Programs

Program	Station	*Time	Hours
United We Stand	CBS	Sundays, 11-11:30 a.m.	1/2
Honest Abe	CBS	Saturdays, 10-10:30 a.m.	1/2
This Is My Land	CBS	Saturdays, 3:45-4 p.m.	1/4
Sky Blazers	CBS	Saturdays, 8-8:30 p.m.	1/2
U. S. Army—Ray Perkins	CBS	Saturdays, 1:30-2 p.m.	1/2
Wings for America	Mutual	Fridays, 8-8:30 p.m.	1/2
Wake Up America	Mutual	Mondays, 9-10 p.m.	1
Yankee Doodle Goes to Town	Mutual	Mondays, 3:30-3:45 p.m.	1/4
This Might Be You	Mutual	Saturdays, 2-2:15 p.m.	1/4
Conservation Reporter	Mutual	Thursdays, 6:30-6:45 p.m.	1/4
Bob Emery's Rainbow			
House	WOR, New York	Sundays, 9-10 a.m.	1
I'm an American	NBO Red	Saturdays, 2-2:15 p.m.	1/4
This Our America	NBC Blue	Wednesdays, 8-8:30 p.m.	1/2
Wings Over America	NBC Red	Sundays, 12:30-1 p.m.	1/2
Johnny Get Your			
Wings	WMAC, New York	Monday, Wednesdays, Fridays, 7:30-7:45 p.m.	3/4
Trojan Horses	WMCA, New York	Tuesdays, 8:15-8:45 p.m.	1/2
U. S. Army	WMCA, New York	Saturdays, 8-8:30 p.m.	1/2
Ida Bailey Allen's			
Homemakers—Pan American			
Homemakers	WMCA, New York	Mondays, 11-11:30 a.m.	1/2
Signoff	WMCA, New York	Nightly, 1:15 a.m.	1/4
Made in America	WBNX, New York	Thursdays, 4-4:15 p.m.	1/4
Americans All—			
Immigrants All	WBNX, New York	Sundays, 6:30-7 p.m.	1/2
Soldiers With Wings	WHN, New York	Mondays, 9-9:15 p.m.	1/4
Dr. Frank Kingdon	WOV, New York	Sundays, 5-5:15 p.m.	1/2

*—All time references are E.D.S.T.

Radio Talent New York

By JERRY LESSER

JAY JOSTYN returns to Mr. District Attorney after two weeks' vacation in his home town, Milwaukee. . . . **FRANK WILSON**, author of *Bishop and the Gargoyle*, down with a severe cold. . . . **LEITH STEVENS** has sold his race horse, Golden Melody, because he's spending too much time out of New York and can't take care of him. . . . **BEN GRAUER** returns from Mexico September 6. . . . **FLORENCE ROBINSON**, actress on *Aunt Jenny*, is wearing a Royal Canadian Air Corps pin in her lapel. . . . **JACKSON BECK** is the current heavy on *My Son and I*. . . . It seems a shame that *Strictly Business* is being taken off the air. Evidently the trouble is lack of fan mail, but the powers that be forget that a script more or less on the sophisticated side appeals to thousands who would never sit down to write fan letters.

PAUL COGSWELL KING, age six and a half, son of MR. AND MRS. PAUL KING, ran off with the gold medal at the Larchmont Day Camp for honors in swimming, baseball, table manners, boxing, etc. The son of **DICK NICHOLS**, of Morse International, was awarded the cup for being "best camper." You should see their old men! . . . The **HENRY SOUVAINE** agency will have **LADDIE SEAMAN** as collaborator on an **ELMER RICE** play being prepared for radio. . . . **JAMES WATERS** (Papa Jake) has a wife who really is self-supporting. She has just opened her newest Topsy's restaurant in White Plains. This makes the fourth in the chain. . . . **DICK LEONARD**, of NBC, is the father of a boy, as is actor **NEILL O'MALLEY**. . . . **LANNY ROSS** bought a cow at auction at the World's Fair. The cow, formerly a stallmate of **ELSIE**, the famous beauty of the barn, was sent to **LANNY'S** farm in up-State New York. . . . **EVERY HAS-**

KELL, president of WBNX, is a brigadier general in the National Guard. . . . **F. X. A. EBLE**, who conducts the *Made in America* program from the same station, is an ex-U. S. Army Intelligence Division captain.

SEEMS FUNNY to see all those Chicago actors trekking East. Reports indicate more network programs will originate in the Windy City, come the new season, than at any time in radio history. There are already such shows as *Beat the Band*, *Uncle Ezra*, *Girl Alone*, *National Barn Dance*, *Quiz Kids*, *The Carnation Hour*, and many daytime shows. . . . The fall will see new shows such as *Knickerbocker Playhouse* and *Design for Happiness* cropping up in Chi. The return of *First Nighter* and *Lady Esther* will swell the Windy City's network shows. Hope all you kids aren't making a mistake in coming East. . . . **RALPH EDWARDS**, after four years with the Major Bowes *Amateur Hour*, resigned as announcer to devote all his efforts to *Truth Or Consequences*, which will go on tour soon.

GENE WHITTAKER, baritone, has been guesting on Nick Kenny's program Thursdays over WINS. . . . **THE SOUTHERNAIRES**, male quartette, are out now on their biggest concert tour, which started August 19 and will run continuously to November 12. Their schedule covers 14 States so far. . . . Mr. and Mrs. **CHARLES BERRY** are expecting an heir in October. Mrs. Berry is the former Yolanda D'Este, dramatic actress. The father-to-be is WOV's chief announcer. . . . **DIANE WINTERS**, singer formerly known as Rhoda Chase, began a series on WJZ Wednesdays 10 p.m. for *Stein-Block Clothes*. . . . **ELEANOR KILGALLEN**, sister of columnist Dorothy Kilgallen, has joined the cast of *Society Girl*.

Chicago

By NORMAN MODELL

BEVERLY YOUNGER is the new Kitty Keene. . . . Another to sign with the WGN talent office is **SUNDA LOVE**. She was just offered two jobs at the same time, a role on *Road of Life* and another on *Road to Happiness*; since they conflicted, she chose the latter. . . . A lot of people here from Cincinnati making a stab at Chi radio, among them **FRED BARKAU** and **GORDON SHAW**, second v.-p. in Cincy's AFRA local. . . . **LEO CURLEY** was added to the cast of *Jack Armstrong* as Anthony Badger. . . . **PAT MURPHY** got the role of Enoch Sims in *Bud Barton*; **MICHAEL ROMANO** now plays Scoodles Shaw in *L'il Abner*. . . . **BILL THOMPSON** may do a series of personal appearances at the Great States Theaters. . . . When **DON QUINN**, **HARLOW WILCOX**, and **CECIL UNDERWOOD** get thru conferring with agency execs

they will leave for Lake Owen, Wisconsin, to battle finny denizens.

BETTY RUTH SMITH has been given the role of Sylvia Grey in *Painted Dreams*; no one as yet picked to play brother Bobby. . . . **GORDON HUGHES** left for New York this week-end to confer with **ANNE RIDGEWAY** and **ROBERT JENNINGS** on *Those We Love*. . . . **JOHN NESBITT** is back on WBBM with a miniature revue of his *Passing Parade*. . . . **MABEL TODD** returns to the cast of **MOREY AMSTERDAM'S** *Laugh and Swing Club* Tuesday (3). . . . Now **EDDIE CHASE** is airing from WGN. . . . **BILLIE JEAN WASHBURN** is returning from Mexico. . . . **ANNE SEYMOUR**, in New York, won the role of Belle Watling in *GWTW*. . . . Congratulate **BETTY HANNA** and **JONATHON HOLE**. They are the proud parents of a girl born last Tuesday (27) in the Passavant Hospital.

Hollywood

By DEAN OWEN

EDWARD G. ROBINSON is back in town after two weeks at Pebble Beach. When *Big Town* rolls in October it will mark Robinson's fourth year as Steve Wilson. . . . **PAUL SCHWEGLER** heads for San Francisco to take a last look at the expo. . . . **DOUGLAS EVANS**, announcer for the *Edgar Allen Poe* series over KFI, grabbed himself a flicker role at Warner Bros. . . . The **MEREDITH WILLSONS** are celebrating their 20th wedding anniversary this week. . . . **GERRY FERRY**, of KVI, Tacoma, Wash., planned in this week for guest spot on Al Pearce show. . . . Judge **LEROY DAWSON** and the boys on the *PDQ Quiz Court* are back on the mainland after a broadcast from Catalina. . . . **SHEILA RYAN** becomes one of the first television players to be grabbed for pictures in these parts. Sheila has been playing in the Don Lee series, *Gibbons Family*. . . . **SCHUYLER STANDISH** and **JUDY LYNN**, who have appeared at W6XAO, were also grabbed for the flickers. . . . Speaking of television, W6XAO's musical comedy, *Visions of 1940*, will feature **JANICE CHAMBERS**, **CAROL KNIGHT**, **CARL NEUBERT** and

CLAIRE FAIRBANKS, **PHILIP SUDANO** handles the scripting. . . . **BOB GARRED** heads for some plain and fancy fishing in the Canadian Rockies. . . . **ONA MUNSON** back after a sojourn at Westport, N. Y. She'll resume her role in *Big Town* and go before the camera in *The Lady From New Orleans*. . . . **FLETCHER WILEY** said he caught a 140-pound swordfish off Catalina. . . . **KEN** and **WEN NILES** with Al Pearce, and **DON PRINDLE** are back in town after snagging 42 trout in the High Sierras. . . . **ARCH OBLER** is looking for somebody to play the part of Tschalkowsky in *The Lonely Heart*, his first play in the new series. . . . **DAD PICKARD**, of the *Pickard Family*, has gotten himself a role in Republic's *Frontier Vengeance*. **CHARLIE**, his son, does some warbling in the same film.

G. Steck's Band on E. T.'s

NEW YORK, Aug. 31.—Gus Steck, ork leader at The Brook, Summit, N. J., signed this week for a series of transcriptions for World Broadcasting Company. Deal set thru Gordon & Williamson, Inc.

WABC, WEA, WJZ, WOR, WMCA Still Tops in Publicity Survey

NEW YORK, Aug. 31.—All but one of the 10 major New York commercial stations suffered reduced publicity breaks in metropolitan New York dailies' radio pages between July 7 and August 3, continuing the general trend of the past six months. WABC still heads the list, while WINS finishes last despite its 80 per cent increase. WMCA holds its rank at the top of the independent stations. WEA, WQXR, and WINS show increases in feature and highlight box mentions over last year's figures. In the comparison with breaks for the same period last year, total mentions show a decline of 380, with the greater percentage of decline falling in column mentions. Column mentions declined 26.5 per cent, while feature and highlight box mentions declined 6.8 per cent.

In recapitulation below, showing the comparisons between 1939 and 1940 for this period, "F" indicates feature or highlight boxes; "C" indicates column mentions, and "GT" grand totals. Report is compiled from eight New York papers and one Brooklyn paper.

N. Y. Station Publicity Breaks (July 7 to August 3)

STATION	1939			1940		
	F	C	GT	F	C	GT
WABC	680	159	839	634	122	756
WEAF	590	136	726	641	83	724
WJZ	590	133	723	509	95	604
WOR	375	118	493	346	100	446
WMCA	209	67	276	128	60	188
WQXR	116	28	144	129	10	139
WHN	100	17	117	90	7	97
WNEW	99	23	122	85	9	94
WEVD	90	2	92	64	9	73
WINS	30	9	39	57	13	70
TOTALS	2,879	692	3,571	2,683	508	3,191

General Foods Biggest Columbia Sponsor, With 2 New Shows Set; CBS Food Business Upped Plenty

NEW YORK, Aug. 31.—General Foods Corporation becomes the largest single sponsor on the Columbia Broadcasting System, October 7, when the firm takes on two more script shows to bring its total to nine regular programs on the

Columbia schedule. Food manufacturers in general have spent more money in radio advertising than have any other industry. General Food's latest expansion brings CBS's food billings for the first six months of 1940 to 51 per cent higher than for the first six months last year. CBS's food business for first six months this year is \$6,698,834.

The two additions are *Kate Hopkins* and *Portia Blake*, dramatic serials which previously had been confined to spot transcriptions. *Kate* will sell Maxwell House Coffee, Monday thru Friday, at 4:45-5 p.m. (3:30-3:45 p.m. on Western schedule) over 43 CBS stations. Station line-up for *Portia* is not complete as yet, but will probably take in 65 CBS outlets at 4-4:15 p.m., Monday thru Friday, for Post Toasties.

Radio dough spent in years past by General Foods on CBS: \$432,751 for 1937; \$2,720,386, an increase of almost 500 per cent, in 1938; and \$3,191,167 in 1939. This year totals are already higher.

General Foods recently renewed *We the People* and the *Kate Smith Hour*, its largest program. Its other programs include *Elmer Davis*, *Kate Smith Speaks: News, My Son and I*, *Joyce Jordan*, *Girl Interne*, and *Young Dr. Malone*.

Tighten Foreign Programs; "Inflections" Lose Jobs for 4

NEW YORK, Aug. 31.—Tightening up of control over foreign language broadcasting in the New York-New Jersey-Pennsylvania area has caused the dismissal of four members of stations' personnel. Two are known to be announcers who "insisted upon injecting biased inflections" into their programs even when reading seemingly harmless scripts.

None of the local stations have yet started making recordings of their broadcasts as recommended by the National Association of Broadcasters, the station officials have a strong hunch the government is monitoring them continuously.

Pure Oil Tests Quizzer

CHICAGO, Aug. 31.—Pure Oil has just bought a new audience participation show entitled *Who Said It?* from Lou Cowan. Show will not supplant the *Kaltenborn* series but will be tested in Flint, Mich., before being set for a number of special markets. Show will be a quiz on famous personalities, advertising slogans, quotations, and will air a half hour a week beginning September 12. Agency is Leo Burnett.

New Creative Dept. at Seeds

CHICAGO, Aug. 31.—Russell M. Seeds has established a new department devoted to the creation of new program ideas under direction of Raymond Jeffers, whose official title becomes Director of Special Program Research. Jeffers was publicity chief for the agency until recently, when he resigned unexpectedly. Promoted to Jeffers' job was Del King. Ed Bottelton and Paul Larmer are his assistants.

Almost as Good As Mark Twain

DENVER, Aug. 31.—On one of KFEL's five daily newscasts recently there was nary an item concerning Wendell Willkie. Immediately following the broadcast, station received a phone call from a listener inquiring whether or not Willkie was dead.

IRVING STROUSE

and PAUL WIMBISH

announce
the
opening
of

ALLIED RADIO ASSOCIATES, INC.

for the
business
of

RADIO PRODUCTIONS PUBLICITY ARTIST MANAGEMENT

with
offices
at

724 FIFTH AVENUE
TEL.: CIRCLE 6-5240
NEW YORK, N. Y.

WOV To Start English Live Talent Policy in the Fall

NEW YORK, Aug. 31.—English live talent policy for evening programs will be inaugurated this fall by WOV, foreign language station specializing up to now in Italian programs. In preparation for the expansion, station's own artist bureau will institute a series of auditions, September 6, for swing vocalists—singles and combinations—and variety acts. Dramas and dramatic actors are excluded, according to present plans. Station is also contemplating adding a house band of swing character, to keep intact the swing theme for after-6 p.m. programs.

Move follows closely station's first character change which went into effect about three weeks ago when management pulled all station sustainers, shoved all foreign language commercials into the daytime range up to 6 p.m., and started the swing sessions (recordings and interviews with band leaders who happen to be playing the town in the evenings).

According to the office of Hyla Kiczales, general manager of the station, these innovations are in preparation for more extensive changes being mulled to prepare WOV for the role of anchor station in the American Broadcasting System's contemplated Atlantic seaboard network. Auditions will be handled by John C. Schramm, program director, and Sydney Leipzig, head of the artists' bureau.

Plans are bound to affect changes in character of station's artist bureau which, up to now, specialized in Italian

talent, with probably a corner on the supply. Bureau has about 125 performers and singers under contract, according to Leipzig, who estimates that the whole field consists of 250, exclusive of name opera stars. During the past summer Italian pop singers commanded between \$70 and \$80 weekly salaries at the Italian summer resort hotels. On club dates the vocalists fare better than do the English-speaking warblers, with an average of \$20 to \$25. Bureau head declared that, contrary to popular belief, there is a comparative scarcity of Italian popular singers, which tends to give those who are around the salary edge. Other types of Italian performers, however, he reports, have been able to do no better than English equivalents, with dramatic actors holding the toughest spot. Bureau has 11 dramatic stock companies touring the East, but reports that the 2,500,000 Italians in the area too strong for legit. Shows are presented only Friday and Sunday nights, and must include a complete vaude show in order to sell the legit program. War and censorship angles are not helping the cause of the Italian performer.

The shift to part-time English talent policy is being made also with a view to pick up a few commercials from the cigarettes, beer, and beverage manufacturers on national time. The swing music innovation brought 167 fan letters the first week of its operation. Second week's batch, according to the station's p. a. David Casem, totals about 300.

Program Reviews

EDST Unless Otherwise Indicated

"Golden Bars of Melody"

Reviewed Monday, 10-10:15 p.m. Style—Songs and stories. Sponsored by Fels Naphtha Soap Company. Station—WFIL (Philadelphia) and the Quaker State network.

Instead of the usual daytime serials to sell soap, Cyril G. Fox, sales and advertising manager for Fels in Philadelphia, has been toying with the idea of using an early morning melody stanza to win the good will of the housewife. That it brings in the chips for the soap suds is seen in the fact that the thrice weekly shot has been expanded from local consumption to take in the eastern half of Pennsylvania covered by the Quaker State network. From its origin, program has been set direct by Roger W. Clipp, WFIL general manager and co-ordinator for the regional net. That Fels has bought it for the next 52 weeks indicates that there may be, in the near future, a turnaway from serials to the musical.

Stanza singles Rhona Lloyd, soprano, and leans on the Victor Herbert and Carrie Jacobs Bond composes, which hit the spot with the kitchen commandant. Mil Spooner, at the organ, provides the restful musical setting. Miss Lloyd further weaves in poem readings, sayings, and a short story of the early days, heightening the nostalgic flavor of the entire program. Singing and readings all in the informal manner, designed to make the housewife purr before the loud-speaker while announcer Fred Temple gives a well-balanced earful on buying the sponsor's soap chips. Commercial emphasizes taking the curse off dishpan hands and housemaid knees and offers gratis photos of Miss Lloyd.

Orodenker.

soloed with *When You Come to the End of the Day*.

Commercial for Community Opticians is handled by Manners in the middle of the 15 minutes. Zeke could still take just a touch of schmaltz out of his salesmanship and put just a touch of speed in.

It's a program, tho, that should never be allowed to go off the air. Burr.

"Ida Bailey Allen's Homemakers"

Reviewed Wednesday, 11-11:30 a.m. Style—Household hints, quizz, and community singing. Sponsor—The Dime Savings Bank of Brooklyn, N. Y. Station—WMCA (New York).

Ida Bailey Allen is a welcome return to the radio for women who like their household hints jazzed up. The great homemaker has the knack for making housekeeping sound pretty interesting and exciting, but definitely not in the gushing manner. She herself bubbles over with enthusiasm on the air and succeeds in building a friendly and entertaining atmosphere. With all this gaiety, tho, she comes across with down to earth, practical kitchen and home-making data.

According to her description, her daily program varies so that one day her hour is devoted to Pan-American housewives, and on another she caters to junior cooking classes. On the day of this review, she featured a kitchen quiz, food market reports, menu suggestions, a community sing, and Charles Premak, the gay gourmet. Studio audience participates in the quiz and sing. There's never a dull moment on the Ida Bailey Allen homemaker. Weiss.

"I Have a Date"

Reviewed Thursday, 7-7:15 p.m. Style—Narration, recorded music. Sustaining on WINS (New York).

An interesting idea poorly developed. Listeners are asked to mail in their memorial dates, and Lou Auerbach digs into the history books to find an interesting event that took place on that date.

Program caught included three biographies of notables—P. T. Barnum, Mme. Marie Curie, and Thomas Jefferson—a tiring listening task. By including more variety on the program it will have more audience appeal.

Lucky listeners whose dates are employed are rewarded with a free book, thru courtesy of the Vanguard Press.

The narrator of this particular program was Bill Corpi, whose script reading was hesitant and lacking in interest. Certainly a more exciting way of narration can be devised.

Musical recordings are played between narrations. Hontigberg.

"The Hour for Union Now"

Reviewed Monday, 8-8:15 p.m. Style—Talks. Sponsor—Clearing Center for Union Now. Station—WMCA (New York).

The program is intended to supplement the newspaper campaign designed to establish a federation linking the United States of America with Canada, the British Isles, Ireland, Africa, Australia, and New Zealand. Union Now was organized by Clarence K. Streit. As a political and economic plan, Union Now is not within the province of this review, which can be concerned only with the quarter-hour program as a radio attraction.

As a show competing for attention with others, *The Hour for Union Now* is hardly inviting, lacking showmanship necessary to keep one's interest buoyed for even so short a period as 15 minutes and on so vital a subject as this. Mr. Streit is not well suited to sell his plan over the radio. His voice was hardly any better than that of a droning minister reading a rewrite of last year's sermon.

Robert Sherwood introduced Streit. His presence failed to make the program any more impressive. Orally, tho, he is more listenable than Streit.

Production might use a less tinny canning of the *Battle Hymn of the Republic*, and might introduce the song less violently. Weiss.

Advertisers, Agencies, Stations

NEW YORK:

MANN HOLINER, who recently joined Benton & Bowles, Inc., after several years heading the radio department for Lennen & Mitchell, Inc., has gone to Hollywood to ad-direct the Maxwell House coffee program, which returns to the NBC Red September 5 at 8 p.m. EDST. . . . Don Cope, who has been directing Benton & Bowles programs from the West Coast for the past three years, will return to local headquarters to assist Tom Revere, vice-president, on radio production matters. . . . Sales force changes list Cecil Hackett and Ed Dunning switching from WHN to WINS as general manager and salesman respectively. . . . Bill Von Zehle left radio department of Consolidated Radio Artists to assist Cecil Hackett on WINS, but will continue to handle the radio chores for the Quintones and Allen Prescott. . . . *Your Hollywood Informer*, original title of gossip program screen actor Lyle Talbot, will inaugurate on WHN, September 3, had its title changed to *Hollywood Footlights* so that it would seem a more reasonable tie-up for the sponsor, National Shoe Stores of New York. This is Talbot's first show on his own. He had been guesting up to now. . . . Mutual arranged to cover the Philly-Dodger night game, September 4, from Philadelphia via direct wire instead of the usual reconstruction job, and assigned Red Barber and Al Helfer of WOR, aided, of course, by WCAU's own Bill Dyer and Harry McTigue.

. . . Paul Wimblish and Irving Strouse are combining forces to set up the Allied Radio Associates, Inc.

HOLLYWOOD:

CHARLES BROWN, NBC sales promotion manager, planes for New York for two weeks of confabs with network officials. . . . Harry Ackerman will produce Gulf-Screen Guild show for Young & Rubicam. He was formerly co-producer on the same series. . . . Tony Sanford reties with J. Walter Thompson for supervisor berth on Gene Autry show. . . . Brewster Morgan in town to help produce the final *Forecast* program for CBS. . . . Bill Moore, who supervises production on the Coast for William Esty Company, is due back in town after New York trip. During his absence his job was handled by Helen Phillips and Bernie Dougall. . . . Jon Slott, who scripts the Union Oil show, is in the California Hospital for observation. Ted Sherdeman, of NBC, steps into spot to collaborate with Carroll Nye on the show. . . . Robert Riley Crutcher has inked 39-week scripting contract with Young & Rubicam. He'll do adaptations for Silver Theater. . . . Fox Case, CBS Western division director of Public Relations, has been named radio chairman of the *Winter Sun Carnival* sponsored by the Southern California

All-Year Club. . . . Al Span, head of CBS sound effects, has gone to New York minus his mustache. . . . Rollie Thomas, of KHJ, has nicknamed his new San Fernando domicile "Rattlesnake Rafters" after catching a 52-inch rattler in a closet. House was formerly known as "Mortgage Manor." . . . Jerry Schwartz, of KNX continuity department, goes to New York via the new S. S. Washington, which sails on its maiden voyage eastward. . . . Dick Weed, head of production for the new Keystone Broadcasting System, gets back in town from Chicago after confabs with agency heads relative to new web.

PHILADELPHIA:

WAYNE CODY, WIP's Uncle Wip for the kiddies, revives his *Melody Man* song title contests on WFIL, daily starting Wednesday (4). . . . Carroll Rheimstrom has resigned as ad director of *True Story Magazine* to become a partner and vice-president of Ward Wheelock Company. He will be in charge of the agency's New York office. . . . WHAT giving pin-by-pin descriptions of bowling matches, first time on local airwaves. . . . WCAU linking with the American Legion for a series of patriotic programs starting September 21. . . . Hal Tunis takes over WIBC's *World's Worst Program*. Rupe Werling dropping the feature because of his added duties as production and publicity manager. . . . IRA WALSH, WPEP sports commentator, takes over the publicity desk. . . . Happy Clarks, gospel singers on KYW, go commercial for Ten-B-Low Company, ice cream mix. . . . Arthur Hinet Trio (electric organ, guitar, vibraharp) pumped by KYW to NBC-Red. . . . J. M. Korn & Company gets the Buddycraft Clothes account, and Donovan-Armstrong is preparing radio campaign for homogenized milk for the Philadelphia Milk Dealers' Exchange. . . . Anne Probst, organist, and songstress Charlotte Roscoe back on WHAT.

FROM ALL AROUND:

KOA General Manager Lloyd E. Yoder and Mrs. Yoder are back from a West Coast vacation where Yoder attended the NAB convention. . . . Flora McQuarrie, traffic manager of KLZ, left to join her husband, transferred to Colorado Springs. . . . Earle Ferguson, added to the KPFL sales staff, comes from the Cortland Ferguson Agency in Washington. . . . KOA Assistant Manager Robert Owen to New York to attend an NBC engineering conference. . . . Jack Sherlock added to KPFL announcing staff. . . . Joe Finch, program director of KVOD, is on vacation. . . . Vince Corbett, traffic manager of KVOD, moved his family to Denver from Galesburg, Ill. . . . Walter Morrissey, KOA control engineer, attended the Grand

Zeke Manners and His Gang

Reviewed Monday, 7:30-7:45 p.m. Style—Hillbilly. Sponsor—Community Opticians. Station—WNEW (New York).

This is one of the swellest programs on the air. A hillbilly session, it is distinctive because of the quality of the talent and the informal, ad libbing atmosphere created by Manners and the lads. This reviewer tested it on a confirmed anti-hillbilly-ite, and got a definitely favorable reaction.

The gang formerly had an hour show over this station; now they're back with a quarter-hour daily stint, which is much too short but is still better than nothing. On show caught they played *Happy, Roving Cowboy* and *Turkey in the Straw* (which Zeke described as a corncrib conga); while Elton Britt, without doubt the greatest yodeler in the known world,

Lake Yacht Regatta. . . . Larry Bloom, of the KVOD staff, is in the hospital mending a fractured vertebrae. . . . Mack Johns, KLZ page boy, has been upped to office assistant, with Henry Cunningham taking over page-boy duties. . . . John B. Hughes, KSFO (S. F.) newscaster, is fulfilling a BBC request to do a weekly news commentary to Australia. . . . Harold H. Meyer, for five years general manager of WSUN, St. Petersburg, Fla., and sales director for the New York Broadcasting System, Inc., was named general manager of KYA, Hearst-owned San Francisco station. He succeeds Relland Quinn.

GARO RAY, engineer at WICC, Bridgeport, Conn., has added fish breeding to his hobbies. . . . New official greeter at WDRG, Hartford, Conn., is TOINI HARJU. . . . New at WNBC, New Britain, Conn., are ARTHUR BERGSTROM, formerly announcer at WSPR, Springfield, Mass., who will double between announcing and script writing, and RALPH KLEIN, formerly at WTIC, Hartford, Conn., who will be continuity chief. . . . JACK SULLIVAN, former script writer and announcer at WNBC, New Britain, Conn., is now in California.

NORMAN WHITAKER is now sales chief at WICC, Bridgeport, Conn., succeeding the late Fred Rowe.

LINCOLN, NEB.: Margie Thomas, late of KFAB-KFOR, joined KORN, Fremont, with a daily shopper broadcast. . . . Orville Rennie, manager of the Rivoli Theater in Hastings, will be manager at new KHAS.

congratulated on the choice of talent, which includes two-out-of-the ordinary newcomers to Chicago along with a melodious and stately prima donna, and a band that plays delightful music. Emil Coleman, new to Chicago, is the music maestro, and his tunes, leaning heavily to rumba, are highly acceptable to dancers.

Late show caught opened with the Adorables in a sprightly minstrel number that featured the toe dancing of June Brooks. Gloria Day followed with a graceful tap session, and Bobby May loosed some new and entertaining juggling tricks. May works with a sureness and nonchalance that puts him over solidly. A second Fred Evans production number, *Old Vienna*, featuring the Adorables in filmy gowns and picture hats, was beautifully done.

A strange and engaging novelty is Jack Cole and His Balinese Dancers. In East Indian attire, Cole and two girls present curious exotic dances in which reptilian movements of head and hands weave a mystic spell. East Indian Love Dance and Play Dance and the Conga presented by Cole are utterly unlike anything hitherto seen and appreciation of Cole's artistry was evident in the rapt attention given him.

Lovely Kitty Carlisle is both melodious and decorative. Her varied song repertoire included *Glennina Mia*, *Perfidia*, *Ferry Boat Serenade*, and *Wait Till You See Me in the Morning*, and she put a delightful dramatic quality into her delivery.

Danny Kaye is a young comedian headed for the top. The Chez Paree audience reveled in his eccentric dialectic comedy, done mostly in song, and called him back again and again. His burlesque of the Russian classical stage is a gem. His comedy sense is keen and his timing perfect. Kaye is definitely a comedy sensation.

Finale by the Adorables is a whimsical political parade featuring Jiggs and Mullins.

Not Green.

Showboat S.S. Canadiana, Buffalo

Talent policy: Dance and show band; floorshows Saturdays 10:30 p.m. and Sundays 2 p.m. and 8:30 p.m. Management: Crystal Beach Transit Company, Inc., owner (George C. Hall, president); William Malloy, captain; Herbert Hewitt, purser and host; Walter J. Gluck, booker, producer, and publicist. Prices: 50 cents admission; food and drinks reasonably priced. Capacity: 2,700 persons.

Despite a very bad break in weather this season, the Canadiana has become even more popular with week-end steppers than last year. When Wally Gluck started to produce shows here. On two week-ends the boat was crammed, and generally crowds have been fair. Entertainment during the three-hour ride consisted of a well-paced weekly changing show, snappy dance music by Harold Austin's band, and an array of coin-operated amusement games which get a big play.

Production caught was particularly noteworthy thru the fact that these acts have been mentioned in Ripley's Believe It or Not. Altho limitation in floor space and height were somewhat detrimental to these performers, they turned in an excellent job, stirring audience to heavy applause time and again.

Myra Jeanne, a young, shapely, red-headed acro wizard, stunned onlookers by sitting on her head in various poses. A charming lass, she goes thru the most intricate twists and bends with unbelievable grace. Additional stunts included walking on elbows and dancing bent over backwards. In a second routine, gal featured high kicks, fan kicks, control splits, cartwheels, and other acro tricks, which made for a splendid exhibition.

Woodie Mosker, outstanding for his whirlwind toe tap, is another promising youngster. A nice-looking boy with a winning smile, he really impressed with his finish and endurance in a toe tap which included much fancy stepping and various cartwheels. Another turn was his novelty rope tap, which also scored well.

Third of the Ripley rivals was Frank Marlow, who twisted himself into breath-taking contortions. Audience participation provided added interest when two men stood on Marlow's hands holding

him down while he turned himself "inside out." Encore was a spectacular leap over seven chairs ending in a split, which would have looked even more outstanding on a large floor.

Jeri Darling's Four Starlets of Rhythm, a line of no particular significance were fair for filling in. Gals are Jeri Darling, Vyvianne Martin, Bonnie Lynn, Dee Dee Lorraine. Routines included a sporty soft shoe opening with tennis rackets, a Hawaiian hip-wiggle during which some customers were decorated with leis, and a military precision drill.

Personable Austin doubled between leading his 10-piece unit in fine show accompaniment and doing emcee. Tho sticking to straight announcing at first, he warmed up fast and helped informality by wisecracking plentifully. Garnered many chuckles.

Eva M. Warner.

Torch Club, New York

Talent policy: Dance band; floor shows at 11:30 and 2. Management: Johnny Greenhut, booker. Prices: Drinks from 65 cents; no cover or minimum.

One of the struggling 52d Street spots which last week ushered in a talent policy once more and, with the aid of some new backing, is attempting to meet the competition of the many neighboring clubs.

Originally operated by the 18 Club, next door, it has had no live music or shows for several months due to awful business conditions which have hit most of the street's cafes. With the exception of Leon and Eddie's, no other spot on the street is spending much money on acts or music. Even the Famous Door, home of name swing bands, is closed.

Present policy is not revolutionary and it's doubtful whether it is strong enough to meet the stiff competition. Emcee and four girls are on tap, with music provided by a four-piece band. Designed strictly for the late hour trade.

Chick Darrow, clever night club comic and emcee, handles his assignment well. He is made to order for informal rooms, handling hecklers excellently and being fast on gags and situations. Has a lot of original material, all of it of the Hellzapoppin variety.

Of the girls, three are singers, one a soubrette. Hazel McNulty, blond and hefty, handles a song nicely, altho without too much showmanship. Concentrates on such pops as *I'll Never Smile Again* and *I'm Nobody's Baby*. Kay McKay and Ann Bernie, brunettes, are ordinary warblers. Glenda Hope soubrettes with appeal, going overboard on unorthodox dance stuff.

Barry Brothers' four-piece ork plays for shows and dance sets.

Sam Honigberg.

Mary Carlisle Unit Opening in Chicago

NEW YORK, Aug. 31.—Tattletales, a 29-people unit headed by Mary Carlisle, film name, is set to bow at the Oriental, Chicago, September 6. Booked also at the Lyric, Indianapolis, week of September 20.

Charlie Yates, of CRA Artists, Ltd., is handling the unit. Tattletales is being submitted at \$4,000 net.

New Girard Night Club

YOUNGSTOWN, O., Aug. 31.—Blue Crystal night club, at near-by Girard, held its grand opening Wednesday (28). Spot has been completely reconditioned to accommodate 450 persons at tables. Floorshows will be added nightly, and Don Ricardo's orchestra has been set. Sam Parillo is managing director.

DeWolfe-Page's New Unit

SPRINGFIELD, Ill., Sept. 2.—Bob Hicks Page and Linton DeWolfe will shortly put a new unit on the road, and Page is here now lining up the cast. Their *Midnight in Paris* unit has been going for six months and is this week in Moberly, Mo.

WB Without Niteries

WILKES-BARRE, Pa., Aug. 31.—With the revocation of the Club Colonial liquor license, this town is without a night club, despite the fact that the mines are beginning to pick up and several local industries have orders for national defense material.

The only steady flesh is the three-day stagershow at the Irving Theater.

Club Talent

New York:

ANNE BARRETT, current singer at Leon and Eddie's, was a hooper with the Orrin Tucker ork five years ago. ANTONETTA, current at the Havana-Madrid, leaves to join a unit produced by Jaul Orol. The unit, *Siboney*, will play the Calderon circuit. MARLYNN AND MICHAEL, prior to leaving the Rainbow Grill, used square dances instead of a conga for the closing participation numbers. They have been succeeded by Don Julian and Marjori, who were booked sight unseen by John Roy.

PEARL WILLIAMS, singing pianist, has returned to the Hickory House, where she previously filled a six-month engagement. She follows DeLloyd McKay, who left for the Club Ball, Philadelphia.

Philadelphia:

DIGITANOS open at Evergreen Casino. NOLEN BROS. and TROY at the Stork Club. FRENCHON AND CAMILLE come to School House Inn. FRANK ROSE and the Two Rose Buds top billed at Weber's Silver Lake Inn. BILLY WELLS and the Four Fays, along with Corday and Triano, take over the leads at Weber's Hof Brau. BUBBLES SHELBY, originally booked for a fortnight at 1523 Club, rounding out her fifth year. ADELLE NORELIE leaves the Embassy Club for Bath and Turf Club, Atlantic City.

Atlantic City:

TOM HALLAHAN new emcee at Eddie Kravis' Paddock International. BEA-VEL AND TOVA make their resort bow at Stratosphere Room of Hotel Traymore. ANDREWS SISTERS, dancers, into Renault Tavern for the remainder of the season. BATH AND TURF topped at the same time with Gloria Grafton. GERADO DANCERS, now at Bath and Turf, set for the final show at Philmont Country Club, Philadelphia, September 14-15. ANN BLAKSTONE

and Peggy Heavens new at Ralph Maloney's Bayshore Cafe at Somers Point.

Here and There:

FELIPE DE FLORES has started a four-week engagement at La Conga, Hollywood. SARA ANN MacCABE opens October 12 at the Beverly Hills Country Club, Newport, Ky. DIXIE DUNBAR opened at that spot for two weeks Friday (30). JERRY LESTER is the first act to get a repeat date at the Colony Surf Club, West End, N. J. He goes there week-end of September 31. THREE MACH BROTHERS have joined the traveling Nash Auto Show, which opens in Detroit August 22. ROSE MARIE is a holdover at the Highway Casino, Westport, Mass. Eddie Smith booked. YVETTE is a hold-over at Piping Rock Inn, Saratoga, which closes for the season Saturday (31).

BARBARA AND BARRY LESTER stay at the Mount Royal Hotel, Montreal, until September 7. RAYDON AND ROGERS are current at the Wagonwheel, Lenitburg, O. FONDA AND ST. CLAIR are at the Golden Gate, San Francisco, this week. COL. CASPER'S MIDGET AUTO TRIO is touring thru Pennsylvania.

NITA LATOURE, after a third hold-over week at the Hotel Roosevelt, Jacksonville, Fla., jumped to Louisville, Ky., for a 13-day stand at Iroquois Gardens, opening August 31. THE VARRONES (Carlos and Dolores) are in their 13th week of a hold-over engagement at the West Hotel, Sioux City, Ia. AL SAMUELS and Company and Chicquita Garcia have been handed an indefinite hold-over at Mel Fernberg's Primrose Club, Newport, Ky. Jack Middleton, Cincinnati, made the booking.

JERRY BERGEN opened at Lookout House, Covington, Ky., August 27.

THE THREE STOOGES are set for a week at the State-Lake, Chicago, starting September 13.

CIRO RIMAC 

AND HIS LATIN AMERICAN BAND
Presenting His "Pan American Revue"

WITH **ALZIRA CAMARGO**

The Sensational Brazilian Singer

Good Will Ambassador of Brazilian Songs
Also
CHARLEY BOY, MARQUITA, ESTRELLITA AND FELIPITO
Just Completed Third Engagement in Year at
LOEW'S STATE, NEW YORK
LOEW'S, WASHINGTON, WEEK SEPT. 12

Direction: Harry Romm, General Amusement Corp., R. K. O. Bldg., New York

MARY BRANT

Waitress De Lux

5TH WEEK

CATA COMBS

COLUMBUS, OHIO

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

A
Adams, Stanley (Nut House) Miami, nc.
Adler, Larry (Roxy) NYC, t.
Aerial Aces (Cat & Fiddle) Cincinnati, nc.

B
Bailey, Bill (Paradise) Atlantic City, nc.
Banks, Sadie (Old Roumanian) NYC, nc.
Barbara & Leslie (Hollenden) Cleveland, h.

C
Calgary Bros. (Roxy) NYC, t.
Callahan Sisters (President) Atlantic City, h.
Calypso Singers (Vanguard) NYC, nc.

D
Daley, Cass (Oriental) Chi, t.
Dalton, Jack (Russell's Silver Bar) Chi, nc.
Daniels, Billy (Stork Club) Phila, nc.

E
Eckler, Hilda (Music Hall) NYC, t.
Eltinge, Julian (Diamond Horseshoe) NYC, nc.
Estela & Papo (Havana Madrid) NYC, nc.

F
Faye, Gloria (Blackstone) Chi, h.
Fernandez, Jose (Rainbow Room) NYC, nc.
Florio, Ernie (Buffalo) Buffalo, t.

G
Gainesworth, Marjorie (Versailles) NYC, nc.
Galenta & Leonardo (Ball) Phila, nc.
Garcla, Lucio (Bismarck) Chi, h.

(For Orchestra Routes, Turn to Music Department)
TRADE SERVICE FEATURE of the Billboard
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; rc—restaurant; s—showboat; t—theater.
NYC—New York City; Phila—Philadelphia; Chi—Chicago.

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

H
Hadley, Jane, Dancers (Bismarck) Chi, h.
Hamilton, Jean (Dorr St.) Toledo, nc.
Hank the Mule (Bismarck B-Bar-H) Chi, h.

I
Ink Spots, Four (Blackhawk) Chi, re.
Jackson & Lyman (New Yorker) NYC, h.
Jarvis, Sammy (Book-Cadillac) Detroit, h.

J
Johnson, Dorothy (L'Aiglon) Chi, nc.
Johnson, Peter (Cafe Society) NYC, c.
Jones, Ralph (Club Rendezvous) Atlantic City, nc.

K
Kaye, Danny (Chez Paree) Chi, nc.
Keith, Sally (Little Rathskeller) Phila, nc.
Keller Sisters (1523 Club) Phila, c.

L
Landi, Maria (Havana-Madrid) NYC, nc.
Landrum, Robert (Music Hall) NYC, t.
Lane, Beverly (Kelly's) Cincinnati, nc.

M
McCormic, Mary (Old Heidelberg) Chi, re.
McHugh, Lila (Gangplank) NYC, nc.
McKaye, DeLoyd (Ball) Phila, nc.

N
Nan Rae & Maude Davis (Colonial) Dayton, O, t.
Nelissen, Gertrude (Bowery) Detroit, nc.
Nelson, June & Kay (Ambassador West) Chi, h.

O
Orta, Sergio (Havana-Madrid) NYC, nc.
Ortega, Helen (El Chico) NYC, nc.
Ost, Shirley (Roosevelt) Jacksonville, Fla., h.

P
Page, Anita (606) Chi, nc.
Pamette, Jacqueline (Villa Moderne) Chi, nc.
Parker, Eddie (Gay '90s) NYC, nc.

R
Rand, Sally (Park Central) NYC, h.
Randall Sisters (Gibson) Cincinnati, h.
Ray & Trent (Music Hall) NYC, t.

Regan, Phil (Capitol) Washington, t.
Renaud, Rita (Cafe Society) NYC, nc.
Reynolds, James (Coq Rouge) NYC, nc.
Rhythm Rockets (Capitol) Washington, D.C., t.

S
Samuels, Al (Primrose) Newport, Ky., cc.
Samuels Bros. & Vivian (Colonial) Dayton, O, t.

BUSTER SHAVER with OLIVE and GEORGE Casino Atlantico, Rio de Janeiro, Brazil

Serrano, Maruja (Havana-Madrid) NYC, nc.
Sharpe, Robert (Wivel) NYC, re.
Sharon, Nita (Al Connor's Pub) Chi, nc.

TOY and WING Casino Atlantico, Rio de Janeiro, Brazil Dir.—WM. MORRIS AGENCY

T
Tanner & Swift (Palmer House) Chi, h.
Terry, Jack (Blue Lantern) Detroit, nc.
Therrien, Henri (Geo. Washington) Jacksonville, Fla., h.

REPERTOIRE-TENT SHOWS
Blythe, Billy, Players: Beecher Falls, Vt., 2-7.
Griner's, Lou, Variety Show: Freewood Acres 2-7.

ICE SHOWS ON TOUR
Ice-Capades of 1941: (Produced by Arena Managers' Association) Sept. 5-23, Municipal Auditorium, New Orleans.

Miami Beach Area Preparing For Big Fall-Winter Season; Year-Round Clubs Gain Favor

ad libbing he gets the customers enthusiastically on his side and never lets them get away for a minute. And as far as the acts are concerned, he's terrific, building them up and selling them like mad.

Betty Atkinson, a tap dancer who whirls a drum major's baton while doing standout routines, provides a sock novelty, and then Murray brings on Dinah Shore, who looks sultry and attractive in a white gown, and who sings herself into two encores and a near show-stop. She does *Maybe, Fools Rush In, Nobody's Baby, and I'll Never Smile Again*, all excellently.

Another sock in next spot, Park and Clifford offering their sensational hand-to-hand acro work and bringing down the house. Bradley and the boys deliver again, doing a sizzling version of *Beat Me, Daddy, Eight to the Bar* and a finely effective job on *Strange Cargo*. Murray follows with more clowning, and then brings on Tito Guizar, still another to bring down the house. Armed with his guitar and his appealing personality and delivery, the Latin warbler goes thru four numbers, including *Rancho Grande*, and leaves them pounding for more. Murray then clownes with Milton Charleston, who's still as terrific as ever, the cross-fire ending with Charleston's always sensational marathon hocking session. There's an all-on finale for *Sweethearts on Parade*.

The Bradley outfit, which has been around as a unit for less than a year, is making its Broadway debut with this stand. It's a sensational Stem start.

Picture is Bing Crosby and Mary Martin in *Rhythm on the River* (Para), and house was packed, with lines waiting in the lobby, second show opening day.

Eugene Burr.

Lee Traver In; Tom Kelly Out; New AGVA Fight

PHILADELPHIA, Aug. 31.—Lee Traver, member of the American Guild of Variety Artists' local here, was named executive secretary this week, succeeding Tom Kelly, who was ousted by the union's national board. Hoyt Haddock, national exec sec, was in town all week conducting the replacement.

Haddock left for New York yesterday to call a meeting of the national board to explain the local situation. He is expected back Tuesday (3). Kelly was ousted because of complaints from local performers, who charged "gross negligence and incompetence."

In local performer circles it was rumored that Kelly will attempt to revive his old independent United Entertainers' Association.

PITTSBURGH, Aug. 31.—AGVA has completed dickerings for closed shop with York Grill. Swartz's on North Side and Moose Temple. Wages have been raised from minimum of \$18 to \$27.50 weekly at spots pactcd, Executive Secretary Nat Nazarro Jr. claims.

Yiddish Vaude Resumes in N. Y.

NEW YORK, Aug. 31.—National Theater resumed Yiddish vaude yesterday (30). Initial show had Aaron Lebedet, Hymie Jacobson, and Celia Adler headlining the Yiddish language portion of the show, with Toyo, Jap juggler, thrown in for variety.

The house is operated by Moe Goldman and Jack Rovenger, with Martin and Irving Barrett booking the English acts.

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MIAMI, Sept. 2.—Miami and the Beach are anticipating a big winter night club season. July and August have been record months, as year-round spots like the Paddock, Belmont, El Chico, Jimmie's, Carrousel, and Bali will attest.

Tom Williams, who operates the Paddock, will reopen the shuttered Frolics on the county causeway, tagging it the Tropics. It will be in the medium-price class, built for volume and offering two bands, a show, and low-priced dinner.

The 41 Club has been granted a liquor license and will try again after almost three years.

The Kit Kat (formerly La Conga) continues a question mark and unless the building changes hands may remain dark.

The Five o'Clock Club will offer the only nitery with two bars. Three bands will be hired by Owner Sam Barken, now in New York.

Rumors of sale of the Continentale and Rumba Casino (owned by Tom Casara) have been rife all summer. All has been strictly chatter to date.

Another question mark is the Roadside Rest, which changed policy last year by putting in a show which did not click. Roadside has been closed all summer.

Royal Palm also remained closed all summer but will be in action in late November.

Not much news from Jack Dempsey's. Owner Benny Gaines has been here a good part of the summer and is supposed to be toying with the idea of a bamboo room. His name was also mentioned in a deal to buy the Polo Club, but nothing, apparently, has come of it. The Russian Bear, now the Continentale Tavern on Long Island, will be back at its Lincoln Road address and will have an American band this year. Danaroff and Arnoldoff are crossing

"Hot Ice," New Wirtz Ice Show, Rehearsing

CHICAGO, Aug. 31.—*Hot Ice* is the title selected by Arthur Wirtz for his Sonart Productions ice show which is to open shortly at the Rockefeller Center Theater, New York. Show goes into production Tuesday and is tentatively set to open October 2. It will have a cast of 26 principals, 30 chorus girls, and 30 chorus men. Installation of the ice rink is almost complete.

American, French, English, Austrian, and Canadian skaters are included in the cast. Among the American skaters are Skippy Baxter, Laverne Busher, formerly of the *Ice Follies*; Kenny Williams, of Minneapolis, and Mary Jane Yeo, Chicago girl who got her start at the College Inn. Canadians include Dorothy and Hazel Caley, of Toronto, and Dr. Arthur Nelles, of Ottawa. From England come the Four Bruisers, eccentric skaters formerly in *Ice Capades*, and from Austria, Herta Grossman and Hedy Stenuf. Ruol and Planchette, of Paris, are now on their way over from London.

Club 37, Columbus, Moves

COLUMBUS, O., Aug. 31.—Club 37 has moved to East State Street, in the quarters formerly occupied by the State Restaurant. New 800-seat nitery will be managed by Tom Jones, with Doc Perkins, manager of the hotel and Pier Ballroom, Buckeye Lake, O., engaged as talent buyer. Name bands will be presented Friday nights thruout the winter, with Don Bestor slated for September 6. Munson Compton Trio opens September 7 for an indefinite stay.

Paul Small to L. A.

NEW YORK, Aug. 31.—Paul Small, of the night club department of the William Morris Agency, hopped a Stratoliner for Los Angeles Thursday (29), for a two-week business trip.

Charges against Small filed by Dave Taps (Schorenstein) with the Artists Representatives' Association are still hanging. The ARA has made no disposition of Taps charges of unethical conduct arising from the booking of Romo Vincent at the Hurricane.

their fingers that Russia keeps off the front page this year.

The Nut Club, operated by Lew Mercur, will make some minor changes around the bar.

Owner George Shelton, of the Belmont, might try a radical change in policy or bring in name shows.

Mother Kelly, now in Saratoga, will use Owen and Parker again here for their third year.

El Chico, now run solely by Paul McCastland, may put in a show.

Club Bali has increased the size of the dance floor.

Esquire, closed for the first time this summer, will open in November as an enlarged grade A spot.

The Drum, Coral Gables, plans to open the bar October 1 and the dining room in December.

Jimmie's, just outside the Gables, has had good summer business and may offer some higher priced acts for the winter.

VAUDE PRODUCTION

(Continued from page 4)

in Swing, is preparing a new unit with a big nut. Jimmy Stanton has gathered together a good part of the cast of the *Mikado in Swing* and is now rehearsing a unit of 65 persons called *Swing Dem Belles*.

Frank Taylor, in the Keough-Tyrell office, may produce several units but has not made plans as yet.

In general, the outlook for talent is good. Producers are looking for better acts, and some of them believe they will be able to buy such acts because they can offer 20 weeks. Some names and semi-names will be used.

The picture situation, however, is paramount in the minds of unit producers. Even if double features are not killed, the producers hope that loss of foreign markets and the resultant pinching of budgets will cause a poorer flicker crop.

"Ice Follies" Closes in S. F.; New Show Starts Right Away

SAN FRANCISCO, Aug. 31.—*Ice Follies* closes its run at Winterland tonight and leaves town Monday for Hollywood, where an entire new show opens September 6 at the Pan-Pacific Auditorium. Attendance was 375,000 for the 16-week run, 21,000 under the figure set last year.

New show has been in rehearsal here for 13 weeks. Two new acts added are the Gailbraith Brothers, Murray, and Sheldon and the Vogue Trio, comprising Pat Merfield, Buff McCusker, and Arthur Nicholas. Laverne Busher, solo specialist, has left the show.

Midwest and Eastern tour dates are still tentative with the exception of New York, where *Follies* opens in Madison Square Garden December 2. Other engagements will be at Boston, Philadelphia, and Washington, D. C.

Recently the *Follies* won a permanent injunction protecting its title and prohibiting use of similarity in names. The injunction was asked in a suit against operators of the *Ice Frolics* at the Golden Gate International Exposition.

Winterland will revert to policy of public skating, opening September 14.

Black Lights for Chicago

CHICAGO, Aug. 31.—First use of "black lights" in a Chicago theater will be made in a new house to be constructed in the Loop by Richard E. Beck, who has operated film houses in Chicago for two decades. New lighting system supplies illumination by means of hidden ceiling lights being reflected by luminous or fluorescent paint from the side walls. Beck's new house, as yet unnamed, will have a seating capacity of 350.

Princess and Baby YVONNE
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PARAMOUNT THEATRE
NEW YORK

August 28th 1940

Dear Cab:

I want to take this opportunity to tell you that it was a pleasure working with you and your organization and it was a most enjoyable two weeks. Unfortunately booking commitments on coming attractions and pictures made it impossible to hold over for a third week.

You might also be interested to learn that we played to approximately 192,000 paid admissions and grossed a total of \$84,200.

Good luck on your tour and hope to see you real soon.

Sincerely yours,
Paul Small

Mr. Cab Calloway
1619 Broadway
New York City

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AFM OKIES GET 11 MILLION

MCA Building New Club Dept.

NEW YORK, Aug. 31.—Music Corporation of America undergoes an internal realignment this week, with the building of a new club date department to be headed by John Crowley, formerly of the one-night division.

Club date department, which has been dormant since the resignation of Mike Markel last year, will be rejuvenated under the new set-up and will concentrate on private and organizational parties.

Harry Moss, head of the one-night department, will devote his future activities to location booking and to building bands for the agency as Willard Alexander did before he left to go to the William Morris Agency band department. One-night duties will be split between Billy Shaw, recently resigned from Consolidated Radio Artists, booking the Northern territory, and Jack Wittemore, working on the Southern States.

Moss will first concentrate on, among other bands, Raymond Scott and Tommy Reynolds, and will at the same time continue to supervise the one-night department.

Calloway Para Tiff Winds Up in Court

NEW YORK, Aug. 31.—Charges against Cab Calloway made by Nat Nazarro, agent, were withdrawn at a hearing in West Side Court here Wednesday (28) by Nazarro.

The charges were a result of a fracas said to have taken place backstage at the Paramount Theater (14), when Calloway is alleged to have let loose at Nazarro.

Anton Siegal, attorney for Nazarro, asked Magistrate Morris Rothenberg to drop Nazarro's charges of disorderly conduct against Calloway. Morris Junger represented the band leader.

Siegal said the charges were dropped because of Nazarro's previous friendship with Calloway. Both attorneys denied that any pre-hearing settlement had been made.

Lionel Hampton Inks Pact With J. Glaser

NEW YORK, Aug. 31.—Lionel Hampton, former featured vibes player with Benny Goodman, who left to form his own band with Goodman's backing, did an about face on the Goodman offer and signed a personal management contract Thursday (29) with Joe Glaser. Willard Alexander, of the William Morris Agency, was supposed to have handled the band.

Deal has been in process for several weeks, with Hampton and Alexander squabbling over terms and backing. Alexander, responsible for Goodman's build-up when both were with Music Corporation of America, had been acting for Goodman in settling a management contract with Hampton.

Understood that Goodman was prepared to invest between \$2,000 and \$3,000 in the formation of the new band, which Hampton stated was insufficient. A different arrangement was worked out with Glaser, who will now manage. Deal is being worked out with MCA for booking the new outfit.

Philly Country Club Finds Name Orks Good Investment

PHILADELPHIA, Aug. 31.—Philmont Country Club, one of the first of the exclusive clubs to use name bands for summer dances, has met with such great success with names that the season is being extended for several weeks. Johnny Green returns Saturday (7), with Nat Brandwynne coming in for the final dances September 14-15. Brandwynne comes up from the Ritz-Carlton Hotel, Atlantic City, bringing along with him the Gerardo Conga Dancers from the resort's Bath and Turf Club.

Philmont promises to make greater use of names next season, with other country clubs in the territory following suit.

A Little Burnt Cork Will Fix Things

NEW YORK, Aug. 31.—John Hammond, Columbia recording exec and noted discoverer of Negro talent, just got back to town after a scouting tour thru the Midwest and was met by Lou Levy, manager of the Andrews Sisters.

Levy asked Hammond if he had made any important discoveries on the trip. Hammond said yes, but claimed he was worried about them. "What have you got to worry about?" asked Levy.

"I'm worried," said Hammond, "because they're white."

New Erie Ballroom Having Profitable Year; Bradley Tops

ERIE, Pa., Aug. 31.—The new Waldameer Beach Park Ballroom built here this spring after the old one burned down two years ago is doing satisfactorily for park owner-manager, Alex Moeller, this season. The Rainbow Gardens policy calls for name band one-nighters every other week, and territorial house bands (mostly from the Cleveland area) changing every two weeks.

Best one-nighter from an attendance as well as financial standpoint was Will Bradley's appearance. Despite rain and cool weather, about 1,000 customers were on hand, each paying \$1.25. Total gross was a nice \$1,375, which left a worthwhile profit for the promoter. Crowd liked Bradley, according to Assistant Park Manager Walter Hansen.

Second best gross was achieved with Tony Martin and Bob Zurke's band. Also attending terpsiters numbered only 600, at \$1.25 per, they made for a \$750 gross, on the black side of the ledger.

Season's initial name band venture here was at the same time the lowest at the box office. Larry Clinton didn't click 100 per cent with the Erie crowd, but did well enough in drawing 700 dancers. Ducats were only \$1 per, total receipts hitting a fair \$700.

ERIE, Pa., Aug. 31.—Unusually cold and threatening weather greeted Ina Ray Hutton's one-night stand at the Rainbow Ballroom, Waldameer Park, here Monday (28). At 75 cents per, 533 persons were pleased with her music and directing.

Week before (19) Jan Savitt drew 800 dancers at \$1 a head, with fair weather in his favor, according to W. J. Hansen, park booker.

Barnet Self-Booking Starts Battle With Consolidated

NEW YORK, Aug. 31.—The battle between Consolidated Radio Artists and Charlie Barnet flared anew this week after Barnet booked himself into the Fiesta Danceteria here in what CRA described as a violation of the maestro's management contract with the agency.

Tempting Fate

NEW YORK, Aug. 31.—Charlie Barnet, when he signed the contract for a date at the Fiesta Danceteria, starting Friday, September 13, began to tempt fate at the very start.

He was against opening that day, because of the superstition, but did so on the insistence of the Fiesta management. A few minutes after he air-mailed the contract from Dayton, O., where he was playing a theater engagement, a five-gallon can of paint came crashing down from the scaffold on the roof of the theater, missing him by inches.

Bulk of Traveling Ork Gold Split Up Among Seven Cities

BOSTON, Aug. 31.—Approximately \$11,500,000 was spent last year in salaries to traveling bands, wending their way into 571 theaters, ballrooms, hotels, night clubs, and roadhouses thruout the U. S. and Canada, according to Harry E. Brenton, treasurer of the American Federation of Musicians, who makes his headquarters here.

Altho there are 3,200 traveling bands on the Federation's books, a little less than half that number—1,500—are regular itinerant orks, while the rest average from one week to two months of traveling time. Of the 571 "centers" of music serviced by the musical Okies, very few are in theaters. According to Brenton, there "is not much theater work."

One-Fifth in 7 Towns

The \$11,500,000 figure, however, is not the total of earnings of bands going into the various territories outside of their jurisdiction, but rather is based on the earnings of the individual musician. Extra slices, trimmed off by the name bands and booking offices as their earnings, are not included in the total figure.

While the road bookings take the bands into every State of the Union and Canada, better than one-fifth of the wealth is provided in seven cities of the U. S.,

and the rest split up among the other regions. New York and Chicago lead the pack with expenditures of \$680,000 each for traveling music. Boston, Detroit, San Francisco, Los Angeles, and Miami each spend approximately \$280,000 per year. Rest is divided among smaller cities, ranging from \$50,000 to \$150,000 per year.

Petrillo Loses 1st Round in AGVA Tiff

NEW YORK, Aug. 31.—Supreme Court Justice Ferdinand Pecora Thursday (29) granted the American Guild of Musical Artists a temporary stay restraining James C. Petrillo, president of the American Federation of Musicians, from seeking to force instrumentalist members of AGMA to join his union and from interfering with radio, recording, and other engagements of these members. Petrillo originally set Monday (2) as the deadline for AGMA instrumentalists to join the AFM, threatening to bar them from all future engagements. Court action was immediately taken by AGMA, since many instrumentalists were in danger of losing their Labor Day dates.

Justice Pecora's order will remain in force pending a motion for a temporary injunction returnable Thursday (5). If the temporary injunction is granted, it will remain effective pending trial to make the injunction permanent.

AGMA is determined to fight Petrillo's order to the end. Lawrence Tibbett, AGMA's president, stated that "this is a battle for the right of musical artists to organize as they please, and for the emancipation of labor unions from petty, totalitarian dictators."

J. Dorsey Pulls \$2,340 At Yankee Lake Ballroom

YOUNGSTOWN, O., Aug. 31.—All-time attendance records at Yankee Lake Ballroom at near-by Brookfield were shattered Sunday (25), when Jimmy Dorsey jammed 3,600 into the resort's pavilion at 65 cents a person.

Big take was registered in spite of steady all day and night downpour, according to Paul Jurko, managing director of the spot, which has been a consistent winner all summer.

Hawkins and Cooper on "Double-Feature" Tour

NEW YORK, Aug. 31.—Moe Gale is sending two of his septa band aggregations, Coleman Hawkins and Al Cooper's Savoy Sultans, out on a one-nighting safari with movie double-feature overtones. Tour starts September 15, beginning in the South.

Similar to the policy at Gale's Savoy Ballroom in Harlem, where Hawkins and Cooper are presently appearing, the two crews will alternate on the stand on the barnstorming jaunt.

New Bands in Mobile

MOBILE, Ala., Aug. 31.—The Battle House here has taken on "Pop" Graham's Ork, a local unit, for a two-week engagement. Graham signed after Ray Demaris' Band decided to disband for the present.

Marshall Van Pool returned to the American Legion club at Fairhope on Mobile Bay for an indefinite stay, after finishing an engagement at the Isle of Palms Park near Charleston, S. O., recently.

The Hard Way

DETROIT, Aug. 31.—A new low in autograph seeking was set here this week when someone stole Gene Krupa's driver's license out of his car, which was not otherwise damaged.

Ruth Lowe Signed by Gordon & Williamson

NEW YORK, Aug. 31.—Ruth Lowe, author-composer of the No. 1 song hit of the country, *I'll Never Smile Again*, was signed to an exclusive personal appearance contract this week by Gordon & Williamson, Inc., who will begin selling her for theater and radio dates after September 9.

The fem composer, former pianist with Ina Ray Hutton's ork, created all sorts of attention after Tommy Dorsey's Sun Music published her first song. Before she left for the Toronto International Exposition this week, the Gordon & Williamson agency secured a written authorization to sell her as a single act for vaude and radio engagements.

Nelson 1,800 in Carolina

VALDESE, N. C., Aug. 31.—Ozzie Nelson chalked up an extremely good night at the Valdese Community Center Thursday (22), playing to 1,800 admissions at 90 cents a head. The new "31" Club sponsored the dance and reaped a nice profit with its first adventure in band promotion. Club is planning more name band promotions in the future.

Dispute, however, goes beyond the one booking, and is expected to be climaxed before the American Federation of Musicians, with Louis Randell, attorney for Barnet, claiming that the details of Barnet's new 10-year management contract with CRA will be bared, and that "somebody is going to get a spanking."

The Barnet forces claim that when the leader was taken out of the Hotel Lincoln here and put on the road he was promised by CRA that he would be back in the Lincoln in mid-September. Promise, however, it is claimed, was not fulfilled, and in order to keep three key men in the band Barnet had to secure a New York location to comply with the union's ruling on out-of-town men.

Barnet sent Charles Green, CRA prexy, a registered letter informing him of the booking at the Fiesta, beginning September 13 for two-and-a-half weeks, and telling the office not to book him during that period. Office, however (spokesman for Barnet stated), booked him on (See Barnet Self-Booking on page 31)



The Billboard

WEEK ENDING AUGUST 30, 1940

MUSIC POPULARITY CHART

LEADING MUSIC MACHINE RECORDS

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

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

GOING STRONG

THE BREEZE AND I. (7th Week) Jimmy Dorsey, Charlie Barnet, Frankie Masters.

SIERRA SUE. (7th week) Bing Crosby, Glenn Miller.

I'LL NEVER SMILE AGAIN. (6th Week) Tommy Dorsey.

FOOLS RUSH IN. (5th Week) Glenn Miller, Tommy Dorsey.

WHEN THE SWALLOWS COME BACK TO CAPISTRANO. (1st Week) Glenn Miller, Dick Todd, Ink Spots.

COMING UP

I'M NOBODY'S BABY. Judy Garland, Tommy Tucker, Benny Goodman.

I'M STEPPING OUT WITH A MEMORY TONIGHT. Glenn Miller.

BLUEBERRY HILL. Glenn Miller, Kay Kyser.

ALL THIS AND HEAVEN TOO. Charlie Barnet, Jimmy Dorsey, Dick Todd.

TRADE WINDS. Bing Crosby.

CAN'T GET INDIANA OFF MY MIND. Bing Crosby, Kate Smith, Bobby Byrne.

WHISPERING GRASS. Ink Spots.

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 10 best selling records of the past week. New York City: Center Music Store; Bloomfield Music Shop; Liberty Music Shop; Vesey Music Shop; Boston: Boston Music Co.; The Melody Shop; Mosher Music Co., Inc. Buffalo: Whiteman Song Shop; Broadway Music Shop; Avenue Record Shop. Pittsburgh: Volkwein Bros., Inc. Philadelphia: H. Royer Smith Co.; Weyman Co.; Co-Operative Music Co. Washington: George's Radio Co., Inc. Denver: Wells Music Co.; Knight-Campbell Music Co.; The Record Shop; Charles E. Wells Music Co. Salt Lake City: Z. C. M. I. Record Dept. Portland, Ore.: Meir and Frank Co., Inc.; Sherman Clay & Co. Los Angeles: Birkel Richardson; Southern California Music Co.; Hollywood House of Music. San Francisco: Schwabacher-Frey; Quarg Music Co. Chicago: Sears, Roebuck & Co.; Marshall Field; Wurlitzer's; Lyon and Healy; Garrick Music Shop; Goldblatt Bros. Cincinnati: Clifton Music Shop; Song Shop; Willis Music Co.; Wurlitzer; Steinberg's, Inc. Milwaukee: Schuster's; Record Library (Ed Dram's); Broadway House of Music; J. B. Bradford Piano Co. Des Moines: Des Moines Music House; Davidson Co. Detroit: Wurlitzer's; Grinnell Bros. Kansas City, Mo.: Music Box. St. Louis: Aeolian Co. of Music; Famous & Barr. St. Paul: W. J. Dyer and Bros.; Mayflower Novelty Co. Cleveland: Halle Bros. Co. Birmingham: Nolen's Radio Service Shop; E. E. Forbes & Sons; Monarch Sales Co.; Louis Pizitz Dry Goods Co. Atlanta: Cox Prescription Shop, Raleigh, N. C.; James E. Thiem; C. H. Stephenson Music Co. Miami: Richards Store Co.; Burdine's, Inc. New Orleans: Louis Grunewald Co., Inc.; G. Schirmer, Inc. Fort Worth, Tex.: McCrory's; Kemble Bros. Furniture Co. San Antonio: Thomas Acuna; Alamo Piano Co.; San Antonio Music Co.

NATIONAL

Table with 2 columns: POSITION Last This Wk. Wk., and list of songs with artists.

EAST

Table with 2 columns: POSITION Last This Wk. Wk., and list of songs with artists.

WEST COAST

Table with 2 columns: POSITION Last This Wk. Wk., and list of songs with artists.

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music jobbers and dealers of their 15 best selling songs of the past week. New York City: Music Dealers' Service, Inc.; Ashley Music Supply Co. Pittsburgh: Volkwein Brothers, Inc. San Francisco: Pacific Coast Music Jobbers; Sherman, Clay & Co. Los Angeles: Morse M. Freeman, Inc. Seattle: Capitol Music Co. Portland, Ore.: Sklare Music Co. Chicago: Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co.; A. C. McClurg. St. Louis: St. Louis Music Supply Co. Kansas City, Mo.: Jenkins Music Co. Detroit: Grinnell Brothers. San Antonio: Southern Music Co. Fort Worth, Tex.: Ault Music Co. New Orleans: G. Schirmer of Louisiana. Atlanta: Cable Piano Co. Phoenix, Ariz.: Dawson Music Co.

NATIONAL

Table with 2 columns: POSITION Last This Wk. Wk., and list of songs.

EAST

Table with 2 columns: POSITION Last This Wk. Wk., and list of songs.

MIDWEST

Table with 2 columns: POSITION Last This Wk. Wk., and list of songs.

WEST COAST

Table with 2 columns: POSITION Last This Wk. Wk., and list of songs.

SONGS WITH MOST RADIO PLUGS

Songs listed are those receiving 10 or more network plugs (WJZ, WEAF, WABC) between 5 p.m.-1 a.m. week days and 8 a.m.-1 a.m. Sundays for the week ending Friday, August 30. Independent plugs are those recorded on WOR, WNEW, WMCA and WHN. Film tunes are designated as "F," musical production numbers as "M."

This compilation is based upon data supplied by Accurate Reporting Service.

Table with 4 columns: Position Last This Wk. Wk., Title, Publisher, Plugs Net Indle.

Billroy's Season Good; Wehle Maps Plans for Big One

CINCINNATI, Aug. 31.—Branded by many as "washed up" after disposing of his tent show to Gene Austin last season, Billy Wehle, nationally known tent showman, didn't wait long to make a successful comeback. Judging from reports that have been hitting the repertoire desk in recent weeks, Wehle's Billroy's Comedians, despite a run of spotty business on its recent New England swing, has had a highly successful season, playing to only four losing nights to date. On the other hand, the show has played to some 20 turn-aways so far this season. The Billroy organization is presently heading west and south thru Ohio.

With a few exceptions in the working crew, there have been no changes in the roster since the opening except Art and Edythe Farley, who are now doing the contracting in place of Tom O'Connell, who was called home due to his father's illness. Calvin Gwin replaced the Farleys on the 48-hour work, and Dorothy Gwin replaces Sarah Siebert in the chorus. There are 57 people with the show.

Forrest Brown is in charge of the billing crew. J. B. Scarborough is boss canvasman, assisted by Tommy Ferrell and an 18-man crew. Emory Johns is chef for the crew, and May Flowers is mechanic. Show is set for a long season and, from all indications, will winter in Miami.

Billy Wehle is managing and directing the destinies of the show; Jimmy Heffner is producing the main show and doing comedy, while Emmett Miller is featured in the concert. Weather has been unfavorable the last 10 days, some of the nights dropping as low as 45 degrees. Show turned 'em away at Rome, N. Y., August 19, in a drizzling rain, and at Auburn, N. Y., August 23 show scored another turn-away with the thermometer at 48 degrees.

Wehle is currently mapping plans to launch the "Gargantua of them all," as far as tent shows are concerned, next season in conjunction with another well-known showman.

U. S. To Auction Austin Show Stuff

NEWPORT NEWS, Va., Aug. 31.—N. B. Early Jr., Collector of Internal Revenue, with headquarters at Richmond, Va., announced this week that the *Models and Melodies* tent show property, including big top and rolling stock, owned by Gene Austin and Billy Wehle, will go on the block at a public auction here September 10. The property was seized here July 30 under warrants for distraint for non-payment of assessed taxes due.

The tent show, which had been operated this season by Austin, folded here suddenly July 30 after a total of 11 attachments and a number of unpaid bills had piled up against it. Show property was seized by police and deputies and stored in a local garage.

Wehle, who this season has been operating his own Billroy's Comedians tent show, sold the above to Austin last season and recently won a judgment of \$7,804.15 against the latter on the charge that Austin still owed him \$8,500 on the purchase price.

Terrell Plans New Unit; Warns on La. License Law

ABITA SPRINGS, La., Aug. 31.—Billy Terrell, veteran tent show operator, reports business good in Louisiana territory for his vaude-picture tent despite heavy rains of recent weeks. He plans to launch a second canvas opry soon under the same policy.

Terrell warns showmen who plan to head this way to be sure to have State license and Louisiana truck tags on their rolling equipment, as a number of showfolks have been experiencing trouble along those lines recently.

Strange Places

CINCINNATI, Aug. 31.—Small shows are skipping around in strange places these days. One small outfit in New England has been appearing as an attraction for a land development company on Sundays, giving afternoon and night shows that have been well attended.

Another trick has appeared several Sundays as an attraction for a large fruit farm, where as many as 1,000 cars have been parked for the show. No gate has been charged, fruit being sold to customers, and the sales are reported to have been great.

Another small trick showed up early in the season at a well-populated resort in Southern New Hampshire and for several Sundays played for resorters and visitors, depending upon a collection for pay. And they say the results have been satisfactory.

Rep Ripples

L. R. MCINTYRE was forced to close recently with the Ollie Hamilton Comedians, due to an attack of the flu, and is now in Veterans' Hospital, Bay Pines, Fla. . . . CHARLES REHL, veteran rep performer, is now engaged in radio work in St. Louis. . . . BILL BRUNO has entered Bell Memorial Hospital, Kansas City, Kan., for observation. . . . VERNE MALONE, long associated with Billy Terrell, tent show operator, has floated his own canvas opry, showing pics and vaude in the Southland. . . . ERNIE V. KING, well known in tab and rep circles and formerly for 11 years musical leader with Henry Prather's *Honeymoon Limited*, is now in the Canadian Army and is expected to be shipped abroad—either to Egypt or Africa—almost any day now. Friends may write him as follows: K16192, Gunner E. V. King, 58th Heavy Battery, 15th Coast Brigade, RCA, Vancouver, B. C., Canada. . . . W. D. MCKENZIE, the last two seasons with the "SeaBee" Hayworth circle in North Carolina and now with that same unit on the Hal Stone Tent Show in Iowa, writes: "We are beginning our 12th week and, so far, Old Man Rain hasn't missed us but two weeks, and believe you me, this Iowa mud is something awful. Miss my many rep friends, as we have had few visitors this summer. I believe everyone in the rep field should send in write-ups regularly. Show business isn't dying but the people in it are. They seem to be losing interest. So let's get in the groove and exchange

S. F. Show Draw Is Good; End Near for Four Couples

SAN FRANCISCO, Aug. 31.—Now in its seventh week, the Derbyshow in National Hall here continues to play to satisfactory crowds. The contest is sponsored by the American Legion and is aired three times daily over Station KSAN. Ray Passo is doing the judging. Still pounding the boards are Pete and Lolita Carrillo, Billy Steele and Maxine Lang, Marge and Lee Sullivan and Smitty Inman, and Buttons Slaven. Mickey Britton, soloing, works comedy with Smitty Inman. Staff includes Danny Bramer, Jimmie Gable, and Johnnie Russo, emcees; Ray Passo and Bob Robinson, judges; Ruby Mincks, nurse; George Woods, trainer; Miller Bramer, tickets; Charlie Loeb and Schnozzle Roth, concessions, and Cookie Hall, night manager.

Recent visitors to the contest were Sid Grauman, Dick Buckley, Willie Mishkind, Al Wilson, Jack Hays, Shiekie Lamar, Olga Haden and daughter; Dud Nelson, Mickey Hogan and George W. Pugh.

MR. AND MRS. THAYER, parents of Eileen and Mickey Jr., popular contestants, info that the kids sustained painful but not serious injuries while driving home to Detroit from the Washington contest recently. The accident occurred when Eileen chose a ditch rather than sideswipe another car. Their car was demolished, but after

some news thru the rep page."

BEN HEFFNER has joined the Ollie Hamilton Tent Show in the South to handle banners. . . . MR. AND MRS. BUD HAWKINS, after winding up at an Indiana fair with their novelty animal act, returned to their Cincinnati home last week to await the opening of the school season. . . . HANK KEENE Tent Show is reported getting its share of business in New England towns.

Original Showboat's Finale

CHARLESTOWN, Md., Aug. 31.—The original Floating Theater, owned by Mrs. Nina Howard, winds up its season at the Wellwood Yacht and Country Club wharf here tonight. The engagement was for a week. The boat will be taken to a resort on the West River, south of Annapolis, where it will be renovated for film showings. In the showboat's repertoire this season were *You Can't Beat the Irish*, *Rooms for Tourists*, *The Secret of the Sea*, *Love's Child*, *Today's Children*, and *Over the Hill to the Poorhouse*.

COLUMBUS GETS GUILD

(Continued from page 23)

P. Munsell, of the Guild, was in Columbus recently to complete arrangements with Robert F. Boda in launching the series at the Hartman this season.

The subscription plays announced for Columbus are Robert E. Sherwood's *There Shall Be No Night*, with Alfred Lunt and Lynn Fontanne; *The Philadelphia Story*, with Katharine Hepburn; Ernest Hemmingway's *The Fifth Column*, with Franchot Tone and Lenore Ulric; *Twelfth Night*, with Helen Hayes; William Saroyan's *The Time of Your Life*, with Eddie Dowling and Julie Haydon, and *Ladies in Retirement*, with Flora Robson, Estelle Winwood, and Isobel Elsom.

Palmerton Plans Changed

PORTLAND, Me., Aug. 31.—Reopening of the Guy Palmerton Players at the Civic Theater has been set back from September 2 to 9, while closing of Palmerton's Lake Whalom, Mass., theater has been set ahead from the 14th to the 7th.

Change of plans resulted from Arthur Treacher canceling his engagements at Portland and Whalom. Treacher and Ruth Chatterton were to alternate the two weeks at the two theaters.

Latest word has it that Palmerton will close Whalom with Chatterton the week of Labor Day and bring her to Portland for the Civic opening week of September 9.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

treatment at the Salem, O., hospital, the kids continued home with their parents. Eileen and Mickey, incidentally, won fourth prize in the Washington contest.

GEORGE WALKER, former contestant, types that he is working clubs in Upper New York State with Vic Puree and Charlie (Red) Hall, and expects to be in that territory until January, when he will go to Florida. George, who is straight man for Vic and Charlie, wonders what has happened to Muggsy Hurley and Stan and Marge West.

SOPHIE AND PHYLLIS, of Chicago, ink a query as to the whereabouts of Skippy Skidmore. They say that rumors reach them that he is dead. As the column hasn't heard anything on Skippy for some time, how about someone letting us know what's what?

TIM HAMMACK letters from Washington with his fairly regular squib: "I am still kicking and am going into the ice September 14 for the Police and Firemen's Field Day at Griffith Stadium, Washington, to try to break my record of 51 minutes. I met Hal Ross, Pop Dunlap, and Ray C. Alvis at the Washington contest. If there were more promoters like them, everything would be okeh in the endurance field. Also met a lot of my friends in the show. Don't forget to drop a line to the column once in a while, kids, and let us all know how you're getting along."

Critic

SALISBURY, N. C., Aug. 31.—Paul Green Jr., 15, son of playwright Paul Green, who wrote *The Lost Colony*, produced in an outdoor theater on Roanoke Island, sells seat backs during the summer production, thereby making his spending money.

And until Papa Paul found him at it he had a fine spiel for the back rests, that went like this: "Buy a comfortable seat rest. The second act is long and tiresome!"

Detroit Stagehand Employment Is Up

DETROIT, Aug. 31.—Local employment for stagehands is hitting a new peak, according to Ed King, business agent of the IATSE local, with several special shows being built or playing currently.

Outstanding is the Nash Motor Show, opening at Cleveland with Del Delbridge's band for a six-week Coast-to-Coast tour, using three stagehands plus one motion picture projectionist. Second item is the annual Chevrolet Show booked September 11 at the Masonic Temple, on which work has already been started; this uses as high as 40 stagehands. Contract was signed with the Michigan State Fair for the use of union members on the grounds, including the new open-air dance hall being completed for opening next week, to employ about 20 men.

Motion picture studios are keeping other members of the local busy, with pictures shooting now for five auto companies. With a rash of activity, the union has just sent out the new contracts to local theaters, and is asking for only minor changes in conditions of putting on and taking off shows and minimum hours, King said. No change is to be sought in the wage scale, and no difficulty is anticipated over renewal of contracts expiring September 1.

Events Set for Pitt Arena Season

PITTSBURGH, Aug. 31.—In its first full season as The Gardens, renamed last spring from Duquesne Gardens, the city's oldest arena anticipates almost every conceivable form of entertainment during the next nine months.

Operated by the Harris Amusement Co., The Gardens will reopen September 30 with a return engagement of the Roller Derby, begin ice skating October 27, import *Iccapades* November 6 for a week.

Ice Follies returns Christmas Day to play thru January 2 as last year, the rodeo is scheduled for May 1 thru 10, and a number of dates are set for professional boxing, college basket ball, pro hockey and miscellaneous shows.

The Gardens is managed by Howard Adelsberger, with Mike Gallagher concessionaire.

Harris will get its first competition in three years beginning next Thursday, when the remodeled Lawrenceville Arena inaugurates a series of broadcast vaudeville shows sponsored by KQV, follows Saturday (14) with first in a series of dances, featuring Dick Stabile, and soon after begins a schedule of boxing matches.

The Arena will be piloted by Fritzie Zivic.

Post-Season Michiana Plans

CHICAGO, Aug. 31.—George M. Gatts, who a decade ago was well known as a road show producer with Frank Gazzola, under the firm name of Gatts & Gazzola, may re-enter the road-show field. Gatts has closed a contract with John McMahill Jr., operator of the Michiana Shores Theater, New Buffalo, Mich., to inaugurate a post-season at Michiana Shores. New and old plays are to be produced, with new casts and names. It is Gatts' intention to take the company on tour if his shows click. First of Gatts' offerings is Grace Hayward in *Sweet Danger*. Michiana Shores Theater closed its summer season August 18.

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FROM OUT FRONT

(Continued from page 23)

and Irish experiences of a company headed by Mrs. Pat Campbell—failing to realize that it's quite possible Mrs. Pat played Shakespeare so badly that only the Irish could possibly like her.

BUT Mr. Healy's high point is his argument that Hamlet is really an Irish play—a somewhat startling theory, based on three major points, viz.: 1, the Irish see their own characteristics in the play; 2, the play's text includes the oath "by St. Patrick," reference to baked meats and the sight of a walking ghost, all of which, according to Mr. Healy, are peculiarly Irish, and 3, the allegation that the original from which Shakespeare took his plot was, in its beginnings, an Irish legend.

BUT with Mr. Healy's last argument this column is in agreement. That Shakespeare had the blood of the Celt in him, he says, is shown by his "exuberance, his sense of reverie and passion, of ecstasy and despair," his worship of nature, his magnificent mastery of the colors of speech and the flooding of his works with "the light that never was on land or sea."

Russell Postpones Trip South; Returns to Pa. on Way Westward

HANOVER, Pa., Aug. 31.—The inevitable turn southward has been postponed by Russell Bros.' Circus as a result of a decision by the management to continue across Pennsylvania instead of dropping down thru Virginia as was done last year. This change in route is understood to have been prompted by a combination of circumstances including damage done to the tobacco crop by recent heavy rains, an infantile paralysis scare in West Virginia, and a State law in Virginia excluding circuses within two weeks before and one week after a fair, thus eliminating half a dozen or more desirable stands in the Old Dominion.

A circus after the first of September will be a novelty in some of the towns the Russell show will visit on its trek westward. However, conditions are reported to be good and prospects favor-

able in most of them, provided the recent preview of fall weather does not repeat too soon.

Russell Bros. returned to Pennsylvania at Chester August 20 after a week of spotty business in New Jersey. Two dates were played this past week in Maryland, at Hagerstown and Frederick, and by the time the show moves farther west a total of some 20 stands will have been played over the breadth of Pennsylvania. Business has been quite satisfactory in some of the towns the past two weeks and disappointing in others. Unseasonably cool weather and rain have been a factor to contend with in several cases.

13,000 See Fort Worth's Recreation Dept. Circus

FORT WORTH, Tex., Aug. 31.—Glenn Wilcox, formerly with Hagenbeck-Wallace and other circuses, again had charge of the Recreation Department's annual circus, held in the Will Rogers Memorial Coliseum here August 20, before over 13,000 persons.

Featured were amateur circus acts trained thru the Recreation Department. Glyndon Burns, former circus slack wire performer, was the only professional in the show. This was the largest crowd in the Coliseum since it was opened several years ago.

A COLUMN in *The Capital Times*, Madison, Wis., plugged Capt. Terrell Jacobs, who was visited recently by Robert C. Zimmerman, assistant secretary of State of Wisconsin. Zimmerman was quoted thus: "One of the highlights of my trip was when I stepped into a cage with a lion at Terrell Jacobs' animal act on Treasure Island at the San Francisco Fair. Jacobs is one of the best known animal trainers in the world today. He has many friends in Madison, and when we were together he asked about Mr. and Mrs. S. O. Braathen, the Jackmans, and Fred Winkleman."

New Bedford Kiwanis Show Records Fall

NEW BEDFORD, Mass., Aug. 31.—Breaking all its previous records, the third annual Kiwanis Circus, sponsored by the local Kiwanis Club, closed last Saturday night. Despite unseasonal cold weather throughout the week and a wash-out one night, show played to 62,000 people in six nights, an increase of 7,000 over last year. In addition, a free show was given to 12,000 kids at the sole matinee (Tuesday).

For the third successive year the circus was produced by J. C. Harlacker, of Providence, R. I. It was presented in Sargent Park, owned by the Kiwanis Club. Grandstand seats 4,000 and the show lot itself was roped off. There was plenty of parking space adjoining the lot. Two shows were given nightly at 7 and 10 o'clock.

The Program

Program opened with Herb Taylor's clowns, including Taylor, Rube Simonds, Louis Fickert, and Marco Songini. The Skating Whirlwinds, roller quartette, worked on a stage in front of the band, and the Two Monarchs, on high rigging, followed.

Next the Two Jacks worked the center ring with a perch act, while on the center stage appeared Harry Rittley with Bumpy Anthony on pyramid tables. The Cartier Sisters, doing double web, traps and rings, worked on rigging 40 feet high to the right of the center ring. Patsy Cartier did an upside-down walk, blindfolded in gunny sack, with toes thru web loops, to a good flash.

Clowns returned for a boxing bit in the center ring, followed by Harold Voice, flying turn, to the left of the ring. The Four o' Hearts followed on high rigging 128 feet up. Program closed with Adele Nelson's Dancing Elephants. Entire show was booked thru Al Martin's office in Boston. There was a band of 15 pieces.

Four Rides on Lot

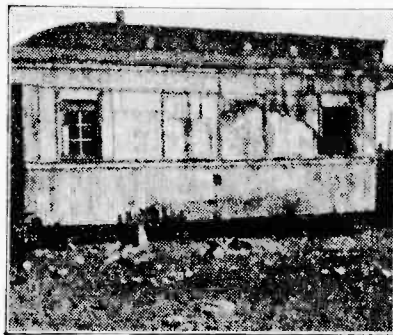
Rides, Inc., had four rides on the lot, a big Eli Wheel, Chairplane, Carousel, and Kiddie ride. Equipment was clean and brightly painted. Howells, glass blowers, worked the show in concession alley under canvas.

On Friday morning a performance was given at Sol-E-Mar Hospital for Crippled Children. Adele Nelson's elephants, Taylor's clowns, Bumpy Anthony, the Whirlwinds, and Dave Manning, of the Four o' Hearts, participated. Candy, popcorn, peanuts, and balloons were distributed.

Show was held over Monday night for a big fireworks display. Big show was announced by Arthur Brunner.

Program Note

NEW YORK, Aug. 31.—It's Benedict Frank Mayer now. The general manager of the house which publishes the Ringling souvenir program promised to love, honor, and obey Olivia Fort, Darlington (Md.) girl, week ago Wednesday. After a brief stay in New York the couple departed on a honeymoon to Hot Springs, Ark.



WHAT remains of a coach of the Buffalo Bill-Pawnee Bill Wild West show is now located on a farm near Trenton, N. J., and is the home of a colored man named Watkins. It has a pump in the center. After the show closed the coach was used as a lunch car at the Trenton Fair grounds. Later Watkins paid \$75 to have it removed to his farm, where he reduced it to half its size, using the other half for firewood.

Canton Merchants Will Sponsor Kiddie Circus

CANTON, O., Aug. 31.—Canton Retail Merchants' Board will sponsor a free circus for the kiddies, signaling the start of the holiday shopping season. Charles M. Isaac, executive secretary, announced.

Last year the show was presented in the city auditorium, and it was necessary to give an extra show to accommodate the crowds. Owing to the building being condemned, the show this year probably will be held in a downtown theater, Isaac said. J. R. (Jack) Malloy, who furnished the acts last year, again has been contracted.

CINCINNATI, Aug. 31.—The U. S. Circus Company has been incorporated under the laws of Ohio to deal in circus equipment. Incorporators are George S. Houston, James Bonelli, H. H. Southgate, and John G. Robinson Jr. The firm will specialize in circus seats for the present, Robinson said.

Mills Soon To Go South or Close

Weather and business will be the deciding factors—Bucyrus, O., best stand

CANTON, O., Aug. 31.—Mills Bros. Circus, now in its 18th week, may return to the South at the conclusion of its Ohio tour, or else wind up the season in mid-September in Eastern Ohio, depending on the weather and business the next two weeks, Jack Mills, owner-manager, informed *The Billboard* representative here.

Mills confided that business during the past several weeks had been only fair, the show confining its itinerary to Ohio the past two months. Wellston proved the second best day, with Port Clinton running third. Bucyrus still remains the show's best day. While admitting the show has made no money since coming out of the South last spring, it has been able to pay off its obligations to date, Mills declared.

In event the show winds up its tour in Eastern Ohio this month, it will go into winter quarters either at the Lorain County Fair grounds, Elyria, or Ash-tabula County Fair grounds, Jefferson. Otherwise, it will continue thru the South, probably returning to quarters in Louisiana.

Acts Go to Fairs

Big show program has been weakened by acts leaving to play fairs. Replacements in some spots have been made. Archie Silverlake joined recently and is clowning and doing several numbers. The McCuries also are working in the big show program. The Beatty side show is a recent addition. Show has been giving no concert since Burrell's Wild West left to play fairs.

The circus has not missed a single stand since leaving quarters last April, according to Mills. Merchant tickets are being used along the line. Mills himself has been in advance, handling merchant tickets, banners and local tie-ups.

Pictorial paper is much in evidence at all stands, and new heralds are being given wide distribution a week in advance of play dates. Jimmy DuBois continues in charge of advance. Johnny Wahl is general superintendent. Jake Mills is assistant manager and conducts the band.

L. CLAUDE MYERS, whose band has been working steadily under C. A. Klein's booking, submits the following: Jack Carroll, trumpeter, has switched to cornet, and his running mate, Harry Shell, is sticking to the trumpet. Jack Campbell and Manny Houghton are working the grandstand audiences when they stand and give them their interpretation of the *Beer Barrel Polka* on their trombones. Jack Sweetman, drummer, makes audiences sit up and take notice when he takes a hot chorus. Vernon Elbrecht, Sousaphone player, had the pleasure of a visit from his mother, sister, aunt and uncle while the band was at the Norwalk (O.) Fair. The band played for the following acts week before last at the Indiana (Pa.) Fair: George Hanneford Family, riding act; Robert's Dogs and Ponies; Four Edwards, acrobatic contortion and tumbling; Ritaros, Risley, acrobatics; Harry Fisher, tramp cyclist; Capt. John Smith's Taximeter Mule, and Billy Sells and His Performing Lions. The Gooding Shows were on the midway.

Performer Gets Lost

PORTLAND, Ore., Aug. 31.—While Mildred Acree waited at the Portland police station for nearly two days, Portland and State police of Oregon and Washington searched for the J. E. Henry Circus, with which she was a trapeze performer. She had left the circus at Florence, Ore., a week earlier to go to Bend, Ore., and planned to rejoin it at St. Helens, Ore., but the troupe didn't show up on schedule.

The show, which has three trailer trucks, three lions, some monkeys, dogs, and ponies, was finally located at Chinook, Wash.

The Privilege Man

By RIDLEY WILLS

I was born in a kip not far from the lot
In a grass town one warm summer day;
My family were kinkers, so why should I not
Have joined out as a First of May?
In the kinkers' tradition, the punk's to be taught
From the time he's too little to scare
How to swing on the bar and to be thrown and caught
And to turn somersaults in the air.
I was getting a billing before I was 10
As "the kid on the flying trapeze."
I was rated a darb 'til a bad night stand when
A flop busted one of my knees.
The croaker looked grim as he polished his gooks
And the family in ominous hush
Didn't have to be told—they could tell by his looks
That from now on I'd use a skinned muck.
Sure, I stayed with the show, the I had a bum gam,
There was plenty of work on the trick.
You can pipe just what kind of a trouper I am:
I would not use a walking stick!
I flunked a while 'til the cook got me sore,
I would fix dukies up for a run,
And sometimes in a rash I would help out the blower—
There was many a job to be done.
Before I was grown I was saving my pay
And always had a pretty fat poke;
I could buy snappy burlaps (but was no walkaway),
I didn't treat scratch as a joke.
I financed a grab joint and on a few stands
It looked like a knockover for fair;
Came a series of bloomers, and I held in my hands
A poke filled with strictly fresh air.
The years rolled along and my temples turned gray;
My whole life was the life of the show.
Once or twice I had dreams about breaking away,
But I knew that I never would go.
As an opener, grinder, as a talker and spieles,
I spread out full portions of hooey,
But somehow I was not a box-office appealer,
So I asked to be tried as a joey.
And that was the climax of all my career,
For the punks in the reds and the blues
Got many a laugh at my shamblings queer—
And I had all a trouper might choose.
It was too good to last, for one day in a spec
The bull I was riding broke rank,
And the governor blamed me and hopped on my neck—
My future looked hopelessly blank.
But I'm still with the outfit and limping along,
Just doing the best that I can—
And altho my life is no sweet, happy song,
I'm proud I'm a Privilege Man.

Sedalia's Total Off; FL Shows Score 10% Gain

SEDALIA, Mo., Aug. 31.—The 40th annual Missouri State Fair here, August 18-25, had attendance of 218,724, 28,291 short of last year's total, but Secretary-Manager Charles W. Green called it one of the most highly successful. Weather was too cool for record crowds, altho August 24 set an all-time attendance mark for a Saturday.

Grandstand receipts were about 8 per cent ahead of last year's, with *The Missouri State Fair Review*, presented by Sidney Belmont and built for Sedalia by Edgar I. Schooley, getting a favorable reception seven nights. Bob Ward and His Hollywood Daredevil Aces, who took over the grandstand Saturday afternoon, played to a packed house, as did the auto races on both Sundays. On the second Sunday Pete Miller, St. Louis, smashed thru the inside rail on a curve and suffered leg fractures and deep lacerations. High school bands were brought from all over Missouri and about 60 towns were represented, Guy W. Peabody being in charge of arrangements, which included mass concerts daily at sundown. In the Coliseum the Horse Show drew well.

Fairly & Little Shows' bad start was due to muddy conditions, there having been rain on three days before the opening. On the first day business was 40 per cent off from the opener last year, but business increased daily and the midway gross exceeded that of 1939 by about 10 per cent. Noble C. Fairly handled the "back end" while George P. Shaw saw to the "front end." Secretary Green highly praised the shows, which were on the midway in 1939.

Among midway visitors noted were Mr. and Mrs. Frank P. Duffield, Thearle-Duffield Fireworks Company; Jimmy Morrissey, Baker-Lockwood Manufacturing Company; Frank Fellows, Springfield Wagon & Trailer Company; J. C. Gordon, Gordon Radio Company; Bernie Mendelson, O. Henry Tent & Awning Company; Hymie Schreiber, B. & N. Sales Company; Chester I. (Heavy) Levin and E. S. (Slim) Johnston, Midwest Merchandise Company; Mr. and Mrs. Charles Moore, Cedar Rapids, Ia.; Billie Peabody, Muskogee (Okla.) Fair; Mr. and Mrs. W. H. Duncan, Harry Altshuler, Mrs. Artie Brainerd, Mr. and Mrs. Moxie Hanley, Tex Clark, George Howk, George Elsom, and Mr. and Mrs. Leo Gribble, Kansas City, Mo.; Mrs. Dorothy Hennies, Herman (Kokomo Jimmie) Aarons, Paul Flannigan, Hennies Bros.' Shows, and Denny Pugh, who spent several hours on the show on Friday en route from Kansas City, where he had attended the funeral of his sister on Thursday, to Hennies Bros.' Shows in Springfield, Ill., where he is manager of concessions. Secretary Green and State Commissioner of Agriculture Jewell Mayes termed the fairs a "grand success."

Mass. Banquet Draws 150; Prospects Bright for 1940

GREENFIELD, Mass., Aug. 31.—Confidence that the 91st annual Franklin County Fair would exceed all records in the pre-fair ticket sale this year was expressed here by officials of Franklin County Agricultural Society at the annual pre-fair ticket sale dinner at Deerfield Academy on August 15. William C. Conant, society treasurer, told the more than 150 present that indebtedness has been reduced to \$4,600 and that it is expected to be wiped out by 1942.

President Fred B. Dole declared considerable money has been spent in improving grounds. The track has been improved and it is hoped that in the future the society will be able to construct an industrial building. Roger Ladd, superintendent of races, spoke on his department, and Jacob Schuler outlined the six acts which will comprise the free grandstand show. E. E. Rankin, chairman of the drive, said that advance sales in no way hurt gate sales, pointing out that the sale has equaled the year before or gone ahead consistently since inception.

FRANKFORT, Ky.—Organization of Franklin County Community Fair Association was perfected here by election of George G. Speer, chairman; John Jones, vice-chairman; A. C. Jones, treasurer; Wilson Harper, secretary. Committees have been named for a 1940 fair.

Premium Facts



Data collected from lists received by *The Billboard*

SAGINAW, Mich.—Saginaw County Fair-Michigan Farm Products Show, 27th annual, September 8-14. Officers: John C. Rauchholz, president; Charles Girmus, vice-president; W. J. Kirchner, treasurer; Clarence H. Harnden, secretary-manager. Admissions: 35 cents; children, 6 to 12, 10 cents; afternoon grandstand, 25 and 50 cents; night grandstand, 50 and 75 cents.

BLYTHERVILLE, Ark.—Mississippi County Fair, September 24-29. 78 pages. Officers: C. H. Wilson, president; Hale Jackson, vice-president; Jeff Roland, treasurer; J. Mell Brooks, secretary. Admissions: 25 cents; children under 14, free. Attractions: grandstand, Gus Sun's *Glorified Revue*, Illinois fireworks. Midway: Mighty Sheesley Midway.

TOPEKA, Kan.—Kansas Free Fair, 60th annual, September 8-14. 136 pages. Officers: D. E. Ackers, president; Frank Ripley, vice-president; Maurice W. Jencks, secretary-manager. Attractions: Grandstand, Barnes-Carruthers' *Music on Wings*, horse push ball; Captain Frakes, airplane crashes; RCA auto races, chariot races, auto polo. Midway: Rubin & Cherry Shows.

TRENTON, Tenn.—Gibson County Fair, 85th annual, September 2-7. Admissions: 10 cents; Saturday, 25 cents. Attractions: Grandstand, rodeo, Middlewest Fireworks. Midway: Dee Lang's Famous Shows.

118-Year Record Set in O.

JEFFERSON, O., Aug. 31.—Drawing 35,000, 118th annual Ashtabula County Fair here on August 13-16 broke all attendance records, said President John E. Creamer. Ideal weather prevailed. Fair had the best race program in years and departments were filled to overflowing. Draft horse show drew over 100 entries. Grandstand entertainment, set by C. A. Klein, attracted capacity afternoon and night crowds. It included Prince Nelson, high wire; Conner troupe; Flying Aces, roller skaters, and Rose Sisters, song and dance novelty. Added feature was nightly fireworks. Five F. E. Gooding rides were on the midway, together with Mabel Mack's Mule Show, Greenwald's Athletic Arena, Mark Williams' Ten-in-One, and 55 concessions, including Charles Martin's three cookhouses, Dick and Helen John's Playland, and Larry Larrimore's stores.

Mich. Annual Draws 25,000

UTICA, Mich., Aug. 31.—Third annual Utica Fair at Welsh Amusement Park on August 12-18 had a free gate and drew an estimated crowd of 25,000. Romig & Rooney Circus played to 5,000 during the seven days at 10 and 20 cents admission. Free acts were Elizabeth Rooney, cloud swing, and Grace Sykes, aerialist. Fireworks were produced by Favor Mfg. Co. In addition to regular park rides Elmer F. Cote had a Loop-o-Plane and there were extra concessions.

Tulsa Books Midway Act

TULSA, Okla., Aug. 31.—Tulsa State Fair board authorized General Manager Hade E. Bridges, of the fair, to book Sonora Carver and her diving horse as a free act to work at one end of the Goodman Wonder Shows' midway at the 1940 fair, act to be paid by the board. Nat D. Rodgers, director of ticket sales, has six organizations and five Harvest Queen contestants busy on advance half-price tickets. He and Glenn Condon, director of publicity, have lined up an extensive newspaper and radio campaign. Barnes-Carruthers' *Show of a Century* and Thearle-Duffield fireworks will be night attractions, with auto races on Sunday and Wednesday and Jimmie Lynch's Death Dodgers on Tuesday and Thursday.

SHREVEPORT, La.—N. C. McGowan and Walter B. Jacobs have been elected directors of Louisiana State Fair Association. Mr. McGowan, president of the United Gas Pipe Line and Union Producing Company, fills a vacancy caused by the death of Robert T. Carr, term expiring in December, 1941. Mr. Jacobs, president of the First National Bank here, fills vacancy caused by resignation of F. W. Middleton, term expiring in December, 1940.

Gate Record of 40,000 Set In Ohio; Midway Biz Is Big

BEREA, O., Aug. 31.—Despite rain on the final day, attendance at 46th annual Cuyahoga County Fair here on August 15-18 exceeded 40,000, best in the fair's history. Attendance records were shattered Saturday, when a special day and program sponsored by *The Cleveland Press* attracted thousands of Clevelanders and gave midway attractions excellent business, according to Secretary William H. Kroesen.

Grandstand entertainment included daily performances by the Ranger's Rodeo; Kee and Tuck, barrel jugglers, and Hollywood Horse Trio. There was a horse show and an outstanding exhibit of merchandise by Cleveland concerns in a 60 by 240-foot top. WCLE and WHK maintained a mobile broadcast unit in the top thruout the fair, airing programs 23 times. On the midway were J. R. Edwards' Eli Wheel, Merry-Go-Round, Chairplane, Bullet, Kiddie Autos, and Tilt-a-Whirl; a ten-in-one under management of Mark Williams, Montana Meechy's Wild West, Rube Sanderson's Hillbilly Follies, a Secalum Park goat track, Wagner's Penny Arcade; Carl Kelly, Tom Cox, and C. E. Smith; cookhouses; Bill Schoeler, cane rack; H. Phillips, peanuts; R. Ottobacker, three stores; Mrs. Walter White, four stores; Robert Wood, photo gallery, and Light-hammer & Hamilton, root beer. Warren A. Allen, balloonist, performed daily.

Spending of Race Crowds Is Off in Northville, Mich.

DETROIT, Aug. 31.—"Detroit's own" county fair in Northville, Mich., had an increase of nearly 20 per cent over 1939 in attendance, officials said, despite cool weather. A 10-day meet of running races opened a week before the fair. Wayne County Fair was one of the first in the State to try running races with pari-mutuels and they have proven a draw.

F. E. Gooding's rides, No. 2 unit in charge of Charles O'Brien, did not fare so well, as large matinee race crowds were poor midway spenders. Use of many race passes also caused a drop in gate receipts, altho estimated attendance rose from 41,000 to 50,000. Betting at races ran from \$35,000 to \$40,000 daily. Night grandstand shows, using two alternating units produced by Henry H. Luaders, United Booking Office, played to about 2,200 average, equal to last year's business on good nights. But on two nights temperature dropped to 45 degrees. There were displays by Hudson Fireworks Company.

Attendance Big at Red Lion

RED LION, Pa., Aug. 31.—Second largest attendance in its 22 years, about 22,000, marked Red Lion Gala Week Fair here on August 19-25, said Secretary R. M. Spangler, with largest closing night in history. Monday was lost to rain. Over 1,500 kids were at Thursday's matinee. There were nightly displays by Iorio Fireworks Company under direction of Louis and Dean Iorio. Auto and commercial exhibits overflowed tents provided. W. C. Kaus, of the shows bearing his name and on the midway for the sixth year, reported satisfactory business.

"Weed" Prices on Upgrade

GOLDSBORO, N. C., Aug. 31.—A banner fall season is foreseen by Secretary-Manager W. C. Denmark, Wayne County Fair here, who reported that the new fair plant has been completed. He points out that prices paid for flue-cured or cigarette-type tobacco at the opening of the 16 markets of the North and South Carolina border belt were higher than last year's. In Eastern Carolina it is believed that when the markets open there prices will be even higher.

SASKATOON, Sask.—Entered as Independent Liberal candidate in the Saskatoon by-election, Sid W. Johns, secretary-manager of Saskatoon Exhibition, was defeated, 2,230 to 4,802.

Syracuse Opens To Better Count

SYRACUSE, N. Y., Aug. 31.—Altho attendance in 1939 fell far short of expectations, first four days of New York State Fair here, August 25-September 2, showed an increase of 5,789 over last year for the 100th anniversary of the annual. New attractions and continuance of some of last year's features are credited with raising the count to 72,940. Agricultural displays outnumbered those of 1939.

James E. Strates Shows on the midway evidently will do record business for this fair. Dick O'Brien, assistant to Manager Strates, reported that, altho it rained all day on Wednesday, the midway gross doubled that of the corresponding day last year.

New York Ice Review, with cast of 50 skaters, opened in the Coliseum to 4,000. This picked up Wednesday night to about 6,000. Show is staged by Harry Losee and includes Vivi-Anne Hulten, Theslof and Taylor, Maribel Vinson and Guy Owen. Hulten's puppet show on the ice gets a great hand and she is brought back for encores. One difficulty for the show was that the tanbark could not be removed from the ice soon enough for the skaters to get in a rehearsal before opening. The cattle show is put on over the ice during afternoons.

Paul Renna, first night club operator to open a casino on the fairgrounds, reported after the first night his show of 20 people and nine-man band has played to capacity. Another Renna attraction is a jitterbug contest which has attracted hundreds from all parts of Central and Northern New York State.

On Thursday, Governor's Day, Governor Lehman and Lieutenant-Governor Polletti made speeches and inspected the grounds. This, coupled with the good weather, swelled the gate, Doug Johnson, fair publicity director, estimating attendance of 40,000.

About 4,000 saw Grand Circuit races on Thursday. Another attraction which officials hope will help the gate is the return of the Horse Show.

New Conn. Annual Sets Bill

STAFFORD SPRINGS, Conn., Aug. 31.—After a lapse of five years Stafford Fair, a fixture here for 66 years, is to be revived for three days, said Robert Warner, publicity director. Clarence D. Benton, first selectman, has taken over the fair plant and is planning a program which, it is said, will be bigger than when the fair was operated by Stafford Springs Agricultural Society. Program will include a card of nine harness races daily, cattle show, horse and ox drawing contests, grandstand shows, agricultural exhibits in the exhibition hall, and a midway. The fair will be open day and night. Buildings have been put in shape and a new judges' stand has been erected on the rehabilitated track.



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ACCOUNT OF DISAPPOINTMENT JAYDEE THE GREAT

High Trapeze Act—Available after Sept. 12th for Fairs or Carnival—Balance of Season. This is positively highest and only act of its type (barring none). Rigging 100 ft. high; costumed as huge ape. Contortion antics are so like the animal he represents that perhaps the best way to describe it would be to say he positively apes the apes, and contains plenty of comedy and thrills. Wire or write as per route. Address: JERRY D. MARTIN, Sept. 2-12, Free Attraction, Maryland State Fair, Timonium, Md.

Minn. Held Back 5 Days by Rain

ST. PAUL, Aug. 31.—It took five days for Minnesota State Fair, August 24-September 2, to be greeted by the sun, but on the sixth day, Thursday, the sun shone, turnstiles set a faster pace, and the fair was in normal tempo. Thursday was the first day that showed attendance ahead of a corresponding 1939 day, with 66,189 as compared with 64,420.

Despite pea-soup rain and cold, the Wild West Round-Up was well received on opening Saturday and Sunday, and *The State Fair Revue*, Barnes-Carruthers night production, carried substantial grandstand crowds with exception of its opener Monday, which was rained out. Thrill Day on Friday had a mass parachute "blitzkrieg," aerial dogfights, Jimmie Lynch and his Death Dodgers; Selden, "The Stratosphere Man"; Charles Zmuda, bat-wing flier, and other thrills. Auto races inaugurated the new track on Saturday, with another bill to come on Monday. Harness program was washed out.

Officials were amazed at the way attendance held up during the siege of cold rain. Turnstile readings for the first six days totaled 291,440 as compared with 382,352, a drop of 90,912. Total attendance in 1939 was 706,619, an all-time high. Excellence of exhibits, high quality of livestock, Horse Show and unusual interest in 4-H Club activities were pointed out as outstanding reasons why attendance held up.

Secretary Raymond A. Lee denied a rumor that the fair would be extended beyond Labor Day, saying it was impossible to continue beyond the scheduled date. With grandstand shows canceled for two auto and two harness race programs and one night revue, crowds were especially heavy on the midway of the

Royal American Shows, again at the fair. Altho shows and rides did not pass their excellent 1939 grosses, they did unusually well for the dismal weather.

Fully utilized for the first time was the 4-H Club building, which was officially dedicated on Thursday and turned over to the State Fair by Minnesota WPA officials. Honored by the installation of a plaque was T. A. (Dad) Erickson, retired head of the Minnesota 4-H Club movement. With most of Machinery Hill under canvas, rain did not dampen enthusiasm of rural crowds interested in farm equipment. Horticultural exhibits drew well, especially a display of 12 new types of fruits and vegetables perfected by the University of Minnesota schools of agriculture.

Eateries and other concessionaires did average business thru the first five days. On Thursday business picked up and most stands expected to make better than an average showing if weather remained clear. Indoor stands did exceptionally well. Publicity on fair, under direction of Henry Lund, exceeded that of former years in both news, air, and billboard splash. Six stations originated programs from the fairgrounds, and organizations from the midway to the 4-H Club building were given dozens of spots. Outstanding broadcast was staged by KSTP under direction of newsmen Joe Meyer, who staged a publicity man's talk fest. Lined up in a fast-moving session on methods of publicity men were Henry Lund, Minnesota State Fair; Billy (Bozo) Mack, Royal American Shows; Gaylord White, auto-race program, and Pinky Barnes, Clyde Miller's Rodeo. Brooks Henderson emceed the spot. Other stations on grounds include WCCO, WMIN, WTCN, WLWL, and WMAX. After the fair Henry Lund will take over active management of the St. Paul Winter Carnival.

Gate, Midway, Grandstand Show Big Gains in Michigan

CORUNNA, Mich., Aug. 31.—Shiawassee County Fair drew about 60,000 here on August 14-17, compared with 40,000 last year, according to Mrs. Edna Cooley, secretary. Night attendance was especially good. Thursday, when stores closed, was the biggest day, with 25,000 attending.

Midway business showed a 10 per cent increase over 1939, according to the W. G. Wade Shows. An increase of 50 per cent was noted on Wednesday, Children's Day, which featured 5-cent attractions, Manager Wade said. Leon Wetherby, fair concession manager, said concessions showed a 20 per cent increase. Jack Raum's rodeo, circus and thrill show drew 13,000 to the grandstand and grossed \$3,600, compared with \$3,000 last year.

Mason, Mich., Grandstand Up

MASON, Mich., Aug. 31.—Attendance at Ingham County Fair here, August 20-24, was off by 10 per cent from last year, said Secretary J. O. Davis, accounted for by cool weather and an infantile paralysis scare. Attendance of about 25,000 had gate receipts of \$3,100 compared with 28,000 and \$3,500 last year. John Quinn's World of Pleasure Shows on the midway did only fair business, according to Frank Miller, of the shows. Jack Raum's Circus and Thrill Show again played before the grandstand, showing an increase of 20 per cent in attendance despite drop in the gate. Opening night drew 2,000 compared with 300 the year before, when Raum's show first played here.

Laurens, S. C., to Legion

LAURENS, S. C., Aug. 31.—Chris M. Smith was engaged to aid in advance operations for the 1940 Laurens County Fair here, executives having transferred charter and management to the American Legion Post. Committee will include Commander J. R. Setzler, Fred Medlock and John E. Brown. Dates have been advanced for the fair, which will include agricultural and home displays. Option will be taken on permanent grounds.

Grand-Stand Shows

ON the bill at Southeastern World's Fair, Atlanta, are programmed: Six Whirlwinds, acros; Teeter Sisters, aerialists; Flying Fishers; Kee and Tuck, booked thru Gus Sun Agency; Jimmie Lynch's Death Dodgers, and fireworks presented by Tony Vitale.

CONTRACTED for Washington County Fair, Marietta, O., are Klein's Attractions with *Rhythm Revue of 1940*, including Conner Troupe, Paige and Jewett; Hal and Krider, comedy trapeze; eight-girl line, and Jimmy Harrison's swing band for opening day and circus unit, featuring Roberta's Circus, Silvers Johnson, Kotch Brothers and L. Claude Myers and his band on the final day

NIGHT shows to big business were presented by Wild Bill Cathorn and his Death Riders at Overland Trail Round-Up and Logan County Fair, Sterling, Colo., on August 21 and 22 for the third consecutive year, reports L. C. Bailey, general agent. Show has been contracted two nights at Red Willow County Fair and Rodeo, McCook, Neb., for the second year.

BILL at Central West Virginia State Fair, Clarksburg, features Frank Wirth attractions, Great Cahill, Skating Lockwells, Al Loyal's Dogs, Jules and Clifton, Fashion Plates of 1940, Suicide Hayes and his Thrill Drivers, auto races, W. H. Bickel's White Arabian Horses and Sagebrush Round-Up.

UNIT No. 2 of Klein's *Rhythm Revue* was presentation on two days at Dayton (Pa.) Fair, augmented by Paige and Jewett, unicyclists. On the last two days acts booked thru C. A. Klein included Roberta's Circus, Silvers Johnson and his comedy Austin and Flying Valentines. Beatrice Cassidy was in charge of revue.

A 56-PAGE annual magazine for Virginia State Fair, Richmond, lists the acts and has numerous articles by State and fair officials. Besides the *Royette Revue* there will be the Canestrelly Troupe, ladders; Mlle. La Tosca, bounding rope; Frank's Trained Steers; Saul Grauman and his Musical Staircase; De Carlos, teeterboard and trampoline; Ferrara Trio, acros; Captain Tiebor's Seals; Deteros Sensation, comedy trapeze; Belett and English Brothers, acros; Wallenda Troupe, high wire; Frank Cervone's Band; Jimmie Lynch and his Death Dodgers; auto races and fireworks.

PROGRAM at Kossuth County Fair, Algona, Ia., reported Secretary E. L. Vincent, included Large and Morgner, The Saxons, Dr. Zike's Educated Horses, Raymond's Pets, Dowling Girls, Casting Delcos, and Aerial Ballet, with Ed Zimmy, emcee, booked by Barnes-Carruthers; Sloan's Racing Corporation of America auto races, Jimmie Lynch's Death Dodgers, running races, and Thearle-Duffield fireworks.

GATE IN COLUMBUS

(Continued from page 32)

pinball machines, obscene peep shows, a sex-o-meter and a freak show." Floyd E. Gooding, operator of the rides on the midway, explained that "the alleged picture of a nude woman taking a bath actually was a celluloid doll we bought in a dime store. Its back was visible thru a mirror. The sex-o-meter was a device which for a penny rewarded one with seven or eight funny phrases like 'lovable' or 'cold.'" He denied that there were any pinball machines on the grounds when the order was issued that offered anything except amusement.

Gooding reported that his rides had been given a tremendous play, especially by children who were admitted on special passes issued thru the schools on Friday and Monday which made them guests of the fair management.

Oddities prohibited by the orders, including Christine, Crocodile girl; Zolla, Human Jig-Saw Puzzle; Old Funny Face, rubber-faced man, and the Monkey People from Montivideo, were transported immediately to the Indiana State Fair, Gooding said.

Pass-out checks were eliminated early in the week when it was discovered that such checks were being sold. This was stopped by stamping each person wishing to temporarily leave the grounds with a dated rubber stamp on one hand. Admission to the fair was the same as in

past years, 50 cents for adults and 25 cents for children on days they were not admitted free.

Concessionaires reported that visitors were spending more money than usual. Manager Kinnan said. Auto gates were closed practically every day about 9 a.m., all parking space having been taken by that time. The fair, for the first time in history, ended in the black last year with a surplus of about \$9,000 when paid attendance totaled about 255,000.

Sun Acts Presented

Gus Sun Agency provided a two-hour nightly grandstand show, billed as *Wake Up and Cheer*. Some of the acts also worked in afternoons during harness races. Acts included Sky-High Girl doing 500-foot slide; Fred Reckles, aerialist; Athleta, aerialist; Winnie and Dolly, high pole; Betty Coeds, dancing troupe; Alvin and Kennedy, comedy bars; Barton's Circus, performing animals; Six Cardovas, Don Francisco, Flying Fishers; Belford Troupe, acros; Faith, Hope, and Zingo, Mart Duo, Poodles Hanneford and Company, The Atenos, Grogorosko, Five Eltons, Wells Brothers, Three Dukes, The Cornhuskers, singing quartette; Laypo and Lee, and Six Rinaldos. There were also Dick Rogers' Motor Maniacs, and last Saturday night the State Fair Radio Jamboree was broadcast from the Coliseum by WLW, Cincinnati.

There were 223 concessionaires granted privileges and of these over 90 were for eats and drinks, with churches taking the most of the restaurant spots as usual. Among concessionaires were Frank H. Constans, Grant Wooley, C. W. House, Don Schwartz, Forrest Knapp, John Lampton, Roy Kirk, Alexander Shore, A. B. Heck, Joe H. Green, J. A. Rowlands, D. W. Mikesell, Herbert A. Schimpf, William Coffelt, Charles H. Williams, Oscar Mallory, Bud Pollack, Mrs. M. V. Connolly, James M. Gilchrist, A. B. Heck, R. L. Swain, M. J. Hayden, William Wearwester, C. W. McGill, A. R. Pyle, Mrs. W. R. Powell, Eugene Ganten, Walter Coll, W. M. Bell, Frank Libby, Gust Bazin, Vic Stephenson, J. E. Murphy, Nate Robbins, Al Goldstone, L. G. Stover, Oscar Root, Mrs. George Barry, Orville Chandler, B. H. Eaton, and L. E. Patter-son.

Jamboree Packs Coliseum

More than 7,200 packed the Coliseum last Saturday night to witness a performance of WLW's Boone County Jamboree. It was necessary to place rows of chairs in the arena to provide seats for part of the overflow crowd. Performance was staged by the entire cast of 43 members of the Jamboree, with Peter Grant, newscaster, and Paul Arnold, baritone soloist, as added attractions. George Biggar, program director of the Cincinnati radio station, declared the Jamboree is breaking all records in county and State fair appearances.

WIS. PROFIT CUT

(Continued from page 32)

to see afternoon harness races, and the *Stars of America* at night.

Rain again held down Saturday's attendance to 54,586, against 62,754 for the day last year, and only 29,734 attended on Sunday, against 85,983 on final day in 1939. It was estimated that the fair lost \$25,000 in revenue for the day alone. Sunday auto races, which in the past have been biggest attractions, were canceled both Sundays because of rain.

Guarantee for Racers

As a result of these cancellations, it is planned to put up a \$100 guarantee six weeks before fair time next year. The State will match this with another \$100 and the amount will be placed in escrow. If the driver races as scheduled he will get back his \$100 plus whatever he wins; if he is rained out, he will receive the \$100 plus the State's \$100, and if he fails to appear for the races, the State will claim the entire \$200.

Because of the small 1940 profit, plans for an \$8,000 grandstand addition will be postponed, but Manager Ammon said he hoped to build a \$200,000 dormitory-exhibition building for 800 junior fair boys and girls. It is planned to ask \$80,000 of State money to pay for materials and secure labor thru the WPA. Against this year's profit, the fair management has to check off at least \$9,000 spent out of last year's profit toward a new \$25,000 art gallery and women's division improvements. *The Milwaukee Journal* gave the fair an editorial pat on the back.

WHITE HALL, Md.—With a new setup, extensive advertising, and attractions booked by Midway Manager John T. McCaslin, much space is being taken for White Hall Fair, said W. Evans, a moving spirit in the annual for over 30 years.

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Furnishes Complete GRANDSTAND SHOWS FOR OVER—

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Attention, Fair Managers

WE HAVE AVAILABLE FOR LATE DATES OUTSTANDING ATTRACTIONS OF ALL KINDS, including high Sensational Acts, also Large and Small Revues. Priced very reasonable.

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HOOPESTON, ILL., ANNUAL SWEET CORN FESTIVAL AND HORSE SHOW

SEPT. 10-11-12 (Day and Night) Concessions, Shows, Eat Stands (no Church Eating Stands on Midway). Athletic Show, Novelty still open.

TOMMY SACCO THEATRICAL MART 162 No. State St., CHICAGO, ILL. P.S.: Also booking now for ANNUAL ILLINOIS CORN FESTIVAL, FOWLER, IND., OCT. 2-3-4-5.

CONCESSIONS WANTED

FOR INDEPENDENT MIDWAY

WEST TEXAS FAIR

OCTOBER 7-12 — ABILENE, TEXAS Shows, Games, Rides Already Booked. GROVER NELSON, Mgr.

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Can use a few more legitimate Concessions. Hoop-La, Penny Pitch, Pitch-Till-You-Win, Dart Games. No Wheels.

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BLUFFTON, IND.

WANTED

Redondo Beach Pulling Heavier On Week - Ends

REDONDO BEACH, Calif., Aug. 31.—Largest crowds in years are being drawn at Redondo Beach and week-end business is reported better than last year's. Much credit is given to Pacific Electric Company for popularizing this beach resort, providing adequate train service, and financing bathhouse and bathing area. Ray A. McClelland is manager of the company's interests here. Many concessions are of permanent construction and concessionaires report satisfactory business.

Among concessions are: Lunch and soft drinks, J. G. Peterson, Arline Lively, Jennie Magruder, Hank Hill and Joyce Boysen. Sno Cones and frozen delicacies, W. J. Groves, Dorothy Groves and Adal Golden. Long-range lead gallery, Clyde Burlingame, manager; W. H. Border and Hugh Ballantine. Oriental novelty and curios, Y. Tanaskohic, T. H. Tanahashi and Masako Yamaga. Lunch, soft drinks, John Landers and J. F. Murphy. The Pine Knot, sea food, Nick Bruno, Mrs. F. J. Murtha, Tony Cupero, P. Massani and Bertha Branstetter. Curries' Mille-Hi cones and frozen delicacies, M. Fielder, manager; Judy McFarland, Jack Burgunder, Tom Howard, Nell Wainright and Jessie Purcell. Corn on cob, Cletus Griffith, Hazel Sullivan and Myers Goodwin. Redondo Beach Breeze Cafe, lunch and drinks, J. C. Lary, owner; Martha McGill, Edna Leasure, Muriel Ghiselin and Bess Rowland.

Ham and bacon (large permanent setup No. 1), Cletus Griffith, manager; Eddie Myers and Noah Silsbaugh. Machine guns, Juanita Lyons and Marion Caverly. Salt-water taffy, Julia Muck. (See REDONDO BEACH on page 36)

Ramona Rides Take 25% Jump Over '39

GRAND RAPIDS, Mich., Aug. 31.—Ride business in Ramona Park on Reed's Lake has taken a 25 per cent jump over 1939, the management reports. It is considered one of the few remaining successful parks of the type originally promoted by street railway companies and has remained in continuous operation by the company, altho its own business has changed over entirely to busses. Concession business has been off from last year as a whole.

Extensive promotion, especially in political and industrial organizations, has resulted in an increased number of picnics. The trend is toward holding such events in an amusement park, instead of in any casual location, to allow more amusement variety.

Shooting gallery showed an increase of 100 per cent, with no change in policy and no physical changes. Miniature Railway also showed a good increase, setting an all-time record on July 4th of \$500 at a dime a ride. A new Octopus ride is one of the three best grossers. Extensive plans for new attractions and promotion policies are being made for 1941. Ramona Gardens, open for dancing four nights a week, will shortly shift to skating policy. Ramona Theater has been closed all season. Following the policy of recent years, practically all attractions are operated on a lease basis. Roster:

General staff, R. J. DeLamar, president; Fred Barr, general manager; J. W. Knecht, assistant; Jack Winks, superintendent; Bob Den Braver, Glen Harkins. (See RAMONA RIDES on page 36)

AC May Take Garden Pier

ATLANTIC CITY, Aug. 31.—City commission at a special meeting this week adopted a resolution authorizing the city to take control over Garden Pier for taxes due. Court action will be taken for appointment of a receiver. Taxes for 1932-'36 were not paid, as well as those for 1940. Levies for 1937-'39 were paid, however. It was also revealed that riparian grant assessments had not been paid since 1938, there having been no riparian assessment prior to then. Several years ago the city threatened to foreclose on the property after purchase of tax-sale certificates, but no action was taken and an agreement was reached under which the 1937-'39 taxes were paid. The 1940 taxes total \$8,606.48 and no payment has been made.



HARRY J. BATT, general manager of Pontchartrain Beach, New Orleans, who pulled a season out of the fire by concentrating on promotion of special events after a rainy June and July, to produce in August the best month in the resort's history. Special nights jammed the boardwalks. Schedule will be kept up until closing on September 15. Another solid season of free acts was presented.

August Is Biggest For Pontchartrain

NEW ORLEANS, Aug. 31.—After wet and cool weather during most of June and July, attendance at Pontchartrain Beach took a jump during August, the best month in the resort's history, said Manager Harry J. Batt. Two bathing beauty contests, a search for Mr. New Orleans, and good weather jammed boardwalks on a score of nights. Altho concessions did not have proportionately increased business, rides were popular and the bathing beach was patronized to record figures.

With closing on September 15, Manager Batt has lined up almost daily special events with tie-ins with business houses, newspapers, radio stations, and civic bodies. After a solid season of free acts, the Great Ziegfried, ski jumper, will finish the season after opening last Sunday. Annual Labor Day outing is expected to bring out 25,000 members of local councils and families.

Cleveland Zoo to Museum

CLEVELAND, Aug. 31.—Operation of Brookside Zoo here will go under supervision of Cleveland Museum of Natural History on October 1 thru passage of emergency legislation by city council on August 26. Museum be given complete control of zoo management, the city to subsidize the institution to the extent of \$50,000 annually. It is held that the arrangement will result in steady improvement of the zoo. Harold T. Clark, president of the museum, said a committee of 10 or 12 will compose a zoological board of managers. Councilman Ray C. Miller recently introduced a resolution to abolish the zoo if improvement was not forthcoming.

Healthy Denver Lakeside Period Riding to Promotional Climax

DENVER, Aug. 31.—Encouraged by increased business, Benjamin Krasner, general manager of Lakeside Park here, announced it will remain open a week longer than usual this year, closing set for September 15. Pollack Bros.' Circus played a return engagement in the park on August 19 and 20, offered as a free attraction. On the night of August 23 a Pageant of Youth drew 4,000. Sponsored by North Denver Civic Association, 2,000 boys and girls took part in a parade, and crowning of Miss North Denver and a drum majorettes' contest were other features. Park's contribution was half rates on all rides to participants.

Manager Krasner scheduled a series of promotions and special events. Panda dolls were given to dancers on Panda Night, August 29. On September 4, final College Night, Miss Colorado Co-Ed will be crowned. On previous College Nights a different candidate has been presented in the ballroom, with dancers offered the

Michigan Spots Overcoming Bad June; Smaller Ones Still Down

BAY CITY, Mich., Aug. 31.—Pick-up beginning on July 4 at Wenonah Beach here, drawing from the "Thumb" region, has been about 28 per cent over 1939, with grosses about equal to comparable days of 1937, the last "good" years. So early-season poor business has been largely offset, with total for the season to date, including a poor June, showing 15 per cent over 1939. Picnics have been a big factor, drawing up to a distance of 90 miles.

Ballroom is being operated nightly except Monday with local bands, with exception of one or two special nights when a name band, such as Glenn Gray, has been brought in. Two new rides were installed this year, Loop-o-Plane and Aerial Joy Ride, which topped every ride except the Coaster. Frosted malted drinks concession was built this season. Bathhouse had a pick-up in the past eight weeks, doing 50 per cent over 1939 but still below 1937. Park will operate until a week after Labor Day.

A heavy draw has featured the Casino, operated as a night club. Floor shows, booked by the Amusement Booking Service, have been staged with more money spent on talent this season in bringing in name acts. As a result, business has increased, according to Manager Earl Bammel. Casino Sunday afternoon trade has been built up by a Jitterbug Revue staged by Larry Sinclair and troupe, playing at The Bowers, Detroit night club. It has consistently drawn packed houses here.

M. J. Gorton, formerly of Lake Lansing (Mich.) Park, joined the staff this season as assistant to park manager O. D. Colbert. Park roster—Casino: Earl Bammel, manager and orchestra director; Bennue Price, head bartender; Charles Mendoza, headwaiter; Grace Keyes, Gladys Goebel, Sebia Billett, cashiers; Ruby Hall, chef; Stella Giron, Isabel Cardinal, Rose

Policy of AC Convention Hall May Be Given Switch

ATLANTIC CITY, Aug. 31.—After the season, it is reported, Mayor Tom Taggart Jr. will undertake a new policy for Convention Hall. Mayor's office is making a survey, results of which will determine whether the hall is to be kept open continually or kept closed except when needed for conventions or other public affairs. Former Mayor Bacharach once publicly questioned whether the big hall should not be closed when not in necessary use.

One of the signs that the subject may be revived is a statement by John Hartnett after a reported conference with officials close to the mayor's department. Hartnett's statement, based on examination of City Hall records, indicates that Convention Hall cost the city over \$1,000,000 just to offset losses in operating expenses.

There is also an unpaid electric bill of \$190,000. The bill was \$235,000, but sale of city street electric poles made a payment on it. Furthermore, it is claimed, Convention Hall contributes nothing towards its own debt service requirements. As of May 16, 1940, Atlantic City will have to meet Convention Hall bills amounting to \$12,414.92.

Ratajczak, Cecelia Wrzesinski, Irene Reynolds, Floris Amley, Ruth Le Vassear, Louise Harkins, Verna Wesje, Isabel Portlance, Audrey Leidke, Mary Beffrey, Lillian Giffel, Gladys Brown, Margaret Carey, Alma Paine, Avis Paine, Gertrude Scheffer, waitresses; John Scheerer, Tony Hatkins, Ed Staszynski, bartenders; Ernie DuCharme, George Hebert, police; Pearl Griggs, Mabel Scram, kitchen; Leonard Priestley, George DePearl, porters; Don Kelly, assistant headwaiter; "Joe" Campbell, cigaret girl.

Balloon as Free Act

Coaster: Charles Sorenson, manager; Dick Abbs, assistant; Margaret Fueger, cashier. Merry-Go-Round, LeRoy Fletcher, manager; Mike Gougeon, assistant. Skooter, Earl Dagon, manager; Jack Sharon, assistant. Aerial Joy Ride, Robert Deford, manager; Barney Gregoire, assistant; Lucy Trudell, cashier. Loop-o-Plane, Bernard Boyce. Hey-Dey, Harry Jean, manager; Harold Bork, assistant; Klaine Abbs, cashier.

Bathhouse: Mrs. Wesley Jerceaw, manager; Jimmy Keyes, life guard. Red hot concessions: Ormond Culbert, Fritz Bartling, Don Openo; soft drinks, Walter Siggelkoy; ice cream, candy floss and high striker. Mr. and Mrs. John Danks; frosted malted milk. Ted Hawes; shooting gallery and penny arcade. Bertha Gorton; ball games, G. L. Duffy; ping pong, Harold Losey; pop corn, Jake Maxwell, Oscar Johnson; archery, Frank (See MICHIGAN SPOTS on page 36)

Free Features Aid Utica, Mich., Spot

UTICA, Mich., Aug. 31.—Welsh Park here, bought last fall by Stanton Welsh, who owns six concessions in Jefferson Beach Park, Detroit, has shown consistent growth in business all season, he reports. Policy of operating as a family spot with three features, free admission, free bathing, and free dancing in the dance hall, has resulted in increased business for the pay attractions.

Picnics have been booked extensively, with a policy of turning over the entire park, including beer concession, to industrial and other organizations until 8 p.m. Only restriction is that no admission fee be charged. With a fresh-water pool recently excavated on the Clinton River, Welsh plans to add a salt-water pool next year. A closed-cab Parker Ferris Wheel has been added and a Hey-Dey and Merry-Go-Round are being installed. Park will operate till the end of September, with picnics booked on all week-ends until that time.

Roster includes Stanton Welsh, manager; Joe Fresard, Al Zavitz, Bill Daylor, bartenders; Ethel Zavitz, Virginia Susalla, Zeda Miller, Pearl Winnasheimer, Kay Guaresimo, waitresses; Marjorie Le Duc, Katherine Sabot, Olive Hurwood, penny pitch; Theophilice and Stephanie Stockl, Geneva Van Horn, cashiers; Bud Steiner, Wally Meggitt, Whip; Jesse Carneal, Bill Yunick, wheels; Ted Rogers, Ray Burden, general staff; Phil Smith's Orchestra, Paul Madison, Bill Norman, Harry Stone, Bob Coon.

Belmont's Triple-Threat Raises Take 25 Per Cent

MONTREAL, Aug. 31.—Despite loss of days due to bad weather, Belmont Park claims a 25 per cent gain in spending. Manager Rex D. Billings attributes the rise to (1) playing of "the finest imported free attractions available," (2) increased picnic and promotional effort and (3) combination of new rides-attractions and generally streamlined concession midway. He also notes "some improvement in week-end weather breaks."

In co-operation with the press and several big companies up on their public relations, Belmont has introduced some novel promotional ideas. These include "Fun Bargains" for adults and kids, "Kiddle Health" and "Back to School" days, "Youth Festivals," and other snares. In the first 100 days of operation 125 picnics were held, Billings stated.

Operating personnel includes Rex Billings Jr., promotion manager; Maurice A. Lamarre, secretary-treasurer; C. Dumont, controller; C. Trudeau, chief cashier; Leo Tessier, superintendent, and Remi Vlau, chief electrician.

Plans are already under way for launching 1941 improvements, Billings said.

American Recreational Equipment Association

By R. S. UZZELL

New York World's Fair does keep in the news. Aside from the fine publicity on coming events and special attractions, it is now in the midst of a controversy over whether it is to become a training camp for the army or navy. Robert Moses is determined it shall not while Harvey D. Gibson is willing to entertain such a proposal. Perhaps nothing will come of it, but of one thing we are perfectly sure. The time is daily growing shorter when America can see the greatest exposition of all time. The mounting attendance indicates that the people are awakening to their opportunity. Ideal weather prevailed last week and advantage was taken of it. This cold spell promises to be of only brief duration when perfect days for seeing the fair will come again. Those of any profession or calling can get valuable help from a study of the fair.

We have commented on lessons for amusement park building, beautification and modernization, but have not yet mentioned real shows and showmanship. For front and ballyhoo presentation any of the four Dufour & Rogers shows are tops. Once on the inside the patron is personally conducted and made to feel that the help is there to instruct and to please. For teamwork precision they show professional skill, acquired by actual performance. Not since Captain Sarco, of deep sea diving fame, have I seen better showmanship.

Early Chill a Setback

We got it plenty cold last spring and of long duration and just now it is unprecedentedly cold for the season. Bathing pools will be hardest hit, but it hurts the general business, too. We shall have warm days yet but it will not be long now until we ring down the curtain on the 1940 outdoor amusement park season. A good Labor Day and Saturday and Sunday preceding always help a lot.

The Canadian National Exhibition, Toronto may run into a better break on the wind-up. A lot of our fraternity have gone there from the States, some of them for their first venture above the border. They expected some handicaps but were unprepared for such low temperatures in August. Overcoats, heavy underwear and wool socks sound out of place here but are welcome up there. And woe be unto those caught with only light summer clothes at this time! It is worse than going to San Francisco in July and August with only summer-weight clothing.

Riehl as a Builder

Henry Riehl, who passed out at Whiteley Bay, England, on August 14 at 78 years of age, was with Thompson & Dundy as labor superintendent at the Buffalo Pan-American Exposition where they produced the Trip to the Moon. Riehl moved it to Steeplechase, Coney Island, N. Y., and later moved it to what is now Luna Park and helped build the great Luna around it. At the New York Hippodrome we also found him on the job. He remained at Luna thruout Thompson & Dundy's career and for several additional seasons. He built the Virginia Reel at Luna and many others in America and Europe. Several are still in operation in the States and abroad. The one from Luna Park is still operating on the Bowery at Coney Island. He knew all of the old-timers at the famous playground of America.

Playland, Rye, N. Y.

By J. WILSON CLIFFE

Cool weather of the last few days has had its effect on the beach and pool, tho it has not hurt park attendance except late in the evening, when cool breezes send patrons scurrying to the warm shelter of their domiciles. Biz on the whole has been very good, this being greatly due to outings. Hudson County (N. J.) Republican Club brought in 11,000, including U. S. Senator Warren Barbour, State Committeeman William E. Sewall, State Senator Hendrickson, Grant Scott, State Treasurer Hutchinson, and Representative Closmers. Democratic Club of Elizabeth, N. J., brought 5,000 and there have been many outings from scattered points of late.

The fifth Bargain Day, which has

proved such a huge success, will be in force September 3-6, final week of the summer season, and there will be fireworks displays every night of Labor Day week. Last free act is the Six Antaleks, perch artists. Playland Aquatic Club did very well in the county championships, placing six, and all members are looking forward to 1941. The Barbecue and Moonlight sail of Playland employees will be held September 9, with contests and big eats the order of the day. Plans are already under way for winter vacations. Many will trek to the sunny clime of Florida. One among these is Walter Gildersleeve, who has a hotel and restaurant in Miami. Two others are Bill Orr and Wild Gus Bergman. The writer and Margaret Cliffe expect to hang close to Rye this winter to be ready for an early start in 1941.

While it would be foolish to say that 1940 was Playland's best season, it has not been the worst. We are making all entries in black ink and are looking forward to another season.

Jess Hutchinson, the popcorn man, and his son, Riverside Park, Springfield, Mass., were recent visitors. Jess was at Playland seven seasons. Hasta luego.

Long Island

By ALFRED FRIEDMAN

Unseasonable weather points to an early wind-up to the seashore season, with fewer amusement ops expressing enthusiasm over staying far into September. Transformation of the Roosevelt Raceway, originally built for auto racing, into a trotting race site at cost of \$250,000 is the biggest venture the Island has seen in years.

Transformation of Long Beach Stadium, outdoor fight club, into an outdoor theater with the ring serving as a stage may have been an innovation that will have far-reaching influences, for talk now is that the same type of project may be tried in other parts of the country.

Best publicized local spot this summer was the new Lido Beach Club. Before his demise John Wainwright, Rockaway Beach, was the largest controller of amusement property on Long Island, with holdings in the millions. Today, only a short time after his death, the estate has diminished to only nominal figures.

With the end of the season looming, some game and ride operators viewed the week-ends with slight dismay. Hot weather sent beach traffic soaring on July 20 and July 27 and August 3 week-ends, with drink and frank stands doing land-office business. Game and ride men have had the least number of good breaks, for rain seems to have been scheduled for around 8 o'clock Sunday nights, just in time to put a crimp in their takes. Notwithstanding these inconsistencies on the part of the weather man, business has been declared "fair," "good" and "satisfactory" by this group.

Mardi Gras, started at Coney in 1902, is claiming much attention despite the fact that for a couple of weeks the fate of this event hung by a thread. Harry C. Meinch, president of the sponsoring Coney Island Carnival Company, said that more than 2,500,000 will participate in the event, set for September 9-15. Each night with the exception of Saturday pageants will be held along Surf Avenue from Ocean Parkway to West 19th Street, almost a mile, and multicolored electric lights will be strung. Saturday at 2:30 p.m. a baby parade will be held in conjunction with the regular float pageant for the benefit of children. Entries in the baby event are now being received at Luna Park and the Chamber of Commerce. Milton Sheen, chairman of baby parade and Luna Park lessee, said that \$2,000 had been set aside for cups and awards for decorative and novel floats and outstanding and original costumes.

During the past week additional winter plans have come to light. From Sam Wagner's World Circus Side Shows Justin and Raymond Wagner will go to the Strates Shows. Cortland Winston, comedy magic and punch shows, will fill club and private party dates. Tommy

Chi Riverview

By NORMAN MODELL

Wind-up of the season proved a heart breaker for concessionaires and park officials. Not even the annual Mardi Gras, which climaxes the session, could compete with continuous rain.

Stand owners, ride operators, and everybody wailed over the loss of business, but managed to retain a smile. That next year will be better is the general attitude of Riverview personnel.

Mardi Gras was a big attraction for kids. Each night a big parade was staged. Two or three bands from different townships around Chicago, furnished by American Legion Posts and schools, led the parade, followed by big floats representing characters from fable and cartoon, such as Gulliver, the Three Little Fishies, and Disney characters.

REDONDO BEACH

(Continued from page 35)

Edna Hostetter and Corinne Walters. House of astrology, M. Passella and Mme. Georgini. Siberian Ice Cream, N. E. Frost, owner; Fred Medler and Ben Frist. Mo-Skeet guns, Bert Griffith and Bobbie Murphy. Yum Yum candy store, James Perry. Neil Worden and Elinore Bastany. The Grill, J. E. Selfridge, Barney Hildreth and Jackie McFarland. Redondo Beach bathing house and ocean front area, Pacific Electric Railway Company, owner; Ray A. McClelland, manager; Harvey Hamilton, instructor; Howard Batham, George Salters, Marty Herbstriet, Joe Cloran, John Hite, Henry Wallace, Gil Herbert, Mrs. C. G. Percival, Ada Yearout and Zelma Hughes. Lunch and soft drinks, Jack Sherman, owner; Benny Phillips, Ken Dorsey, Jack Swartwood, Jimmie Garner and Tom Nielsen. Lunch and soft drinks, E. A. Bemis, Gertrude Shannon, and Mercedes Schoenlin. Plaster Store, Kerry Gorman and M. Catanzaro.

Candy and soft drinks, Marguerite Burckel and Lana Fernwald. Frozen fruit juices, Tom Wardner and Millie Hanawalt. Palmist, Mme. Ina. Sea food and drinks, Michael Moore, owner; Myra Casteel, Tommy Hunterton, Grace Demorest, Bud Alberts, Joe Kinniston, Maude Penwith and Stella Glover. Pop corn and soft drinks, Mr. and Mrs. Morton Jesperson. Vernor's ginger ale, Lucia Minthorn. Hot lunch, Carl Smith and

Coney Island, N. Y.

By SAM ABBOTT

McNeill and Sarge, mental act, are set to complete the season at the World's Fair and later play night club dates. Henry Bulson, spider man, and K. Harrison, electric lady who recently replaced Dolly Joyce, have plans in the offing. From Virginia Reel on the Bowery Phil Cook expects to devote much time to campaigning for the Democratic Presidential ticket. Abe Kline at Tessie Reislser's bottle game, is looking around for a sure-fire pitcher's line.

Al Seskin and Harry Dansky returned Tuesday night from Danbury, Conn., where Seskin lined up his ring-a-duck and balloon games and dump-the-lady for the fair. Doc Bluestone, well known at Coney, has been talking games with some of the Luna Park operators. Hy Algort and Ben Karbowitz, guess-your-weight-and-age operators, refuse to let rain daunt them. They continue to draw crowds, regardless of the elements.

Shamrock House on Bowery presents a nightly show including Phil Cronin, who does an outstanding job on *Who's Sorry Now* and *A Ticket, a Tasket*; Ted (Hoffman) Harper, who brings down the house with *I'll Never Smile Again* and without a mike; Charles Larkin, Pat Reilly, Jimmy McDermott, and Al Bennett, singing waiters. Irish jigs are handled by the youthful Moran Brothers and Walsh Sisters. Music is by George Quinn, accordion; Eddie Blanck, piano, who reads a menu in place of music, and Paul Zatz, saxophone. Betty Ambrose handles the piano on the afternoon shift. Quinn switches to traps and Zatz to piano and substitutes an afternoon paper for Blanck's menu-music. Herbert Weisel and John Callahan are good mixers.

Shorty Allen and his orchestra with the Shaw Trio proved so popular in Luna Park's Balloon Ballroom that they were held over.

Francine Huffer. Ham and bacon, No. 2, Cletus Griffith, Louis Perry, Jack Thornton and E. Beckwoth. Vernor's ginger ale, Nellie Taghorst. Sno Cones, Joe Battersly and Jed Parkhurst. Fish and chowder, Bert Gillis, Harry Turner and Joe Barnett. Lunch and soft drinks, Sam Sherman, Hi Ogelsby, Pat Curran, Jersey Craig, Martha Harwood and Phyllis Lawrence.

Redondo Bazaar, Mr. and Mrs. H. A. Walters. Lunch and soft drinks, John Scafs, Mrs. Mary Thorwald, Minnie Christensen and Lucy Flowers. Sea food, Bill Corson and Jane Masters. Shrimp and lobster lunch, J. O. Kennedy and Harvey Clevenger. Ball game, James Toomey and Karl Ulmstead. Fish and chips, Louis Held and Marvin Youngerman. Lunch and soft drinks, Ellis and Helen Pierce. Aquarium Fish Lunch, L. C. Weddington, Barry Jennings, Ellen Pearson, Bud Jackson and Joe and Tommy Heverly. Fish and shrimp; D. Clover, Hilda Mack, Jessie Beardley and Cleve Barnhart. Fish and shrimp, Lucius Ridgel, Billie Foreman and Alice Coyne. Plaster novelties, M. Cochella and Frank Mascanti. Enchillidas and tortillas, Inez Yarbara, Mrs. Pete Gomez and Chico Riveria. Fish and chips, H. Wright and Jane Hanelein.

RAMONA RIDES

(Continued from page 35)

Sam Falls, and Louis Pomarius, groundkeepers, and W. Hillard, police.

Lesses: James McElwee, four rides, with Hugh McElwee managing Merry-Go-Round; Harry Berg, Aero Swing, and Ralph Bouse, Funhouse. Fred Hollingsworth, Loop-o-Plane and Octopus; G. B. Zindels, games and lunch counter; Harry Glidden, two rides, with James Glidden managing the Skooter, and Harry Glidden Jr. the Miniature Railway; Alex Demar, Ramona Gardens Ballroom, Ramona Cafe, and soft drink stand, assisted by Mina Shores, cashier; Charles Poisson, steamship Ramona; George Adams, boat livery, and M. Perkins, shooting gallery.

MICHIGAN SPOTS

(Continued from page 35)

Jones; two Japanese games, Eddie Schmoiji; photo gallery, Harry Jennison. Dance hall: Louis Lelleman, manager; Doc Logan's Cavaliers, orchestra; Frances Jereaw, cashier; Bill Willard, refreshments.

Skating rink: H. B. Hurkett, manager; Louis Grigoire, floor manager; Henry Long, assistant; Mrs. Louis Grigoire, cashier.

Ed Haskins, Lansing, has been staging a balloon ascension every Sunday as a free act.

Ride, Game Grosses Off

BAY CITY, Mich., Aug. 31.—An unseasonable June has not yet been overcome in grosses of smaller park rides and concessions, according to reports from two small twin parks on Saginaw Bay, Paraleon and Paul's Park, on opposite sides of the roadway. In Paul's Amusement Park business has been off 10 per cent from last year. Owner Paul Hausman said June is usually the best month, as people spend more money on amusements for children in the first month after they are out of school than later in summer, and these parks cater mostly to children as to rides.

Hausman's lease on the property expires this season and he plans to move rides and concessions about a mile south, adjoining the large public State park, but at the lower end. Roster includes Paul Hausman, owner-manager; Walter Pitrowski, restaurant manager; Larry Werner, Merry-Go-Round; Eddie Weiss, Miniature Railway; Tony Giffel, Kiddie Auto Ride; George Koinis, pop corn; Virgil Stader, archery; Gerald Murphy, potato chips.

Harry Dilas, manager of Paraleon Park, reports far better business than a year ago because, profiting by example of Wenonah Beach Park two miles away, he has adopted a night club policy in the restaurant, renaming it Hi-Lo Gardens, and operating on a year-round policy. Spot is booked by Amusement Booking Office. A new shooting gallery has been added and all rides and concessions have been moved to give a better midway lay-out.

Roster of Paraleon: Harry Dilas, manager; George Dilas, concession manager; Walter Jones, two refreshment stands; Ed Hamms, photo gallery; Bob Sampson, Merry-Go-Round; Ernest French, two games; Earl Johnson, two kiddie rides; Jack La Rye, Ferris Wheel; Clarence Dickson, ball game; Hi-Lo Gardens, Herschel Johnson, booker; Glenn Rowden, head bartender; Marie Warfield, cashier; Bobbie Lee, headwaitress; Claude Sissie, musical director.

The Pool Whirl

By **NAT A. TOR**
(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Uncovering New Talent

Apropos of this department's recent blast concerning the pitiful situation in high-diving profession, many letters were received, some praising the column's stand, others jeering at it. Two or three old-timers said that I was "talking thru my hat"—that divers didn't need to change their acts, as was suggested, but that newcomers, who are cutting prices, should be eliminated instead of encouraged. Mebbe so, but I repeat that something must be done to streamline high diving and it must be done fast or there just won't be any high diving left.

As to price-cutting complaints, I don't think that's entirely found with newcomers. Many vet water performers are going around the country knifing one another and tottering the salary. To be sure, that is a condition that must be remedied—but it's no reason to forego modernization. It's a glaring reason in favor of streamlining the profess.

New faces are sorely needed in high diving and so are new acts. And, most important, so are new material and new routines. Accordingly, this column will be glad to give space from time to time to new performers and to seasoned divers who are ambitious enough to change their equipment or acts.

Last week attention of this pillar was called to a newcomer, who is said to have just the streamlined rigging and routine that are championed. He is Billy Outten, who works out of Hollywood, Fla. They say he has a neon-lighted tank, carries his own orthophonic music, special male announcer, and my informant also claims that he is the only one in the world doing the Olympic dives in a tank, all of which sounds swell. However, lest there be a misunderstanding, may I hasten to add that, not having seen Billy work, I am merely passing along info given to me and I am not classing him over divers like Sol Solomon, Bench Bentum and Frank Cushing.

Seasonal Report

It is no longer news that weather has been terrible for outdoor swimming, especially in the East. With exception of one 10-day hot spell, commercial pool boys have been taking it on the chin something awful. Many close their doors this week—and most of them will have red pages in the ledger. First New York outdoor tank to yell uncle was Harlem's Lido plunge, which turned the latch three weeks ago, two weeks before scheduled closing. Manager Booth claimed he just could not see where he could stay open any longer with weather so much against him.

Beaches like Manhattan and Brighton, Coney Island, N. Y., and Castle Hill, Bronx, N. Y., while they lost out on transient biz, didn't fare so badly as some of the others, because their seasonal lockers were paid for in advance.

Aquadromes in upper New York State, Connecticut, Massachusetts, and Maine, all of which were operated in conjunction with summer hotels or resorts, report a much more favorable picture. Summer hotels did well this summer and their pools were crowded, even tho on some days "bathers merely sat around in slacks and topcoats playing cards on the sand."

Florida pools are said to have done exceptionally well. Usually summer is an off season with Miami pools and beaches. They used to entice only folks from Georgia and near-by States but this season they have been getting Northerners on two-week vacations. Understand Cromwell tank actually turned 'em away in Miami.

Convention Plans

Things are shaping up for the NAAPPB confabs in Chicago the first week in December. Next week some outstanding pool men will meet in Chi to discuss program schedule for the pool and beach group. Paul H. Huedephol writes that he will fly to the Windy City after he closes Jantzen Beach Park, Portland, Ore., to consult with Secretary A. R. and Chauncey Hyatt on special pool sessions. Edward L. Schott, of Cincinnati's Coney Island, is general program director. If you, as a pool owner, manager, or employee, would like to have some particular swim pool topic discussed at the convention now is the time to write

Agricultural Situation

AUGUST Agricultural Situation summary will be found on Page 29 of this issue.

to Chairman Schott or Secretary Hodge. Don't wait until December and then gripe that you had hoped they would discuss a certain subject. Tell the committee about it now.

Wildwood, N. J.

By **M. H. ORODENKER**

It is generally believed business will continue good thru September. Majority of hotels and Boardwalk attractions will remain open the entire month, with Hunt's Ocean Pier lighting up for week-ends after September 8. A campaign is on to boost September business.

Long-discussed plan to add the Nixon Theater to Hunt's Ocean Pier, a tunnel under the Boardwalk connecting them, will become a reality next season, according to Guy Hunt and Bill Gerst, operating the pier. They are convinced more live attractions and thrill acts will hypo pier attendance. The Nixon would be used for stage shows, being equipped for live presentations. Pier plans call for Starlit Ballroom to be converted into a theater, with the ballroom to be constructed at ocean end of the pier, making it necessary for patrons to walk thru the entire pier and become acquainted with all attractions before getting to the dancery.

The 30th annual baby parade on August 23 was a success, 25,000 crowding the Walk to watch the youngsters.

Atlantic City

By **M. H. ORODENKER**

Business continues at peak levels. August 24 week-end brought rain and cool weather, but almost 500,000 swamped the resort, and on Sunday, next to striking oil, hardest thing to find was parking space. Boardwalk amusements were heavily patronized. Pier Labor Day programs were more ambitious than ever. Steel Pier returned Glenn Miller's music on August 31-September 2 with an elaborate stage show. Little Jack Little follows Miller on September 3, while on September 7 Guy Lombardo comes in for a day, alternating with Little and Alex Bartha, house maestro.

Hamid's Million-Dollar Pier had Jan Savitt's Band on Labor Day week-end, augmenting with Tommy Reynolds' Orchestra on Sunday, with a gala bill on the stage of the Hippodrome. Steel Pier added a blindness-prevention exhibit, sponsored by Atlantic County Committee for the Prevention of Blindness and consisting of 23 displays. Hamid's Pier on the August 24 week-end had the Schuylkill County Master School Band from Pottsville, Pa. Baby parade at Ventnor on September 23 drew 10,000 to the resort.

An indication of improved business conditions was seen in announcement from City Hall that until July 31 the city had collected 53.14 per cent of its current tax levy. At the same time last year it had collected 44.99 per cent of the 1939 levy. Hotel men rejected the idea of giving "rain checks" to guests during September.

Palisades, N. J.

By **CLEM WHITE**

Sullen skies make the situation more tantalizing when it is seen what business can be done when weather permits. Jack and Irving Rosenthal, as well as all concessionaires, take it philisophically tho. Palisades is fortunate in having people who have been seasonal figures for from 20 to 30 years. Jimmy Corcoran, Adolph Schwartz, Plato Guilmes, Tony Ganim, Rose Guttenmacher, V. C. Brodie, Joe Weissman, Harry Frankel, Norv Jennings, and others take it with a smile.

Harry Dyer feels this season would have been a banner one if the park had a glass roof. Beanie Borrell concurs. Customer pro rata, they have done more business on franks, lemonade, and beer than in any season in the last decade. Off to a slow start, the new archery range is clicking steadily.

Mrs. America Beauty Contest carried enough interest for all New York dailies to cover even the entrants. *New York*

Daily Mirror swim contest finds triple the entries figured, but Sid Panzer has been able to strike off a schedule that will do honor to this annual event. Les Kimris, free act, and orchestra of Reggie Childs well received. Favorites hereabouts, George Hall and Dolly Dawn will conclude the season.

Grosses Are Better For East and South

CHICAGO, Aug. 31.—Good gains in the East and South in operating grosses for the second week in August, compared with last year, were reported to Secretary A. R. Hodge at executive offices of the National Association of Amusement Parks, Pools, and Beaches here. Comparisons for that week show: Alabama, 35 per cent increase; California, same as 1939; Eastern Canada, 12½ per cent increase; Northern Illinois, 12 per cent less; Northeastern Massachusetts, 5 per cent increase; Michigan, better; Eastern Missouri, 22 per cent less; Eastern New York, 24.4 per cent less; Midwestern New York, 63.5 per cent increase; Northern Ohio, 30 per cent increase; Southern Ohio, 17 per cent less; Oregon, 10 per cent increase; Eastern Pennsylvania, 25 per cent less; Midwestern Pennsylvania, much better; Northwestern Pennsylvania, 10 per cent decrease.

Comparisons with 1939 up to and including second week in August: Alabama, 12 per cent less; California, 10 per cent less; Eastern Canada, 23 per cent increase; Northern Illinois, 4 per cent less; Northeastern Massachusetts, 15 per cent less; Michigan, 18 per cent increase; Eastern Missouri, 6.2 per cent less; Eastern New York, 7.5 per cent less; Midwestern New York, 6.07 per cent increase; Northern Ohio, 4.35 per cent less; Southern Ohio, 3 per cent increase; Oregon, 20.5 increase; Eastern Pennsylvania, 3 per cent less; Midwestern Pennsylvania, 18 per cent increase; Northwestern Pennsylvania, 4 per cent increase.

Comparison with 1939 in per capita spending for second week in August: Alabama, same as 1939; California, less; Eastern Canada, 12½ per cent increase; Northern Illinois, 5 per cent increase; Northeastern Massachusetts, same as 1939; Michigan, same; Eastern Missouri, 5 per cent increase; Eastern New York, 10 per cent increase; Midwestern New York, same as 1939; Northern Ohio, better; Oregon, less; Eastern Pennsylvania, same as 1939; Midwestern Pennsylvania, better; Northwestern Pennsylvania, same as 1939.

Weather was reported spotty, with much rain in Illinois and Eastern Missouri and unfavorable conditions in Michigan and Southern Ohio. Use of free acts was reported from Northeastern Massachusetts and Michigan, special promotions in Oregon, and fewer picnics in Southern Ohio.

With the Zoos

KANSAS CITY, Mo.—Despite a recent change in city administration, N. T. (Tex) Clark, veteran director of Swope Park Zoo here, will stay in charge, it was announced by Mayor John G. Gage. He issued a statement concerning Clark, who had offered his resignation before but was prevailed upon to remain in his post, which said that he was entirely satisfied with Clark's work and would have increased his salary had city finances permitted.

DETROIT.—Fight to remove the Miniature Railway in Detroit Zoo from tax rolls has been started by the city before the State tax commission. Suburb of Huntington Woods, in which the zoo is situated, is trying to tax the railroad as "personal property."

CALGARY, Alta.—Damage was done in Calgary Zoo by vandals who removed signs from cages and took them away, destroyed warning signs posted by police, damaged fences and tampered with dinosaur models.

COLUMBUS, O.—Columbus Zoo has been presented with a family of three elk by Columbus Lodge of Elks, Col. C. W. Wallace, lodge secretary, announced. Presentation was made at the lodge's annual picnic in near-by Zoo Park on August 14.

FORT WORTH, Tex.—Birthday party for Queen Tut, 21-year-old elephant, and the new baby elephant recently purchased for Forest Park Zoo here on August 17 was marred by rain, cutting attendance considerably. Donations to pay for the new elephant amounted to only

about \$250, whereas zoo officials had hoped for a large enough crowd to clear the \$2,000 owed on the elephant. So far about \$750 has been subscribed to the fund. Donations of 21 cents each are being made by local children, as this was the 21st birthday anniversary of the other elephant.

MILWAUKEE.—Washington Park Zoo here is expected to receive its share of a \$10,000,000 WPA program for improvement and rehabilitation of Milwaukee County's recreational facilities during the next two or three years. A new water system is planned, hippopotamus house and yard, pheasant house, new deer shelter, new duck pond and house and several natural-environment animal dens. Latest addition is a pair of giraffes, purchased for \$5,000. Recent casualty was a female condor, its head having been bitten off by its mate.

JACKSON, Miss.—Hubert Carmichael, Livingston Park superintendent, and I. E. Bennett, zoo manager, are back from an eastern trip, trucking in mother and baby kangaroos, llama, two pairs of cranes, zebra and an ostrich. Animals were obtained in swaps with Livingston Park and zoos in New York, Philadelphia and Washington. With addition of new mates, Manager Bennett believes the zoo will soon pay its own way. Work is progressing on a new monkey island.

PHILADELPHIA.—A white-handed gibbon was born in Philadelphia Zoo on August 15 to George and Ruby, Malay gibbons there since 1933.

Rain Curbs Water Follies

DENVER, Aug. 31.—Rain cut attendance to 1,500 at concluding performance of Sportland Beach Water Follies on August 25 at Sportland Beach Club here. Admission was 85 cents. Eileen Hoskins was crowned Miss Colorado to compete in Atlantic City for the Miss America crown. On August 18 she won the Miss South Denver title at regional AAU swimming and diving championships in Washington Park pool. Alexander Ott's Water Follies were curtailed because of rain, but swimming and diving exhibitions were presented.

Ask Fed Aid on Texas Pier

PORT ARTHUR, Tex., Aug. 31.—R. B. Blanton, vice-president and general manager of Port Arthur Chamber of Commerce, and B. B. Carroll, member of the city commission, have gone to Washington to confer with federal officials on possibility of obtaining financial assistance on improvements to municipally-owned Pleasure Pier in Lake Sabine. Proposed development calls for creation of an extensive amusement park here.

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Weather took a sock at ops in the week preceding Labor Day, with five days of deluge. Normally figured one of the best weeks in the season, this one left something to be desired. But the past few days have had their brighter side, with announcement by the State Racing Commission that a pari-mutuels horse-race meet would be held next season at near-by Elkwood Park, marking first license to be issued in the State. Result is expected to be reflected in sharp increase in biz with many ops having already made substantial investments in locations in anticipation of the move. Many new faces have been seen in this sector looking over sites for proposed new amusement locations.

Charles Musto is due for a quick trip to Florida to arrange a site for his speed-boats and manually propelled craft which he has operated for years on Deal Lake and along the boardwalk. Ditto Abe Rubin, who has extensive interests in Orlando, Fla. Jack Goldberg and Art Seger set for a Chicago safari after Labor Day to look over the pin-game market. Doc Bebee has been missing from his guess-your-weight spot for a couple of weeks. Reason is a mystery but his partner, "Senator" Ginsburg, will not deny that Doc is haunting the literary centers in search of a publisher for their new book.

PENNSVILLE, N. J.—About 25,000 turned out for the 50th annual Farmers' Day at Riverview Beach on August 21. All rides and other attractions were free, the management honoring the farmer in commemoration the park's beginning as a farmers' grove in 1891. Free tickets were given to Philadelphians arriving on Wilson Line excursion steamships.

FROLEXLAND IS UP

(Continued from page 32)

on as usual. "The fact that there are any exhibitors from overseas at all is an encouraging sign," said S. S. D. Sampson, representative of British manufacturers. "The greatest difficulty this year was on a matter of principle rather than trouble in getting any materials here. Several exhibitors shipped their materials out of an English port at the end of July"

Children's Day last Monday, when everything went for 5 cents, chalked up the second best day's gross so far. While attendance was down, spending was increased. Grandstand figures will top last year's, according to Manager Charlie Ross. Night performances are drawing about 70 per cent capacity in afternoons, with Lucky Teter and His Hell Drivers hitting about the same in Teter's fifth consecutive year here. General admission is 25 cents; reserves, 50 and 75 cents; boxes, \$1.50.

Colorful Spec and Acts

The spec. *The Cradle of the Empire*, with a cast of 1,200, pays tribute to the might of the British navy, tracing the growth of British sea power from the time of Queen Bess to the sinking of the Graf Spee. Acts come on before the spec, and include Edith's Ponies and Goats; the Nelson Family and Harold Barnes, wire acts; Vieras, high flying act; Merrett Blue and Company, high school horses owned by George Christy; Karolis and Nelson, Roman rings; Bellett and English Brothers, comedy acro trio; Christy's Elephants; Kratz Duo and Nelson Family, Risley; Christy's Liberty Horses; Aerial Voices and Bob Eugene, comedy bars; the Roxettes on roller skates do a routine while the Reynolds Roller Skating Troupe performs in front. Between first and second acts Saul Grauman and Company, musical stairtone, are presented. Finale is a brilliant color number with representatives of Canada's army, air force and Red Cross nurses taking part. Joe Basile directs the music and acts were booked through George A. Hamid, Inc.

Early Midway Record

Frolexland has had the largest gross in four years, despite slipping attendance. On the midway are 32 rides and 22 shows. Six modernistic fronts were erected for the date. Five girl shows in the line-up are all drawing a good share of business, with feature attraction, World's Fair Follies, taking top honors. Shows are Artic Girls; manager, Bob Lee; front, Al Ross and Margery Lee. OMI the Great; manager, Mrs. Peden; front, Mose Moore. World's Fair Follies; manager, Harry Seiber; front, Sam Wagoner and MacKaiser. Paris After Midnite; manager, Harry Seiber; front, George Paynes. Ten-in-One; manager, Jack Haligan. Globe of Death; manager, Bob

Lee; front, Ben Soloway. Hawaiian Show; manager, Harry Seiber; front, Rex Thomas and Alec Midlock. Monkey Circus; manager, Don Callos; front, Lendry. Unborn Show; manager, Charles Mitchell; front, Bill Frank. Pigmies; manager, Wofo. Glass House; manager, Charlie Kekreko. Rollo Funhouse; manager, J. Fenton. Sand Modelers; manager, Wallace. Amusement Arcade; manager, Lobban. Ernle and Len; manager, Eddie Haggen. Beef Trust; manager, Shirley Lyons; front, Eddie Peden.

Rides: Streamlined Train; manager, Paladon. Sallboat; manager, Huber. Auto Ride; manager, Tessier. Pony Saddle Track; manager, Hamilton. Four Ferris Wheels; manager, Lister. Caterpillar; manager, Campbell. Whip; manager, Fullerton. Three Merry-Go-Rounds; manager, R. Thrope. Kiddie Ferris Wheel; manager, Joe Millar. Rolloplane; manager, Swift. Tilt-a-Whirl; manager, Graf. Auto Speedway; manager, Haye. Octopus; manager, Strain. Flying Skooter; manager, Alvin Bisch. Moon Rockets, Allan Herschell Company. Bozo and Rapids; manager, Harry A. Illions. Heyday; manager, Harvitz; Loop-o-plane; manager, Plamondon. Moto-skooter; manager, Reid Wood. In the ride section Bozo and Rapids, Moon Rockets, Flying Skooter and Rolloplane are in top brackets.

Dance Turnouts Good

Attendance at the canvas dance pavilion has been exceptionally good, five name bands splitting time. Duke Ellington opened on Friday for two days, to be followed by Jimmy Dorsey on Monday, Tuesday, and Wednesday; Eddie Duchin on Thursday, Friday, and Saturday; Sammy Kaye on Monday and Tuesday, and Tommy Dorsey on last four days. Al and Bob Harvey, comedy singing team, have the local orchestra as a stand-in.

J. W. (Patty) Conkling, director of Frolexland, declared that if business continues up to the mark of the first five days, grosses for remainder of the date will be equal to those of 1929, the peak year.

WASHOUTS IN IOWA

(Continued from page 32)

same time a year ago. Total last year was \$52,385.

Comparative attendance:

	1940	1939
Wednesday	8,279	9,865
Thursday	11,374	15,606
Friday	54,732	69,144
Saturday	33,238	54,653
Sunday	56,866	57,435
Monday	29,179	34,341
Tuesday	33,186	41,787
Wednesday	47,526	52,364
Thursday	40,000 (est.)	31,277

Exhibitors got a break when rain forced the crowds inside. Hardest hit by rain were afternoon grandstand shows, with only one complete day thru Thursday, that being auto races on opening day. Thrill Day programs on Saturday and Wednesday, and Sunday auto races were canceled, as the track was a sea of mud. Not since 1907 had the fair had more than two afternoon programs canceled and not since 1934 had any afternoon programs been called off.

Revue Is Popular

Grandstand show Saturday afternoon was canceled. On Sunday the acts were put on. Monday and Tuesday came another washout and on Wednesday and Thursday the acts only were on. Sunny weather prevailed on Thursday. The *State Fair Revue* was presented nightly, the Barnes-Carruthers musical production gaining in popularity and last Thursday night had a near-capacity house. Thearle-Duffield Festival-of-Lights fireworks was also above par.

With music by Izzy Cervone, the revue was in five scenes, *Rolling Along*, Ferdinand the Bull, *Silver Forest*, *Circus Revels*, and *Minstrel Days*. The new stage set-up built this summer fitted in with the production, which had 480 feet of scenic settings. The two outside stages, built on wheels, are pushed onto the track for the performance. Center stage is concrete with underground dressing rooms.

Lester Cole as emcee handled the show nicely. Six Singing Debutantes and the Twelve Dancing Aristocrats also clicked. Garo Nelson Dancers with their routines received nice hands. Show was filled with top numbers, each act holding its own. Dick Mayo and Company in their Ferdinand the Bull number probably received the best hands. Four Franks also were well received. Other numbers included Smith, Rogers, and Eddy; Gresha and Brona; Greng's Models, Loyal Repensky Troupe, Mavs and Brach, Brannock Troupe, Fauldy Troupe, Power's Elephants, Fallenberg's Bears,

Four Delcos, Lorenzo and Vicki, Juggling Jewels, Naitto Troupe, Flying Otaris, Will Hill Elephants, Buck Owens' cowboy act and Albani Troupe.

Ben Gregory and his "mystery rocket ship from Mars" filled in as a special on the last three nights. Plane was lighted so as to appear as if burning and shot out huge lights over the crowd.

Dancey Goes Ahead

Rubin & Cherry Exposition on the midway made a good recovery after a slow start. On Thursday the shows were running only a little behind last year.

Dance pavilion on Thursday was running ahead of last year with a 50-cent charge for all six bands playing on eight nights. Attendance thru Wednesday was 6,753. Johnny Scat Davis opened on Friday with 942 admissions and repeated on Saturday with 1,745. Paul Pendarvis on Sunday had 1,321. Anson Weeks had 500 on Monday and 800 on Tuesday. Griff Williams netted 1,445 on Wednesday.

Frank E. Sheldon, 72, vice-president of the fair board, suffered a possible fracture of the left shoulder and bruises in a fall on the day before closing. His foot became caught in the rug in the administration building. He has been a board member 31 years.

Fair Grounds

RICHMOND, Ont.—The 96th annual Richmond Fair, August 22-24, was reported one of the best in the Ottawa district, with good crowds and business for concessions. President F. C. Eiford and Secretary-Manager H. H. McElroy, Central Canada Exhibition, Ottawa, canceled this year, aided greatly in fair operation. P. M. Dewan, Ontario Minister of Agriculture, spoke Saturday night, predicting wide expansion in Canadian agriculture and advocating continued support of fairs during war years.

GRESHAM, Ore., Multnomar County Fair here, August 19-25, was up about 25 per cent, reported Secretary A. H. Lea. Exhibits of live stock, 4-H Clubs, floral and women's art attracted crowds which broke all attendance records. Jack Joyce and his trained animals, Three Meteors and Crash Campbell and his thrill circus were in front of the grandstand. West Coast Amusement Co. for the eighth time was on the midway and W. T. Jessup said gross was above last year's.

HARTLAND, Vt.—Good weather and tourists contributed to success of Hartland Fair, August 21-23, which had paid attendance of 18,500. President-Treasurer P. L. Morrison was in charge.

AUGUSTA, Ill.—Augusta Community Live-Stock Association had its most successful Community Live-Stock Fair in history on August 13-15, with enormous crowds. Buff Hottle Shows were on the midway and Edna Deal-Ray Shute Theatrical Exchange furnished grandstand attractions.

PROVIDENCE, R. I.—Old Pawtuxet Valley Fair grounds, Friskeville, R. I., were sold at auction on August 17 for \$6,000 to Phenix Trust Co., holder of a mortgage made in 1927 by Pawtuxet Valley Agricultural Society.

ELYRIA, O.—Lorain County Fair grounds, 32 acres, were sold on August 24 at sheriff's sale to the only bidder, Elyria Savings and Trust Co., which held a mortgage for \$26,354. Sale included all buildings and the large grandstand, sale price being \$20,666, two-thirds of appraised value. Lorain County Agricultural Society held the 93d annual fair in 1939. No fair was held this year because of financial difficulties.

ALBION, N. Y.—Orleans County Fair here, scheduled for August 28-September 2, has been postponed because of a windstorm unroofing part of the main exhibit building and damaging other facilities, reported Secretary Wilbur W. Mull, who has been engaged to manage the fair for the sixth year. Workers are now making repairs. Penn Premier Shows have been booked for the midway and commercial exhibit space is going fast. Indications are that entries for harness races will be heavy.

DESHLER, Neb.—Despite adverse crop conditions in the area, Thayer County Fair here on August 13-16 was one of the most successful in years, said President Henry Rossmiller. Grandstand business was capacity and the fair closed with a good surplus. Attractions were booked thru J. Michaels for the fifth year. He furnished his Big City Circus

Downpours Battled By Badger Annuals

SUPERIOR, Wis., Aug. 31.—Despite some rain, Tri-State Fair closed a successful seven-day run here on August 18. Afternoon bill included Flash Williams and his Dare-Devils and at night *The Cavalcade of Stars*, with Johnnie (Scat) Davis and his band; Dorothy Byton Dancers, Joe and Jean McKenna, the Karolis, and Chaz Chase. Attendance went to new heights on August 17 and 18. Friday night more than 5,000 admissions were sold to the grand stand, a new one-night high. Whitey Amadon and William Bully, drivers with the Williams show, suffered injuries, the former an injured foot and latter badly burned hands. Scat Davis Ork played for dancing after grand-stand shows Thursday, Friday, and Saturday nights.

Regardless of high temperatures and a heavy downpour on Sunday, Manitowoc County Fair, Manitowoc, closed a five-day run on August 18 with estimated paid attendance of 30,000 at two bits. Grandstand admissions were reported excellent by Secretary George Kiel. Opening grandstand attraction was WLS Barn Dance, followed by *Shoot the Works* on the next three days and concluding with Jimmie Lynch's Death Dodgers on Sunday. Snapp's Greater Shows remained on the midway an extra day.

Riddled by four days of rain, Wisconsin Valley Fair and Exposition, Wausau, closed a six-day run on August 15 with attendance estimated at about 40 per cent below normal. Frank J. Gaetzman, treasurer, indicated losses were not as great as might be expected because only one grandstand performance was canceled in full and ticket sales were good. Entertainment included *Star Brigade* on (See *BADGER ANNUALS* on page 41)

and Revue Combined, giving a two-hour show afternoon and night. Elite Exposition Shows were on the midway.

ATCHISON, Kan.—Officials of 34th annual Atchison County Fair here on August 13-16 said it was a financial success. Entertainment was provided by the Dunbar Marimbaphone Sextet, Emery and Buddy Clay, a musical comedy unit, 4-H Club style revue, variety unit and a xylophonist.

PRINCE ALBERT, Sask.—Prince Albert Exhibition on August 12-14 was a success from an attendance standpoint. President C. S. Lacroix saying he was pleased with the support given the fair "in a year of anxiety and financial stringency." It was officially opened by Percy Reed, Regina, provincial dairy commissioner. Grandstand attendance was boosted by giveaway of 35 wrist watches. Grandstand attractions were provided by Hamilton Booking Agency and Jimmie Lynch's Death Dodgers, and Wallace Bros.' Shows of Canada were on the midway. F. C. Baker and Robert Smith were introduced to the grand stand as having been on the directorate 57 years.

BROCKTON, Mass.—Steel framework inclosing the big stage facing Brockton Fair grandstand is finished, completing the physical setting for George White's *Scandals of 1940*, which will be presented afternoon and night during the 1940 annual. Steel has been designed to carry strains and stresses of wind together with other outdoor hazards. The stage, 70 by 100 feet, will be completely inclosed and will have a special floor for solo and ensemble dancing numbers. Top, sides, rear coverings, front curtains, and necessary drops will be waterproofed. Steel framework will carry traveler tracks for curtains, scenery and extra lighting equipment. Additional transformers have been placed backstage. Wiring for microphones, amplifiers, loudspeakers, and stage lighting will be in underground conduits.

SENATH, Mo.—Dunklin County Fair Association has changed dates of the 1940 annual here. Lyle Richmond is manager. Great Sutton Shows have contracted for the midway and among free acts contracted are Flying Behrs and LaTona Troupe.

MARION, N. C.—A group of Marion business men announced plans for establishment of an annual fair to be operated here on a non-profit basis. A tract of 75 acres has been purchased (See *FAIR GROUNDS* on page 43)

Tip Top's Benefit Show Is Successful

FOUNTAIN GREEN, Utah, Aug. 31.—Tip Top Shows' benefit performance for the Pacific Coast Showmen's Association in the Follies Top while shows were here proved highly successful. Directed by Fern Chaney and Dale Petros, activities got under way with a brief talk by Manager H. W. Campbell, who thanked all for making the event a success and for the percentage of receipts donated by shows, rides, and concessions to the West Coast club. Scotty Allen was emcee.

Participating in the floorshow were members of Allen's Girl Revue, Dale Petros, Pat McMillan, Frank Redmond, Tex Johnson, Curly Campbell, Teddy Williams, Nalda Allen, Elizabeth Allen, and Johnny Mitchell. M. C. Antonio provided the music. Fern Chaney was in charge of tickets, with Frances Schoonover assisting. A kangaroo court was a feature.

Marks Obtains New Richmond Quarters

RICHMOND, Va., Aug. 31.—John H. Marks, owner of shows bearing his name, and Willie Lewis, legal adjuster, came in here last week from Danville, Va., where the shows were exhibiting, to close a deal for new winter quarters. New 10-acre site is conveniently located on West Broad Street, adjacent to the Westwood Supper Club and about one mile from City Hall.

Marks plans to erect new steel and brick buildings large enough to accommodate the shows' equipment and animals. Plans also call for construction of cabins, a recreation center, and other buildings for show property and personnel. Management reports the new quarters are expected to be ready at close of the tour in November.

Zacchini Bros.' Shows Announce Staff Changes

CLARION, Pa., Aug. 31.—Changes in the staff of Zacchini Bros.' Shows were announced here today by Bruno and Hugo Zacchini following a reorganization meeting. Under the new set-up, which became effective immediately, Mrs. Elsie Zacchini will be general manager, while Robert (Bob) White Jr. was appointed general representative. Carl O. Bartels, secretary, was reappointed to that position, and Bill Snyder, publicity director, has been retained in that capacity. Before the reorganization Bruno Zacchini was general manager, while Hugo Zacchini served as assistant manager.

After closing the centennial engagement here on Labor Day, shows will begin playing fair dates in North Carolina.



A PLEASANT SURPRISE to many friends in outdoor showdom was the recent announcement of the marriage of Lillian Teasdale (left), of West Palm Beach, Fla., to Babe Barkoot, of Barkoot Bros.' Shows, in Trinity Episcopal Church, West Branch, Mich., on July 31. Babe's brother, K. G. Barkoot, was best man. Barkoot presented his bride with a new house trailer as a wedding gift.

R. & C. Des Moines Stand on Par With 1939 Despite Rain

DES MOINES, Aug. 31.—Playing Iowa State Fair here, August 21-30, under management of Robert L. (Bob) Lohmar, Rubin & Cherry Exposition obtained a fair share of patronage despite heavy rains, which played havoc with other outdoor attractions. Shows opened poorly, and rain for three days sent receipts one-third below 1939. A good recovery was made on the closing days, however, and most of the deficit was wiped out.

Jump from Billings, Mont., was made in good time, with the shows arriving here on August 20. Tom Rankine, who lost his side-show equipment when fire broke out in his wagon while on the run here, took delivery on new tent and banners from Kansas City, Mo., and show opened on time. Sam Ward, press agent, got a good break in local papers with numerous pictures during the week. Brownie Rogers and Dot Wenzel left the Midget Show and went to Chicago. Carl J. Sedlmayr, of Amusement Corporation of America, and Mr. and Mrs. Rubin Gruber spent several days with the shows. Mrs. Lohmar, wife of the manager, also visited for several days.

M. W. Jencks, of Kansas State Free Fair, was forced to cut his visit short when he received word shortly after his arrival that his wife and daughter had been injured in an accident and that his daughter died soon afterwards. Tom Hughes, ride operator, was on the grounds when shows arrived and visited with Moe Eberstein, of the Unborn Show. They hadn't seen each other for 15 years. Other visitors included Ted Welch, Beckmann & Gerety Shows; Ralph Hemphill, Oklahoma State Free Fair; P. T. Strieder, Tampa Fair, and Charles Yule, Art McGuire, and H. Jamison, of Calgary, Ont.

Fla. Frozen Dessert Law Regulations Are Explained

GAINESVILLE, Fla., Aug. 31.—John M. Scott, chief milk inspector of the Florida Department of Agriculture's Milk Inspection Division, calls attention of concessionaires to the Frozen Desserts Law, which was passed in Tallahassee, Fla., on December 22, 1939. Regulations for the manufacture of ice cream on trucks or other traveling units provides that only ice cream, as defined in the law, can be manufactured and dispensed from a traveling frozen desserts machine. Ice cream mix must be purchased from a licensed wholesale frozen desserts manufacturer within the State and must be stored at a temperature of 50 degrees Fahrenheit or lower. Some provision for storage and keeping the mix cold must be provided, and it must be protected from contamination. Ice cream may not be put thru the freezer a second time.

Law also provides that floors of the stand, if of wood or other moisture-absorbing material, must be covered with linoleum or other suitable material, and walls of ceiling must be of impervious material, smooth and sub-



AMONG attractions on L. J. Heth Shows are these six dancers with Curly Rivers' Paris After Midnight Show, who were photographed in front of the unit after setting-up activities had been completed in Frankfort, Ky. In the top row, left to right, are Verna Murphy, Josephine Wright, and Billie Meyers. Bottom row: Peggy Bickford, Josephine Rivers, and Polly Forkum. Other members of the show, absent when picture was taken, are Curly Rivers, producer-manager; Tommy Tucker, and Tommy McMasters.

stantially constructed. Serving openings shall not be larger than 18 inches wide, and only two serving windows will be permitted on each truck. Machines must be constructed to prevent contamination, and all parts coming in contact with the mix must be so constructed that they are easily cleaned. All valves, pipings, or fittings must be of what is known as sanitary milk piping. Gaskets are prohibited and all stands must be of ground construction.

Freezers and accessories must be dismantled and cleaned daily, under the law, and a metal wash sink of sufficient size shall be provided so that the dasher may be submerged in hot water for washing purposes. Law also points out that suitable brushes and alkaline washing powder must be used, and a hot water tank, with suitable heating facilities of not less than 20 gallons capacity, shall be installed in the manufacturing room. Also required is a steam boiler of not less than five gallons water working capacity, with suitable heating facilities, and after the freezer and parts have been thoroughly washed they must be assembled and sterilized with steam at a temperature of not less than 180 degrees Fahrenheit for 10 minutes. The law, however, does not disbar any other process of sanitation which has been demonstrated as of at least equal efficiency and is approved by the Commissioner of Agriculture.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

Rain Check, Ia.
Week ended Aug. 31, 1940.

Dear Editor:

Here for the first time, the show decided to operate on a no-pass policy. The office felt that this move would create a greater demand for tickets and elevate the value of the attractions, having in mind the old saying, "Anything free isn't worth a lot." And it also claimed that pass holders were usually the biggest knockers. The bosses swore that, with the exception of their own employees, everyone must pay.

Long before the train was scheduled to arrive the lot was jammed with sightseers. At noon our house-trailer section arrived and by 1 p.m. every house-trailer wife had her washing drying on the trees and bushes around the lot. This gave the natives an idea as to midway home life and trouping lingerie.

By 3 p.m. the side show truck arrived and was quickly surrounded by natives who thought it was an animal cage. When the tailgate was dropped a colored fat girl and six dwarfs unloaded along with their sleeping tops, bedrolls, camp stove, pots and pans. During the erecting of the camps our help was kept busy yelling, "Who asked you out here?", "Why don't you blow home?", etc.

Additional show and concession trucks rolled in, loaded with excess that the show refused to carry. Due to the intense heat, our living-top inhabitants moved their bedrolls to the shade of trees, where they and wives, scantily attired, stretched out for a little shut-eye. But up till then the show train hadn't arrived. Supper time sent the spectators home and with the arrival of dusk our bedroll tribe awoke to start an open-air rummy game. By 9 p.m. the ballyhoo of

Hilderbrand To Quit After '40; Planning Circus

MIDVALE, Utah, Aug. 31.—With disposal here of several more pieces of his equipment for 1941 delivery, O. H. Hilderbrand, owner-manager of the shows bearing his name, has decided to retire from the carnival field and come out next season with a small circus, it was revealed last week by Walton de Pellaton during the stand at Midvale Harvest Festival. All rides have been sold, but will not be delivered until the end of the season, with the Arizona State Fair, Phoenix, terminating shows' existence.

Hilderbrand's present organization was inception after a disastrous fire which destroyed the fair plant in Phoenix on December 19, 1934, and the same setting will see the end of the shows six years later. Business since opening of the season has been fair for rides, but practically nothing for shows and concessions. Hilderbrand, however, plans to have the facilities of three shows together, with independent operators on the midway for organization's valedictorium at Phoenix.

With only 10 concessions remaining to hold down the fort, shows chalked fair business at the local festival. Return of Hilderbrand's Elephants from a two-week vacation added greatly to increased attendance, as did Capt. Bill Foix's Lions and John White's Dogs. Some of the animals suffered from the oppressive heat. Ferris Wheel again topped the midway, with Earl McCann's Athletic Show second. General Agent Lucille King returned from a tour of Arizona, and Mr. and Mrs. George Morgan spent the week visiting the shows. Showfolk expressed their regrets at the deaths of Will Wright and Katherine Rogers Grey. Mr. and Mrs. Herb Usher added several concessions here.

At four-day stand in Parowan, Utah, under Parowan Fair and Race Committee auspices, the marquee and the rides did exceptionally well, and circus acts were well received. Saturday night shows were ready to move, while the Ferris Wheel continued to operate to good results. Mr. and Mrs. George Vanderhoef left for their home in Quille, Ore. O. H. Hilderbrand, Margaret Balcom, Mae Stewart remained in Salt Lake City. Ralph Balcom and the writer made a hurried trip to Hurricane, Utah, on business, where Balcom was overcome by the heat.

Rides and marquee also clicked at the four-day engagement in Hurricane, Utah. Three circus acts, Capt. Bill Foix's Lions, Hollywood Skyrockets, and John White's Dogs, drew heavily despite the intense heat. Friday night was best. The sulphur swimming pool and mineral spa near Hurricane was filled daily with the showfolk endeavoring to escape the excessive heat.

Barham Is Made Secretary Of Fairly & Little Shows

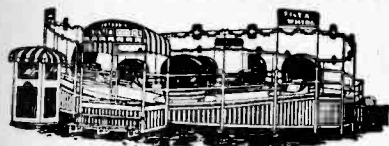
ST. LOUIS, Aug. 31.—Bruce Barham has taken over the post of secretary-treasurer of the Fairly & Little Shows, it was revealed this week. He assumed the duties during Missouri State Fair, Sedalia, August 18-25. He will be assisted by Mrs. George Shaw. Mrs. Marie Jones, glass house operator, returned to the shows in Kansas City, Mo., after a visit to her home in Richmond, Ind.

Phil Little was unable to spend much time around the Sedalia midway, as his five restaurants and cafeterias kept him busy before leaving for Iowa State Fair, Des Moines, and Minnesota State Fair, St. Paul.

The rummy players again packed the lot with natives who were returning from church. But still the show train hadn't arrived.

The train arrived early Monday morning and due to its late arrival the bosses decided to run ads admitting everyone free to the lot on opening night, but swore that their no-pass policy would hold good from then on. Night found the lot packed with peckers but no spenders. Tuesday the midway opened on the "Everybody Pays" policy. The lot was packed and jammed. Our secretary, seeing the unusual crowd, rushed to the gate boxes to clean them. Surprised to learn that not a ticket had been sold, he reported it to the bosses. (See BALLYHOO BROS. on page 41)

THE MIDWAY CHAMPION

THE 7-CAR PORTABLE
TWT-A-WHIRL

The popular favorite of America's Midway Public—Consistent Top Money Winner for owners—Modern streamlined—superior construction—economical operation—Priced right—terms reasonable. Wire, phone or write about earliest delivery dates.

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Gable End, 12' Front, 10' Deep, 3' Pitch, 5'6" Awning, 3' Bally, 8' Sidewall, Top and Awning 10 Oz. D. F. Khaki—Wall and Bally 8 Oz. Khaki.
Price Includes Bag and Guys.

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Club Activities**Showmen's League of America**Sherman Hotel
Chicago, Ill.

CHICAGO, Aug. 31.—First of club's regular meetings will be held on October 3. A good attendance is urged for the early meetings, as the nominating committee is named at that time. Club members were grieved to learn of the death of Brother R. F. Trevillick, who died at American Hospital on August 25 after a lingering illness. Bob Miller was in charges of services on August 28. Harry Siegal is greatly improved and has left the hospital, but L. McFarland is still confined there. Joe Redding has recovered and left for a trip east. Brother Walter Hale wired that he will be released from a Rochester hospital and come to Chicago for further treatment.

Beverly White has finished his summer's work and is back in Chicago. C. C. Groscuth, of the W. G. Wade Shows, visited and filed his application for membership. Edgar Hart left to visit the Hennies Bros. Shows. Lou Leonard went with him. Al Sweeney is back in town for a spell. Joe Scholibo visited and Joe Coyle called to pay his dues for 1941.

Francis L. Deane is vacationing here and visited the rooms. Mike Doolan has his rides on three Labor Day locations and is giving employment to a number of the concession boys. Among those going with him are Irving Malitz, Max Brantman, Nat Hirsch, Jack Benjamin, Ray Oakes, and Sam Bloom. Regular callers at the rooms during the week were L. S. (Larry) Hogan, Julius Wagner, Maurice Hanauer, Morris Haft, M. J. Doolan, Nat Hirsch, Ray Oakes, Sam Bloom, Jack Pritchard, Fred Donnelly, William Young, Bob Revolt, John O'Shea, Omer J. Kenyon, Al Sweeney, and Beverly White.

Reports covering the past 18 months of League activities have been mailed to members. Brother John Galligan sent in the application of Elmer H. Brown. It will receive attention along with a number of others next week.

**National Showmen's Assn**Palace Theater Building
New York, N. Y.

NEW YORK, Aug. 31.—Members were sorry to hear of the illness of Mrs. Sam Lawrence, of the Lawrence Greater Shows. Lew Dufour visited at the rooms and Daddy Simmons returned from a visit to Lebanon County, Pa. New applications received from Second Vice-President Oscar C. Buck were for Joseph Falco, Lloyd L. Coffey, Harry H. Agne, and Edward C. Evans. Applications have also been received for Willis E. Lilly, Horace Ray Hawkins, Ernest Felici, George Harris, Ralph E. Swisher, Clayton Behee, Mal M. Fleming, Nyal Brooks, Robert White Jr., and Ray E. Highsmith.

Advertisements for Banquet Program are starting to come in. Members should try to secure at least one ad for this year's book. All information and contract blanks will be sent upon request. Banquet Chairman Irving Rosenthal is getting the wheels of his campaign in action and solemnly swears that this will be the outstanding event of its kind in the East. Also dues have been coming in very well, there are still quite a few not in good standing. Have you sent in your dues yet?

Birthday congratulations to Lew Bernstein, September 4; Otto Ernst Fantino, Paul R. McKee, Homer Davis, Speedy Merrill, 5; Matthew J. Riley, Dr. Frank J. Vita, Laddie Lamont, Casper Sargent, 7; Lawrence K. Sager, 9; John E. Walker, 10.

Ladies' Auxiliary

Auxiliary was saddened by the death of Elsie Kelly, wife of Brother T. W.

Kelly. She was beloved by all showfolk with whom she came in contact and will be greatly missed. Mrs. Jane Porter, of World of Mirth Shows, came in by plane to pin an orchid on the body as it lay in state in New York—a final touching tribute to a lifelong friend. Sympathy is also expressed to the family of Sister Peggy Holtz, whose father passed on.

Now for good tidings. Congratulations are being showered on the son of Sister Anna Brenner and brother of Sister Holtz, as both of them were married recently. Sister Fanny Linderman reports six more applications and has two on deck. There isn't a harder working member than Sister Linderman. We miss those lovely little trouperes, Louise and Frances Aldrick, nieces of President Midge Cohen. After spending most of the summer here they rejoined Beckmann & Gerety Shows. Sisters Marie Simpson and Evelyn Blakely drove in from Bangor, Me., and then left for Indianapolis and Indiana State Fair on J. J. Jones Exposition. They were joined at dinner by Secretary Anita Goldie, who, meeting Marie for the first time, discovered her to be an ardent NSA worker. Sister Marlea Hughes is ill at her home with a severe cold.

Heart of America Showmen's ClubReid Hotel
Kansas City, Mo.

KANSAS CITY, Mo., Aug. 31.—The next week or two will see many members returning to the city as Fairly & Little Shows will move in from Sedalia, Mo., to exhibit at Independence and Hardesty Avenues. Brother George Elser, who has been working the python snake exhibit with Brother George Howk and Pete Callender, returned from Sedalia because of illness. The sister of Brother Danny Pugh, of Hennies Bros. Shows, died in Seattle recently and remains were brought here for burial.

Brother Neal Walters is exploiting a motion picture under canvas in Missouri and Kansas. Brothers Whitey Ivan and Carpenter are here, having returned from Eudora, Kan. They report business is fair. All outdoor attractions in this section have been hampered by rain and cold weather the last two weeks.

Ankara, new Masonic Grotto here, numbers a large list of club members in its ranks, including Past Presidents Norris B. Cresswell, Abner K. Kline, Art Brainerd, President Harry Hennies, and Brothers Chester Levin, Roger Haney, Harold (Whitey) Elliott, Mel H. Vaught, Harry Duncan and Al C. Wilson. Brother Doc Mather went to Abilene, Kan., to join the Al Baysinger Shows. Brothers Art Brainerd and Harry Duncan and wives and Brothers Harry Altshuler trekked to Sedalia last week to visit Fairly & Little Shows. Brother Sam Benjamin, general agent Fairly & Little Shows, went to Joplin, Mo.

Chairman of the Banquet and Ball

Pacific Coast Showmen's Assn623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, Aug. 31.—Monday night's regular meeting drew an increased attendance and a short but interesting hot-weather session ensued. President Smith presided and others in the official line-up were Vice-President Joe Glacy, Secretary Al Weber, and Past President Harry Fink. Among a flock of communications was an interesting letter from Brother Edwin (Eddie) Tate, of Manila, advising that Al West, once with Foley & Burk Shows, but with the Tate Shows for the last 20 years, left for Bangkok, Siam, to retire. Other communications came from Brothers J. W. (Patty) Conklin, Everett Coe, J. Ed Brown, Dan Meggs, Sam Dolman, Shel Barrett, Glen Whittaker, Jack Egerly, and Harry Hargrave.

New members were George Dewey Jorgensen, Charles A. Lenz, Billy Senior, Dee Lang, Sunny Bernet, Al Forman, Kenneth Price, Lee G. Walters, and Irving Cohen. Reinstated were Frank P. Terry, Morgan Hank Arnold, Joseph G. Duran, Pete Costello Murphy, George S. Egerly, and Ed C. Martin. Sponsors for these included Roy Barnett, Roy E. Ludington, Jimmy Lynch, Alex Stewart, A. B. Careswell, Felix Burk, Ben Beno, Dan Stover, Ralph P. Losey, Sam Dolman, Albert Lindenberg, Jimmy Dunn, and Dan Meggs.

Chairman Pat Armstrong gave a good report on incomplete returns from PCSA Day held on most of the shows on August 23. Three road shows and two beach managers were under the wire at that time with an aggregate of more than \$800. Brothers Armstrong and Conklin, in charge of the enterprise, received an enthusiastic vote of appreciation. Brothers Glacy and Ludwig spoke on their recent trip to Golden Gate International Exposition, San Francisco. Letter from Past President Eddie Brown revealed plans for the G. G. I. E.'s four-day benefit for the Showmen's League of America and PCSA, to be held September 4-7.

Ross Ogilvie did a good job on the tribute to the flag and Jimmy Lynch spoke briefly. Efforts of the membership committee this year are philanthropic, as the board of governors decided early in the season to eliminate the practice of giving prizes for top records by individuals. Recent visitors included Homer D. Hobson Sr., Stella O. Alcher, Mrs. Bert H. (Red) Meyntire, Manual Macias, Helen Brainerd Smith, and Hugh S. McGill.

John M. Miller, fully recovered from a recent illness, attended the meeting. Weekly award went to John R. Ward, after which Ben Beno and Jack Bigelow served refreshments. Club and auxiliary members were deeply grieved to learn of the death of Phyllis I. Downie, daughter of Frank and Vera Downie.

Committee reports that his group is getting good results in the sale of tickets for the annual event, which will be held in the Fiesta Room at the Hotel Phillips on New Year's Eve. Special Events Committee is planning several novel features for the week preceding the Banquet and Ball and Tacky Party.

DEE LANG'S FAMOUS SHOWS

CAN PLACE FOR THE BALANCE OF THE SEASON, CONSISTING OF 9 FAIRS: COOK HOUSE TO JOIN AT HOPE, ARK. ALSO GRAB JOINTS.

CONCESSIONS: Can place any legitimate Concessions that operate for 10c. No racket or grift wanted. Can place Ball Game and other Concession Agents.

RIDE HELP: Can place good, sober, reliable Ride Help who can drive Big Eli Semi-Trailers.

CAN PLACE SEVERAL GOOD TALKERS AND GRINDERS ON SHOWS.

All Address: DEE LANG, GENERAL MANAGER, Trenton, Tenn., Sept. 2-7; Hope, Ark., Sept. 9-14; then as per route in The Billboard.

EVANGELINE SHOWS WANT

Big Snake Show, Mechanical City, Small Animal Show, Girl Show with own banners, will furnish tent, also banner poles. Have other Tents, will furnish any good attraction. Concessions—Ball Games, String Game, Scales, Floss Candy, Lead Gallery, Country Store, Novelties, Hoop-La, Fish Pond, Clothes Pins, Knife Rack, Frozen Custard, Ice Cream. Agents for Concessions. Mountain View, Mo., week Sept. 2nd; Hoxie, Ark., week Sept. 9.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Aug. 31.—On a visit to the Cetlin & Wilson Shows in Watertown, N. Y., on August 23, where they were at Jefferson County Fair, the shows impressed us as being considerably larger than when last seen about two years ago in Butler, Pa. Our visit inaugurated an intensive campaign for personnel memberships in the association. Already Cetlin & Wilson Shows are in this year's race for personnel memberships, altho at this writing the field is being led by Gooding Shows and Strates Shows.

The visit gave an opportunity to discuss industry problems with Owners John W. Wilson and Issy Cetlin and to renew acquaintance with General Agent Harry Dunkel, Secretary J. E. Walker and Milton Morris. The shows are using what we deem a novel type of route card. Each week a post card is sent to its mailing list, depicting recent scenes on the midway. We were given a copy of the Flourtown (Pa.) Fair catalog and were pleased to read in it much praise by the people of the community for the manner in which these shows have been presented for the past several years.

Principal subjects discussed with the management was the possible and probable effect of the national defense program upon operation of shows in the industry and its effect upon labor matters. We should like to hear from our membership upon the subject of our industry and the manner in which it may be affected by the defense program.

BALLYHOO BROS.

(Continued from page 39)

office Sherlock was sent out to unravel the mystery and discovered that our hole watchmen were running a bargain nickel night via the sidewalk route.

Wednesday, with the old guards replaced by new ones, the gates again opened with the no-free-list policy. Much to the bosses' pleasure, they saw the lot again packed. But the crowd didn't look as prosperous as the preceding nights. Some were even ragged, others with runover shoes and some very greasy. Checking the gate again, our sec found the ticket box tills empty. Just how they got in was again a mystery. Rushing to the entrance, Pete Ballyhoo watched the local committeeman letting an endless stream thru the turnstiles. Then the mystery was solved. The natives had dressed for a vagabond parade that was held down town and arriving at the gate the local ticket taker had mistaken them for our people and hadn't tried to stop them.

Thursday the natives got wind of the story and quickly arranged to identify themselves as "with it." They passed thru the gate, between the shows and under tops by carrying bedrolls, dogs, chairs, bags of groceries, old sections of light wire, side poles made of 2 by 4's and whatnots. All entered unchallenged. We later learned that the early settlers were named Connelly and half of the

WANTED

Side Show attractions South America starting Venezuela early Dec. Work 3 to 6 months—fare both ways

paid—no fakes wanted. Send photo and state salary. Reply: BOX 176, The Billboard, 1564 Broadway, New York.

MIKE ROSEN WANTS

Agents for Wheels and Grind Stores. Address: Care BLUE RIBBON SHOWS, Maryville, Tenn.

AL B. KISH WANTS

DANCERS, ORIENTAL, HAWAIIAN, GUARANTEED and percentage. NITA and JERRY O'HARA, I answered your letter to come at once. Can place you both. CLYDE and MICKEY BROWN, wire me at once. Answer or come on care F. W. ZELL'S UNITED SHOWS, Audubon, Iowa, this week; then as per route.

population still carried that name.

Friday and Saturday all gates were thrown open free to the public. Both nights the midway remained empty. Now the bosses have set a sneak-in policy, believing a packed midway of spenders for shows and rides is better than an empty one. MAJOR PRIVILEGE.

BADGER ANNUALS

(Continued from page 38)

opening four days, followed by WLS Barn Dance. Gold Medal Shows were on the midway.

In face of three days of bad weather, Rock County 4-H Fair, Janesville, closed a four-day run on August 15 with estimated paid grandstand attendance of 8,000. Gate was free but grandstand admission was 25 cents and about 4,000 matinee and night stand turnout on Thursday for a horse show helped boost the total.

Four days of rain cut attendance at the 4-H Club Round-Up, Antigo, which closed a four-day run on August 17, to a point where loss will be shown for the first time since 4-H Clubs in Langlade County have operated the fair. Altho Saturday was sunny, rain fell at night to cut short the performance of Jimmie Lynch and His Death Dodgers.

Hamburg Has 10,000 Gain

HAMBURG, N. Y., Aug. 31.—The 100th annual Erie County Fair here on August 19-24 had attendance of about 160,000, 10,000 over last year's record annual. Paid admissions at 50 cents were estimated to be about 5,000 more than in 1939. Exhibits were larger in every department than in other years and tents were erected to house some entries. Strates Shows were on the midway. There were nightly displays by Ohio Fireworks Company. Lucky Teter and His Hell Drivers repeated this year on two days. Last afternoon had auto races and during the week there was harness racing. George A. Hamid attractions were Bobby Whaling and Company, bicyclists; Saul Grauman and Company, Musical Stairtone; Wilfred's Dachshunds; the Satinellas, high ladders, and Belett and English Brothers, acro comics.

Tornado Ravages Overcome At Plant of Louisiana State

SHREVEPORT, La., Aug. 31.—Altho only about six months have passed since a tornado swept thru Louisiana State Fair grounds here on March 12, causing damage estimated at \$160,000, the 35th annual State Fair will open as scheduled. This assurance is given by the management in view of progress in reconstruction and rehabilitation.

After the grandstand, livestock barns, racing stables, exhibit buildings, and other structures were demolished or damaged, Secretary - Manager W. R. Hirsch and co-workers got busy. The Legislature appropriated \$35,000, \$25,000 to be obtainable this year and balance next year. Federal aid also was obtained and there were other plans to help finance the projects. Three times the State's appropriation had to be expended. Sixteen contractors are engaged on improvements, also 100 WPA workers and six-day labor jobs are being done.

Among new structures is a building, 110 by 124 feet, for exhibits of Calf Club members. Merchants and Manufacturers' Building is being made modernistic and Poultry Building is being remodeled and ventilated. In the Agricultural Building an innovation will be a Chemurgic Show. All exhibit space, including livestock barns and agricultural booths, is expected to be filled with displays competing for premiums. As practically no horse barns survived, there will be no horse racing at the 1940 fair. Amusements will include grandstand revue and midway shows. Two additional entrances to grounds are being built, streets are widened and paved, and walks laid. A wide concrete walk is being built to the football stadium, which will have brick ticket booths.

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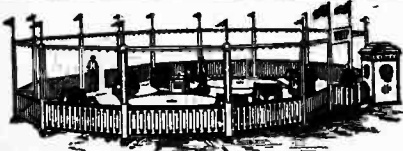
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W. F. MANGELS CO., Coney Island, New York

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

LOOKING down the back stretch!
CASHIER in the cookhouse with Al Baysinger Shows is Maxine Alsbrook.
FOREMAN of the Ferris Wheel on Cetlin & Wilson Shows is Fred Navarro.
CY SMITH, with cookhouse, closed with Patrick's Greater Shows in Electric City, Wash., reports Danny Congdon.
SOME get well on holidays and some get appes.
RAY MIERKE, assisted by Pete Jarden, joined E. J. Casey's All-Canadian Shows in Pine Falls, Man., with his diggers.
VET carnival and circus troupers, Earl and Mickey Ingersoll, are operating a lunchroom in Los Angeles.
MEMBERS of Bantly's All-American Shows, Harry and Sue Copping, visited Zacchini Bros.' Shows in Clarion, Pa.
NATIVE—"Some places do not celebrate Labor Day." Troupers—"You're telling me!"
JOINING Boots McLemore's concession staff on Greater United Shows recently was C. A. Bonta.
AFTER closing with Hilderbrand's United Shows in Hurricane, Utah, Florence Appel and concession crew joined Tip Top Shows in Spanish Fork, Utah.

YEAH, he studied "From Advance Agent to Concession Agent—In 10 Easy Lessons."
SCOTTY MAC NEAL is now inside lecturer in Duke Jeannette's Circus Side Show on John H. Marks Shows, where he also is presenting magic and vent acts.
TED REA (Great LaVon), human enigma, is one of the annex features on Duke Jeannette's Circus Side Show on John H. Marks Shows.
WHY not finger the ticket-box lamsters? It isn't hollering copper to rid the biz of such phenagling floaters.—Whitey Cooks.
WALLY BLAIR, with snake and girl show, closed with Buckeye State Shows in Mammoth Springs, Ark., reports H. G. Starbuck.
ADDING concessions during Zimdars Greater Shows' stand in Savanna, Ill., were Shorty Brown, J. C. Scott, and Wop Davis.
SOME will end the season with a few dimes and others with only winter quarters.—Milo McCoof.
WHILE Hilderbrand's United Shows were in Midvale, Utah, Tommy Miller spent a week visiting his family in Deary, Idaho.
MIKE BARCLAY, who joined Jack Galuppo's cookhouse on Imperial Shows in



PENNY PITCH GAMES

Size 48x48", Price \$20.00.
 Size 48x48", With 1 Jack Pot, \$30.00.
 Size 48x48", with 6 Jack Pots, \$40.00.

PARK SPECIAL WHEELS

30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24- and 30 number wheels. Price\$12.00

BINGO GAMES

75-Player Complete\$5.00
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Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Games, etc.

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Oulja Bottle, Answers All Questions. Each .\$.25
 Single Sheets, 8 1/2 x 14, Typewritten. Per M. . \$3.00
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 Samples of the 4 Readings, Four for 25c.
 No. 1, 34-Page, Gold and Silver Covers. Each .30
 Wall Charts, Heavy Paper, Size 28x34. Each 1.00
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120 Pages. 2 Sets Numbers, Clearing and Polity. 1200 Dreams. Bound in Heavy Gold Paper Covers. Good Quality Paper. Sample \$0.15
HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet, Beautifully Bound. Sample, 25c.
PACK OF 79 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc., 35c.
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Graphology Charts, 8x17, Sam. 50, per 1000 \$6.00
MENTAL TELEPATHY, Booklet, 21 P., .25c
"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P., 8x8. Contains all 12 Analyses. Very Well Written. Per Doz. 50c; Sample 10c.

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 State salary and all details in first letter.
 Open All Year Round.
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CUNNINGHAM'S SHOWS WANT

Shows and Concessions of all kinds for Sistersville, W. Va., Firemen's Celebration, Sept. 3-7; Shinnston, W. Va., Fair, Sept. 9-14; Lore City, Ohio, Homecoming follows. Ride Foremen wanted, sober and reliable, for Eli and Merry-Go-Round.

SMITH'S GREATER ATLANTIC SHOWS WANT

*Ride Foremen for Eli Wheel, Merry-Go-Round and Chair-o-Plane; Al Nicholson, wire or come on. Need party for Cook House, man and wife preferred; Musican and Performers for Plant Show. Have opening for several Concessions. Have complete Girl Show outfit for the right party. Will consider first class G. A. Fair Secretaries in Virginia, North Carolina and South Carolina, we have some open time, wire or come and look us over. All address: K. F. SMITH, Fair Grounds, Culpepper, Va.

SECOND-HAND SHOW PROPERTY FOR SALE

4-for-Dime Camera Outfit, sell cheap.
 Headless Woman Illusion, sell cheap.
 \$1.85 Pr.—500 Pairs Chicago Rink Skates, all sizes.
 \$15.00—Hand Striking Pad Mach., 1c Slot, bargain.
 \$12.50—Hand Snow Ball Machine, good condition.
 We buy Rink Skates, Parts, Carnival Mids. Pay cash.
WEIL'S CURIOSITY SHOP
 20 S. 2nd St., Philadelphia, Pa.

WANT

One capable Reader for midway camp for following Fairs: Marysville, Missouri; Topeka, Amarillo, Oklahoma City, Dallas and Houston.

PAULINE MEYERS

Rubin & Cherry Shows, Marysville, Missouri

PEARSON SHOWS WANT

STOCK CONCESSIONS AND SHOWS
 Crawford County Fair, Oblong, Ill., Sept. 10-14;
 Bond County Fair, Greenville, Ill., Sept. 17-20.



HERE'S THE GROUP of women members of Dodson's World's Fair Shows who tendered Mrs. Melvin Dodson Jr. a Stork Party in the cookhouse of Mr. and Mrs. Eddie Madigan at 2:30 p.m. on August 21 while the shows were in Huntington, W. Va. Mrs. Dodson was recipient of numerous gifts.

FORMERLY with Silver State Attractions, Mr. and Mrs. Jackie Cooper have taken over Joe Mooney's and Mel Rennick's Snake Show on White City Shows.
SOON the route lists will look like a directory of Dixieland.—Cat Rack Annie.
RALPH KIRBY, sound truck operator with Miller Bros.' Shows, and Jack Ross, Rolloplane foreman, closed with the shows in Oil City, Pa.
EDDIE AND MRS. YAGLA have the long-range gallery, duck pond, and popcorn machine on Al Baysinger Shows, reports Frank J. Lee.
JOINING the bingo staff on E. J. Casey's All-Canadian Shows in Pine Falls, Man., were Mr. and Mrs. J. A. Lawless.
A MODERN Horatio Alger could easily write, "From Newsboy to Carnival Manager."
MRS. VIRGINIA BARNES, East St. Louis, Ill., has taken over the cookhouse on John R. Ward Shows, reports Thomas M. Guldry.
LEONARD SNIDER joined the John R. Ward Shows in Havana, Ill., to assume charge of Owner Ward's new snake show and glass house.
HARRY GLOBE cards from Meyersdale, Pa., that James H. Drew Jr. played the fair there recently with his stock concessions to satisfactory business.

Terre Haute, Ind., pencils that Jack had one of his best weeks of the season in the Indiana city.
I DREAMED last night of a midway without blasting loud speakers—and the thunders of silence woke me up!—Dime Jam Johnson.
ROY (RED) MOORE cards that he is not connected with Imperial Shows, as was previously reported, but is working on the Ridee-O with Lamor Morgan on Blue Ribbon Shows.
WHILE en route from Savannah, Ill., to Peoria with Zimdars Greater Shows, Mr. and Mrs. Newell Taylor briefly visited Mr. and Mrs. Walter B. Fox, of United American Shows, in Dewitt, Ia.
FAMOUS last words: "We'll play that town three weeks ahead of 'em, even if we are that many weeks too early."
PONGO and Baby Ride Operators Mr. and Mrs. Rhinhold Uttke closed with Hilderbrand's United Shows in Hurricane, Utah, and joined Tip Top Shows in Spanish Forks, Utah.
DR. B. J. SPROUL, with Eskimo Village, joined Zacchini Bros.' Shows in Franklin, Pa. In the exhibit are three shrunken heads, which attract wide attention.
COOKHOUSE Gossip: "The boss played stud poker with the former g. a. for this fair and LOST, even tho he got the contract."
MR. AND MRS. EARL RICHARDSON and cookhouse crew closed with Hilder-

brand's United Shows in Hurricane, Utah, and joined Patrick's Greater Shows in Sandpoint, Idaho, reports Walton de Pellation.

DURING ART LEWIS SHOWS' stand in Butler, Pa., Alyne Potter Morency celebrated a birthday anniversary on August 22. She received numerous useful gifts and telegrams and cards of felicitations from many friends.

TRYING to divide the show into too many parts for one-horse celebrations is not good business either.—Cousin Peleg.

FIRE, believed to have been started by a carelessly thrown burning cigarette, inflicted extensive damage to a new top owned by Dr. Sproul, while his Eskimo Village was in Clarion, Pa., with Zacchini Bros.' Shows.

STRICKEN ill in Clarion, Pa., Troy Large, electrician with Zacchini Bros.' Shows, was removed to a hospital in Brookville, Pa. It is believed he will be forced to remain in the hospital for three weeks at least.

I'M sure glad my press labors for the season are nearly over, as I'm fresh out of adjectives.—Six-Syllable Webster.

AFTER four months in a Los Angeles hospital, where he was confined with injuries sustained in a fall, Charles Marshall, of Hollywood Skyrockets, returned to Hilderbrand's United Shows in Midvale, Utah, to recuperate.

MRS. MINTY WEBB cards from 116 Whitney Avenue, Kennett, Mo., asking that anyone knowing whereabouts of her sons, Clifford and Clyde Webb, have them contact her immediately. Her daughter is seriously ill, she reports.

MIDWAYITES are wonderful time adjusters. It they have eight hours in which to set up, they'll be ready. And if they have three days, they'll just be ready, too.—Oscar the Ham.

HAVING been released from a Wausau, Wis., hospital, where she has been recuperating from an injury sustained during a performance on Children's Day there, Ruth Sisk, of the Thrill Show, rejoined Gold Medal Shows in Menomonee, Wis.

CAPT. AND MRS. JOHN PELUSO celebrated their 10th wedding anniversary and third anniversary of their association with S. W. Thomson's Motordrome in Riverview Park, Chicago, on the same day recently. Peluso is manager and trick rider of the attraction.

IN this column in the August 24 issue it was erroneously reported that Sherman Husted was general agent of Crescent Amusement Company. Husted is owner-operator of his own organization, Central Amusement Company, which he has had out since April 1.

WELL? "We never spent that much for newspaper advertising all season and were surprised to find that our more successful competitors had bought so much space in local papers."

"OUR FAIR DATES have been successful," pens Rae-Terrill, of Richard Hand's Hall of Oddities on Reynolds & Wells Shows, from Plainview, Minn. "Hand and his partner, Duke Del Rio, recently took delivery on a new car. My annex has been doing well."

BOB HALLOCK, well-known general agent, was in Cincinnati last week, having closed with Great Lakes Exposition in Vincennes, Ind., after completing bookings for that organization's Northern tour. During a visit to *The Billboard*

"BEST OF ALL"

Carl Byers, of Byers Brothers' Shows, writes: "For long service, economy of operation and upkeep and real profits, give me a No. 5 BIG ELL. It's the best investment of all." Whether you are just starting or have been a Ride Man for years, BIG ELL Products are a safe place for your money.



ELI BRIDGE COMPANY

Builders of Dependable Products
 800 Case Avenue, JACKSONVILLE, ILL.

offices Bob said he would advise of new connections later.

CONCESSIONAIRES with Pryor's All-State Shows, H. Kermit Summers, and Stretcher and Sunshine Lewis, were guests of Spaun Family Show, Reed, W. Va., on August 25 while en route to Summersville, W. Va., where Pryor's Shows were exhibiting. Sunshine Lewis' daughter, Ruth, visited the Pryor combo when they played Manchester, O.

MANAGER of Famous Pinhead Shows (to sixth executive assistant)—"We're giving that fair two-thirds of the gate receipts to kill all opposition—but try to cut that contract when you get there."

HARVEY (DOC) ARLINGTON pens from Vic Horwitz's Motor City Shows that Francesville and Winamac (Ind.) Free Fairs proved successful for all with it. "Shows' first spot in Ohio," advises Doc, "was the Firemen's Home-Coming Celebration in Hoytville. Kermit Tatham, of the shows bearing his name, visited the writer and his father there."

COOKHOUSE operator on various shows and at fairs for more than 30 years, Mother Hunter is in St. Mary's Mercy Hospital, Gary, Ind., suffering from a heart attack sustained recently in Crown Point, Ind. Babe Hunter, her daughter, reports that altho her condition is considered serious, she'd like to read letters from friends.

CONFINED to Cleveland Clinic Hospital, Cleveland, where he underwent an emergency operation for a gangrenous appendix is Al C. Beck, Great Lakes Exposition Shows. Stricken while shows were in Brownstown, Ind., he was rushed to the clinic on August 15. He will remain in the hospital for at least six weeks, reports Jean Beck.

ASIDE to certain g. a.'s: Some States grant county fairs a 30-day protection clause against outdoor shows of all kinds. Not a bad idea to investigate before booking still dates, particularly at this time.—Colonel Patch.

WHILE Art Lewis Shows were in Bradford, Pa., members held memorial services at the graves of Frank and Barbara McIntyre. Because of rain, however, most of those present remained in their cars. On Wednesday of the same week the showfolk also visited the grave of Pete Arnella in Bradford, where they found a marker had been placed there by members of Cetlin & Wilson Shows, reports Aylene Potter Morency.

DURING Hilderbrand's United Shows' stand in Hurricane, Utah, Mr. and Mrs. Peter Richards, Frank Smith, Walton de Pellaton, John H. Hobday, Ida Mae Langer, Florence Appell, Ralph Balcom, Whitey Olson, Hazel Fisher, Verna Seeborg, Tommy Miller, Frank Dykes, Phyllis Walker, Bull Montana Walker, Violet Walker, Jerry Jackson, and Mr. and Mrs. John White spent a day visiting Zion National Park.

NOTES FROM Silver State Attractions by Irish Whalen: Sun Valley, Idaho, under American Legion Post auspices, gave shows a good stand and spot lived up to anticipations. Night attendance was big; afternoon crowds small. Many showfolk enjoyed a ride to the top of Big Mountain Peak. John Donzall added a rat game in addition to taking over management of Owner C. H. Alton's privilege car.

TEACHER (to bright son of carnival owner)—"Johnny, what are the duties of a former staff member who is no longer on the pay roll?" Johnny—"His duties are to attend strictly to his own business and not try to knock a capable person out of a job."

GREAT SOUTHERN SHOWS

Have complete Minstrel Show. Will furnish for Talker that can put Show in. Will be in cotton country in 2 weeks. Can place clean Concessions of all kind. Good opening for Diggers. Betty John wants Acts of all kind for 10-in-1. Long season South. Pekin, Ill., Sept. 2 to 7; Flat River, Mo., Sept. 9 to 14.

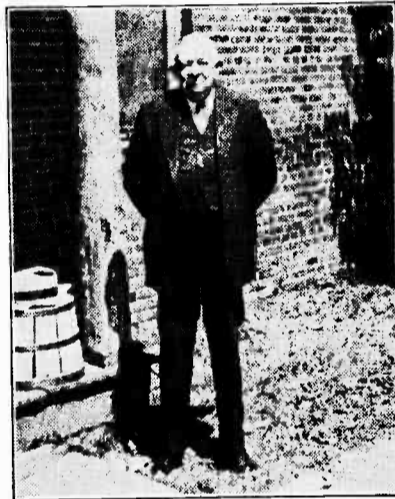
WANTED

For eight Southern Fairs, Acts for Side Show or will book complete outfit. Independent Shows, come on, 25%. Don't miss the big one, Poteau, Okla., Sept. 17th to 21st. Concessions, come on, **OZARK AMUSEMENT SHOWS**, K. G. Clapp, Galena, Kans., this week

DICK WAYNE BARLOW, operator of a skating rink on grounds of the Springfield, O., ball park, and well known in circus and carnival circles, is a brother of the inventor, Lester P. Barlow, Baltimore, who is expected to receive more than \$500,000 from the United States Government for a 21-year-old claim against the War Department for compensation for 500,000 bombs used by the government during the World War in alleged infringement of Barlow's patent.

AMONG visitors to Hilderbrand's United Shows' midway at Midvale (Utah) Harvest Festival were Mr. and Mrs. Ed Lahey and Morris Lahey, Coe Bros.' Circus; Hort Campbell, Tip Top Shows; Ted and Marlo LeFors, Siebrand Bros.' Shows; Ted and Marge Corey and daughter, Betty, White City Shows; Pop Slover, Mr. and Mrs. Harry Sucker, and Moe Levine, Monte Young Shows; Ed Smithson, Jack Smith, Ira Derm, and Mr. and Mrs. Whitey Kennedy.

B. & H. AMUSEMENT COMPANY notes by Purl Shields: Recent stand in Elliott, S. C., wound up with good weather and business and shows are currently making their fourth consecutive tour of South Carolina. Organization is carrying a Chairplane, Minstrel Show, and 15 concessions. W. E. Hobbs is manager; Elinor Garne, secretary-treasurer; J. L. White, agent; Bob Mackley, lot superintendent; Morgan Davis, electrician, and the writer is press agent. All are awaiting opening of the tobacco markets. Ruth Layton has



A VETERAN in circus and carnival circles, Frank LaBarr posed for this photo for his 87th birthday anniversary, which he was set to celebrate on September 4. Born in Poughkeepsie, N. Y., in 1853, he has been trouping with various outdoor organizations since he was 14 years old and is now with West's World's Wonder Shows, where he is mail man and The Billboard sales agent. He's also a member of the B. P. O. Elks.

returned after being in a Sumter hospital for two weeks, where she underwent an operation.

NOTES from Texas Exposition Shows by Doc Wilson from Peoria, Ill.: After closing at the fair in Lincoln, Ill., Friday, shows moved in here and opened Sunday night to cool weather and only fair business. Larry and Murrell Wood sold their cookhouse to Cash Wiltse so as to devote their time to their concessions. General Manager A. Obadal purchased a new Rolloplane and Doc Henri Clayton is doing well with his Hall of Science. Butch Lewis joined with his Night in Paris Show. General Agent Art Hanson left for the South. Whitey Reid and crew are overhauling the Skooter for fairs. Purchasing Agent Homer Gilliland left for Decatur, Ill.

FAIR GROUNDS

(Continued from page 38)

In the southeastern section of Marlon and the group is organizing McDowell County Fair Association. Mayor Zeno Martin said that if the land is deeded to the town, he would seek a WPA grant for developing the site as fairgrounds and municipal recreation park.

CALGARY, Alta.—With a three-year construction program on the grounds completed, directors of Calgary Exhibition and Stampede, Ltd., will turn to a plan for maintenance and renova-

tion of buildings and equipment, said E. L. Richardson, retiring manager. Plans are for painting the 9,000 grandstand seats, renovation and painting of west end bleachers, construction of a ceiling for the Bessborough building, painting the roof of one section of the grandstand and other repair jobs. Mr. and Mrs. Richardson left for Vancouver, B. C., where they will spend some time before returning to Calgary in early fall.

MERCER, Pa.—Favored by weather, 58th annual Mercer County Fair here on August 13-15 proved successful. C. A. Klein Attractions provided grandstand entertainment, which included Arnesen Brothers, Silvers Johnson's Comedy Austin; Lillian Strock, aerialist, and Buck Banard's Animal Circus. Arena Shows were on the midway.

ZANESVILLE, O.—When Muskingum County Fair, August 13-16, topped all attendance records on Thursday with a mark of about 15,000, the exposition was extended an extra day by directors, said Secretary Lester Wilson. No admission was charged on the final day, but a 25-cent charge was made for the grandstand. Entertainment included Boone County Jamboree, Rudy Rudinoff Troupe, and Col. A. L. Gatewood Flying X Rodeo on the last four days. F. E. Gooding rides were on the midway.

NORWALK, O.—Horse racing, pulling contests, good grandstand entertainment and overflow exhibits featured the 20th annual Huron County Fair here on August 13-16. Attendance was best in years, officials said. Klein's Circus unit was presented. Line-up included Robertas; Kotch Brothers' Comedy Bars; Four Sensational Merrills, and Flying Valentines. L. Claude Myers' Band provided music. F. E. Gooding rides were on the midway.

LINCOLN, N. C.—Lincoln County Fair dates have been changed to a week earlier, reported Assistant Manager C. F. Butler. R. A. Gibson is the new manager. Outlook for the fair is said to be bright. Crescent Amusement Co. has been awarded midway contract and Columbia Tent and Awning Co. will furnish four 50 by 120-foot exhibit tents. There will be a live-stock exhibit, horse show on Thursday and Friday, free acts and fireworks.

NORTH BATTLEFORD, Sask.—North Battleford Fair on August 8-10 broke all records for attendance and number and quality of exhibits, said W. R. Mair, president, and F. Wright, manager. Grandstand attendance on Friday night hit an all-time high, receipts exceeding the total take of 1939. Wallace Bros.' shows were on the midway, George Hamilton Attractions and Jimmie Lynch's Death Dodgers were in front of the grand stand.

LEBANON, O.—John M. Roser, Warren County citizen, said he will erect a stone entrance with ornamental iron gate at Warren County Fair grounds. Cost of the gift is estimated at more than \$2,000.

ROANOKE, Va.—Recent flood here caved in the roof of Roanoke Fair grounds exhibit building.

SHREVEPORT, La.—A new street on the State Fair grounds here has been named Bolinger Drive in honor of S. H. Bolinger, member of the board of directors, who has served two terms as president. He is oldest member of the board, being over 80.



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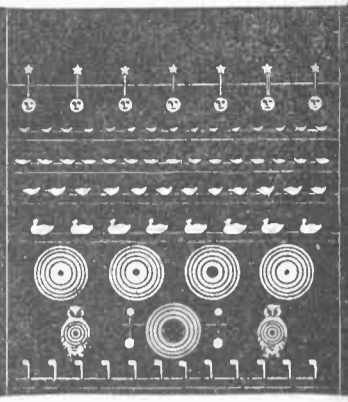
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KAUS EXPOSITION SHOWS
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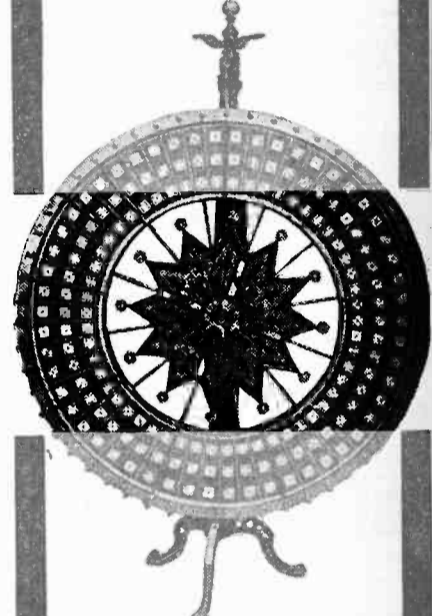
For Covington, Va., Fair, September 9th to 14th, Inclusive
Legitimate Concessions of all kinds, Eat and Drink Stands, Novelties, Scales, Palmistry.
Everything open except Cookhouse and Bingo. Want Ride Men. Address:
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IMMEDIATE DELIVERY.
Complete Line of Shooting Galleries.
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EVANS DICE WHEEL

One of the most popular wheels. New Junior size 32" in diameter. Face of wheel is covered with glass and ornamental metal work, handsomely plated and polished. Write for Prices.

PADDLE WHEELS \$10.00 UP of All Kinds

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GREAT LAKES EXPO.
SHOWS, INC., CAN PLACE

Kiddie Rides, 2 Free Acts, Shows with own outfits (no Girl Shows), Concessions of all kinds. Twelve weeks booked. Caller for Bingo. Address J. Baillie. Good opening for Ball Games, Fish Pond, Lead Gallery, Carmel Corn, Cork Gallery. Good territory for Slum Stores. Everybody address: **AL WAGNER**, Mgr., Lewisburg, Tenn., this week; Decatur, Ala., next week.

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices.

85 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining cards, \$5.00 per 100. No. 140 — Extra Heavy Green Both Sides. Per 100, \$9.50.

3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight card. Per set of 100 cards, tally card, calling markers, \$3.50.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.

- LIGHT WEIGHT BINGO CARDS
- Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50c.
- Automatic Bingo Shaker. Real Class \$12.50
- 3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25
- Lightweight Lapcards, 8x16, per 10050
- 3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25, Size 4x5, per 1,000 1.25
- 3,000 Featherweight Bingo sheets, 5 1/2 x 8. Loose, \$1.25 per M. Stapled in pads of 25. Per M 1.50
- Postage extra on these sheets.
- Bingo Card Markers, in strips, 25,000 for 1.25
- Dice boards and pads, wardrobe checks, coupon books, subscription books, misc. items. Cat. and sample cards free. You pay any C. O. D. fees. No personal checks accepted. Instant delivery.

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Anyone knowing his present whereabouts kindly communicate with me immediately. All answers will be kept strictly confidential.
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Fairs..WANTED..Fairs

LeFlore Co. Free Fair, Sept. 16-21; Poteau, Okla., Girl Show, complete, must be neat. Posing Show, Fun House, any Grind Show. Shows, come on; will book you. 25% Rides — Octopus, Roll-o-Plane, Ferris Wheel, Pony Ride, Train. Agents for Grind Store, Ball Game. Man to take Grab and Juice Joint, (Cigarette Gallery). Concessions, come on; will book you. No X except Corn Game. Good string of Fairs in Oklahoma and Arkansas. Galena, Kan., this week; Pryor, Okla., next week; then the big one, Poteau, Okla. Address:

OZARK AMUSEMENT SHOWS

32nd Annual
HOME COMING
North Judson, Indiana
September 11-14
Want Athletic Show, Penny Arcade, Fun House, Snake Show and other attractions. Can place legitimate Concessions of all kinds except Corn Game. Address:
W. G. WADE SHOWS
Medaryville, Indiana, this week

**MUST SACRIFICE
WALTZER RIDE**
Portable, best ever built, special safety locking device. In first class condition. Can be seen working. Must move.
JIMMY LAKE'S CASINO, North Beach, Md.

RENE ATTRACTIONS WANT AGENTS
for Shooting Gallery, Penny Pitch, Mouse Game, Pan Joint, Hoop-La, Man and Wife to work Illusion and Snake Show, also opener for Show. Can use useful people in all departments. Must be clean and reliable, no boozers or chasers. Golden City, Mo., Sept. 1-6; West Mineral, Kan., Sept. 11-14; Arma, Kan., Sept. 15-21; Greenfield, Mo., Sept. 26-29.

ALABAMA ATTRACTIONS WANT
Small Cook House, Bingo, Knife Rack, Fish Pond, Cigarette Gallery, Long Range Gallery. Out all winter. **PHIL ROCEO**, Mgr., Stevenson, Ala., this week.

WANT
Live Pony Ride, Drive Yourself Auto Ride. Join Sept. 11th, Troy, Mo. Monkey Show or any good Show not conflicting. Second Man for Eli and Doodle Bug; Semi Drivers preferred. Good Hit-Miss Agent and other Stock Store Agents. Will book few legit Stock Concessions reasonable. Ellsworth, Wis., 3-6; Bloomington 7-9; Troy, Mo., 11-15. We have southern spots until cold weather.
DYER'S GREATER SHOWS

WANTED
Ride Help for Merry-Go-Round, Chairplane, Tilt-a-Whirl. Address:
J. R. EDWARDS SHOWS
ANDOVER, OHIO

Direct From the Lots

Cetlin & Wilson

Watertown, N. Y. Week ended August 24. Location, fairgrounds. Auspices, Jefferson County Fair. Business, fair. Weather, cold.

Shows moved here from Binghamton, N. Y. Business was slow Monday, but attendance increased the remainder of the week. Friday, Children's Day, was the big day, especially staged by fair and shows in co-operation with Watertown Recreational Department, headed by Jackson Perry. A parade at noon, on the main streets and headed by a police motorcycle escort and St. Patrick's Children's Home Band, started activities. The 4-H Club, Future Farmers, and other organizations also were in line of march. Shows were well represented in the parade with Vittorio Zaccchini's cannon and other attractions. Harry Landon, managing editor, with Bob Wells and Jack Case, of *The Watertown Times*, were liberal with space. G. H. Righter, fair secretary, co-operated. Speedy and Hazel Merrill have been doing swell with their Motordrome, as have Lauther's Side Show, Paradise Show, Miss America's Tableau, Stranger Than They Seem Show, Dr. R. Garfield and his Hall of Science, Hot Harlem Revue, and Arctic Girls Frozen in Ice Alive. Priscilla, monkey girl, and Emmitt, alligator-skin boy, of Lauther's Side Show, were interviewed for news feature stories. Woodrow Olson doing a good job on the front of Lauther's Side Show.
RAYMOND D. MURRAY.

Bantly's All-American

Bedford, Pa. Week ended August 24. Location, fairgrounds. Auspices, Bedford Fair. Business, good. Weather, fair.

With a long jump from Uniontown, Pa., where shows did well, the train arrived Monday morning and everything was ready Monday night. A little rain fell Monday night and held down the dust on the track for Tuesday, when the races started and the fair got under way. During the week Broadway After Dark, located next to the grandstand entrance, held the crowds. Dick Keller's Motordrome was popular. The Rogers Midgets took care of the kiddie matinees. Bud Rillie has added several acts to the Ten-in-One Show. A new top for the Jigg show and a new front for the Paris Nights arrived here. Chinese Nights continues popular, as do the Carlson Sisters. Uniontown, Pa. Week ended August 17. Location, Regan's Field. Auspices, News Reporters. Business, good. Weather, fair.

After a short haul from Morgantown, W. Va., shows pulled in here and were ready to go Monday night. Some 2,000 turned out at opening. Tuesday the staff of both papers and all the newsboys were guests of the management. Wednesday saw 3,000 kids on the midway, with ice cream donated by a local dairy and cookies by a local bakery. Remainder of week was good for all. Paul Lane opened several new concessions and Joe Payne keeps 'em in line along the front. Buddie Rillie opened with another 100 foot of banner line. Red Rogers' Hollywood Midgets continue to click. The Carlson Sisters, with new banners, have been topping the midway. Flo Carlson has recovered from a week's illness. Mother Brewer's Kiddie rides are doing well. Billy Fields and boys of both local papers were liberal with space.
REX LEE.

Dee Lang's

New Ulm, Minn. August 15-18. Location, fairgrounds. Auspices, Brown County Fair. Business, good. Weather, some rain.

This stand was one of the most successful engagements of the season. Business the first three days was exceptionally good despite the threatening weather. Final day broke fair and show records as crowds thronged the midway from early morning to late at night. Spending was heavy. Shows and rides worked to big play most of the time and concessions reported good results. Skooter, Minstrel Show, and John Sweeney's bingo took top money honors. Much of event's success was attributed to an extensive advertising program undertaken by W. A. Lindemann, assisted by his daughter. Fair committee, under direction of Lindemann, co-operated. Among visitors were Charles A. Lenz and

party, Mrs. Elizabeth Anderson, and Dan J. Meggs.

Northwood, Ia. August 12-14. Location, fairgrounds. Auspices, Worth County Fair. Business, good. Weather, fair.

Long move here from Willmar, Minn., was made in exceptionally good time and good spending crowds were on hand thruout the engagement. All shows and rides did fair, while concessions also turned in good results. Minstrel Show and Blue Hawaiian Revue took top honors among the shows, while Skooter led rides. Ferris Wheel, which was blown down in a windstorm on July 24, was back in operation here. Among tops that were replaced here with new ones were bingo, Crime Show, Fat Show, Athletic Arena, Skooter and Mickey Farrell's ball game. Fair committee, under direction of Messrs. Nelson and Lawyer, co-operated.
JOHN PABARCUS.

Eric B. Hyde

New Lexington, O. Week ended August 17. Location, West Broadway showgrounds. Auspices, LLL. Business, light. Weather, hot days, pleasant nights. Pay gate.

This date supplanted New Boston, O., which was canceled because of local health conditions, and later developments sustained General Manager Eric B. Hyde's decision to cancel the proposed



PHOTOGRAPHED in front of the office wagon on Sol's Liberty Shows while they were playing Richland County Fair, Olney, Ill., are Mrs. Ruby Heyde (left), wife of Phil Heyde, former showman and now an oil operator in Illinois, and Mrs. Judith Solomon, wife of Sam Solomon, owner of the shows. In the foreground is the Solomons' dog, Tiny.

engagement there. There was no advance billing here, but *The Daily News*, mayor, and chief of police co-operated. Charles H. Sutton resigned as legal adjuster Saturday. The Great Jacqueline, aerialist, signed for future dates, as did Freddie Valentine. Arthur Stanley, chief electrician, installed a circuit breaker in the electrical wagon. Toby Kneeland, side-show operator and scenic artist, started new art work for all show fronts. General Agent Herbert Wiggins successfully underwent a minor operation in a Roanoke (Va.) hospital. Mose Jackson, special agent, and LeRoy Varley, billposter, are well in advance on fair advertising missions. Willard Bean joined the Merry-Go-Round crew and Bob Myers came on as the second man on the Chairplane. Harlow Hansen added another member to his social club.
WILLIAM JUDKINS HEWITT.

Funland

Maysville, Ky. Week ended August 17. Location, ball park. Auspices, American Legion Post. Business, mild. Weather, fair.

Conn Cunningham's cookhouse served 87 at a dinner Wednesday midnight in celebration of Luella Heath's birthday anniversary. Dinner was planned and prepared by Conn and served by Head-waiter Gene Stites. Before the dinner a show was given by showfolk in a new

top. Mrs. Ala Wooley emceed, and others on the program were J. J. and Onie Marion, Skinny and Dot Lanier, ride boys, Juanita Moore, Conn Cunningham, and Photo Cook. Ben F. Tosh, lot superintendent and with the shows for five years, left to accept a position with Cumberland Valley Shows. Mrs. Charles Miller is working her new bumper store and is in good health again. Curley Cain's left eye was removed in a Portsmouth (O.) hospital on a Saturday and he was back on the Loop-o-Plane Tuesday. George Walker is calling at the bingo.
TED C. TAYLOR.

Scott Bros.

Clarksville, Tenn. Week ended August 24. Location, ball park. Business, good. Weather, good. Pay gate, 10 cents.

While in Princeton, Ky., Manager Scott celebrated his 45th birthday anniversary and he was tendered a surprise party with all trimmings by Mrs. Virginia McCampbell, Marie Johnson, and Ruth Kelly. Minstrel Shows gave a special performance. Manager Scott received many beautiful presents. He purchased a Merry-Go-Round and new truck. Mrs. Tressie McDaniels is hostess to her mother, Mrs. William Zimmerman, and sister and brother-in-law, Mr. and Mrs. Harry Hamlin, and children of Kansas City, Mo., and brother and sister-in-law, Mr. and Mrs. Harry McLaughlin. Charles Drill Jr. left to re-enter school in St. Louis. Mrs. Ruth Kelly is away on business. Mrs. Charles Drill will be with F. H. Bee Shows for a few weeks. Mrs. Pearl Harris has recovered from her recent illness. Two ride boys, Pete Dozore and Roy Gibson, left Sunday to join the U. S. Army Air Corps.
B. M. SCOTT.

West's World's Wonder

Evansville, Ind. Week ended August 24. Location, Haag Street lot. Business, fair. Weather, fair.

Altho this is a big city, attendance was disappointing and spending was only fair. Caravan Club Committee co-operated, but it just wasn't in the books for the shows to do a big business here. Friday and Saturday's business saved shows from playing a blank. Penny Arcade, under Owner-Manager Victor Lasher, with Lee Lasher as cashier; Bill Bush, mechanic; Leslie Lawson, canvasser; joined here. Summer Follies had a good week. Ride business was only fair, as were results on shows. Concessions had a satisfactory week. Jack Bailey visited. Many visits were exchanged between personnel and members of the Great Lakes Exposition Shows. Ted Woodward is getting accustomed to his duties as secretary.
EDDIE EGGER.

John R. Ward

Havana, Ill. Week ended August 24. Location, railroad lot. Business, poor. Weather, cold.

Because of unusually cold weather here business did not come up to expectations and much painting was done on rides, trucks and show fronts. John Starkey, scenic artist, is redecorating trucks and banners. Owner Ward and family visited the Eli Bridge Company on Thursday and Illinois State Fair, Springfield, on Friday. Clarence Vigus, operator of the photo gallery and custard stand, motored to Peoria, Ill., and bought a new motor for his truck. He sustained a painful injury to his right hand two weeks ago in Pinckneyville, Ill., but reports it will be in good shape soon. Gus Mitchell, concessionaire, and Charley Marcello, long-range shooting gallery operator, went fishing near Havana, Ill., Tuesday and had a good catch of bass and croppy. Owner Hutchens of the Side Show took delivery of a new top from O. Henry Tent & Awning Company. He also received a new line of banners. Among recent arrivals are Doc Fear, with Madame Evon, mentalist; Lucky Ball, sword swallower, and Sailor Jack Thomas, tattoo parlor. Purchasing new cars recently were Lucky Ball, Mr. and Mrs. Earl Hutchens, Esther Lester, and William Klaus. Mr. and Mrs. Morris Vernon, of Moline, Ill., sister and brother-in-law of Mr. Hutchens, visited over the week-end.

Vandalia, Ill. Week ended August 17. Auspices, Old Settlers' Reunion. Business, fair. Weather, fair.
Shows and rides did fair business

here, with J. T. Hutchens' Modern Museum topping shows. Evelyn Miller's Hawaiian Girl Revue was second and Tilt-a-Whirl led rides. A huge crowd packed the midway Thursday afternoon and night to view Robbins Bros.' Thrill Circus and a display of fireworks. Jeffie Jean Ward, daughter of Owner Ward, left here for New York, where she will remain until time to resume her studies at Louisiana State University, Baton Rouge. Frank Sutton and family visited Wednesday.

THOMAS M. GUIDRY.

J. F. Sparks

Danville, Ky. Week ended August 24. Location, Martin show lot. Business, bad. Weather, cool.

Appearance of three other shows here earlier this season resulted in this town being one of the worst stands shows have ever played. Penny pitches, percentage games, and Charlie Russ' Oriental Revue were not permitted to operate. Week was devoted to getting equipment in shape for fairs. Charlie Gordon constructed a new body for one of the trucks, and Estis Warren directed his Twin Ferris Wheel crew in repainting the rides. Crew includes Howard Hughes, Curtis Bridges, and Johnny Griffith. Blackie Sherwood finished overhauling and painting of his Merry-Go-Round, and Honest Lyons joined as second man. Mary Elizabeth Sparks left for a visit of several weeks in Decatur and Birmingham, Ala., before returning to school at Sacred Heart Academy, Cullman, Ala. Harry and Nina Glenos, son and daughter of cookhouse proprietor Gus Glenos, returned to Orlando, Fla., to enter school. Mr. and Mrs. Aldon Sparks, concessionaires with F. H. Bee Shows, visited Mr. Sparks' parents, Mr. and Mrs. James Sparks, concessionaires with this show. L. E. (Eddie) Roth, owner-manager Blue Ribbon Shows, exchanged visits with Owner-Manager J. F. Sparks.

RAY ALLEN.

Blue Ribbon

Lawrenceburg, Ky. Week ended August 24. Business, fair. Weather, cool.
Short move from Springfield was made without mishap and shows were ready to open Monday noon. Fair did not open until Wednesday night, however, and business was light the first part of week. In reality, Saturday was the only good day. Crowds milled the midway from early morning until late at night, with shows, rides, and concessions doing swell business. American Legion Post, fair sponsors, co-operated, Ferris Wheels topped rides, with the Merry-Go-Round and Boomerang next in line. Gilbert Tracey's World's Fair Oddities led shows, with Clarence Thames' Girl Revue and Bill Sheld's Athletic Arena vying for second. Visitors included Fred Hengst and Mr. Jewel. Kentucky State Fair; W. N. Bloss, and Bob Hallock.

LEE NEWTON.

Frisk Greater

St. James, Minn. August 18-21. Auspices, Watonwan County Fair. Business, good. Weather, ideal.

After a long overnight jump, shows arrived here in good condition. Business was good thruout with August 20 being the best day. Rides, shows and concessions did well, with Octopus and Joseph Sima's Animal Show leading their respective departments. Visitors included Charles Lenz; H. C. Miller and Dr. Dean, of Nicollet County Fair; H. C. Nolte and S. J. Browker, Martin County Fair.

Detroit Lakes, Minn. August 14-17. Auspices, Becker County Fair. Business, fair. Weather, fair.

Daytime business here was slow, but night crowds were good. Many tourists visited and added considerably to shows' business. Weather was favorable and what showers were encountered did not hinder business.

Al Baysinger

Council Bluffs, Ia. Week ended August 3. Location, Legion Ball Park. Auspices, American Legion Post. Business, good. Weather, bad three days.

Shows held over in Omaha for another Sunday date and then moved in here and were ready to open Monday night. Organization is said to have been the first to play this location. Committee, under Chairman Otto Shebel, assisted by Sheriff Riley Nelson, co-operated. The Daily Nonpareil, thru Managing Editor L. A. Wallace, was liberal with space. About 75 news carriers and district winner of Soap Box Derby were

guests of committee and shows on Monday night. Maple Williams now has nine concessions in addition to the bingo and cookhouse. Linden West has two posing and dancing shows operating, with Sylvia Clifton, Farrell West and Dorothy Vaughn as features. Andy Widmer, electrician, is doing a good job of lighting the midway. Tillie Widmer has a good-looking pitch-till-you-win stand. Cleve Reeder and Bobby O'Haire take care of the front end of the cookhouse, while Joe Butler is chef. Carl Smith, foreman, and Terry Templeton have the Tilt-a-Whirl working smoothly. Alfred Haven handles the Merry-Go-Round, with Don Brumley in ticket box. The writer and wife took delivery of a new trailer here. Mr. and Mrs. George Deeds and daughter visited nightly. Joe Williams has a well flashed corn game. Mrs. Baysinger's concessions are clicking. Roy Rahn repainted all fronts, rides and front arch.

FRANK J. LEE.

Zimdars

Streator, Ill. Week ended August 17. Location, Twelfth Street showgrounds. Weather, rain two days. Business, bad. Pay gate.

Shows got more rain than they wanted here and they lost Monday and Saturday nights. Rain also hurt business on Wednesday and the rest of the week was poor. Mr. Hamilton, Spillman Engineering Corporation, visited one day. Painter Menge has all the trucks and trailer lettered and all that remains to be painted are the Merry-Go-Round horses.

LA VERN ZIMDARS.

United American

Mason City, Ia. Five days ended August 22. Auspices, North Iowa Fair. Business, very good. Weather, clear with cool nights.

Shows opened Sunday afternoon after a fast move from Allison, Ia. All three units reassembled here and shows were combined for first time in four weeks. Business was the best in several weeks and all departments clicked. Attendance, aided by a reasonable gate charge, was heaviest in several years. General Manager Andrew S. Hansen, who also manages the Albert Lea Fair, and his assistants directed the event in good style. During the engagement General Agent Edward R. Bussey and the writer visited the Mighty Sheesly Midway at Albert Lea and were entertained by Owner John M. Sheesly, Charles Sheesley, A. C. Bradley and other friends. Joe Lewis joined here with his big chimp. Visitors included Ned Torti, of Wisconsin Deluxe Corporation; Herb Hoffman, Continental Premium Mart; Slim Johnson, Midwest Novelty Company; Roy B. Jones and Oscar Haney, Sol's Liberty Shows; Capt. John M. Sheesley, Ernie Young and Mr. and Mrs. Nesbit.

WALTER B. FOX.

Casey's All-Canadian

Pine Falls, Man. Fort Frances, Ont. Week ended August 24. Auspices, Canadian Legion. Business, good. Weather, cool.

Shows moved in here from The Pas, Man., in 14 hours, and this paper town of 2,000 gave good attendance and business for the two-day stand. Opening Friday in Fort Frances, Ont., shows did well, with Saturday being the best day. Rain fell at 10 p.m., however, and the rest of the night was partially ruined. Week ended on the right side.

Sheridon, Flin Flon, and The Pas, Man. Week ended August 17. Location, fairgrounds. Auspices, Canadian Legion. Business, good. Weather, hot.

Turning from motorized to baggage cars and coaches, shows hopped to Sheridon for a three-day stop, where good crowds were on hand. Miners kept the midway going strong in the afternoons and nights. Tuesday night was best. Working all night Wednesday, personnel had shows loaded in baggage cars by 4:30 a.m. and ready for the 90-mile hop to Flin Flon, where W. S. B. Lockhart, president, and Frank Avery, secretary of Canadian Legion, greeted shows as they arrived. Thousands of fans and kiddies also were present. Crowds packed the midway and shows kept grinding until after 2 a.m. Weather was ideal with Friday and Saturday the best days. On Sunday, the personnel went on sight-seeing trips and many swim parties were organized. Monday, Kiddies' Day, was another banner day. A bicycle, donated by E. J. Casey and the Canadian Legion, was awarded 14-year-old Miss Couture. Tuesday proved a good one. A free-act boxing match was a feature. Wednesday shows moved to The Pas.

FRANKIE MEYERS.

Paradise

Springfield, Tenn. Week ended August 24. Auspices, City Council. Business, fair. Weather, cool.

Shows were up and ready to go Monday and business was beyond everyone's expectations. Shows and rides did well and gate registered its best week of the season so far. Concessions did okeh. All rides and shows are being repainted. Line-up includes Ferris Wheel and Chair-plane, Ernest Marohle, owner, and Johnny Davis, operator; Merry-Go-Round, Red Davis, operator; Kiddie Rides, J. Miller, owner; Snake Show, Sailor Andrews, owner; Mrs. Andrews, tickets; Girl Show, Theresa Pate, owner; Athletic Show, Mickey Moore, boxer; Johnny Holmes, wrestler; Mrs. Moore, tickets. Henry Alden has the cookhouse and frozen custard. Jake Miller is manager; Ernest Marohle, superintendent of rides; Mrs. Jake Miller, secretary-treasurer; Harvey Johnson, agent; Ruth Miller Murphree, mail and The Billboard sales agent.

RUTH MURPHREE.

White City

Park City, Utah. Four days ended August 14. Location, downtown. Business, good. Weather, good. Pay gate, 10 cents.

Shows opened to big crowds and chalked good business. Mrs. C. F. Corey had her office remodeled by George Mansfield, carpenter and painter. Mel Rinnick's Side Show and Marty Rich's Athletic Show led shows, with Skidmore's Penny Arcade and Mystic Maze second. Mr. and Mrs. Red Bishop, girl show operators, purchased a new car. Ted McDowell, Gay Patee Show owner,

WANTED!

Men To Cash In On These

New Popcorn Machines



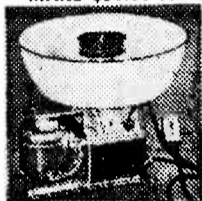
These thoroughly new, up-to-date Popcorn Machines get all the nickels and dimes. They are improved big-capacity models with lights, color and motion that really get the business for you. All-electric, full cabinet size. Capacities: \$8.00 to \$20.00 per hour. Low down payments, easy terms.

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MAKE \$50.00 A DAY ON CANDY FLOSS



Our New Super Wizard with a heavy double head and larger spindle. This machine was used at the New York and California Fairs. Spins Candy Floss FASTER and FINER. Other models. Free literature. ELECTRIC CANDY FLOSS MACHINE CO. 202 Twelfth Ave., So., Nashville, Tenn.

WANT

Independent Shows for the following Celebrations around the square:

Mt. Pulaski, Ill., Sept. 9-14.
Palmira, Mo., Sept. 16-21.
Marshall, Mo., Sept. 23-28.
Carrollton, Mo., Sept. 30-Oct. 5.

Two more to follow.

(Can use Concessions of all kinds. Address: CARNIVAL, MEREDOSIA, ILL., This Week.

FOR SALE

F. H. BEE SHOWS

PRICE, \$6,000.00 FOR COMPLETE OPERATING CARNIVAL

On account of illness must sacrifice. Show, one of best known shows in Kentucky and Tennessee, consisting of No. 5 Ell Wheel, 12 brand new Seats, in perfect condition; 7 Car Tilt-a-Whirl, all new platforms, walk-arounds, etc.; one Smith & Smith 24-Seat Chairplane. All Rides have Power Unit Gas Motors. Rides in perfect condition. One 1 1/2-Ton Dodge Truck, with 14 ft., 5 ft. stake body; 1 Silver Moon House Trailer, 20 ft., finished in mahogany; 1 Athletic Show Outfit complete; 1 20x70 Side Show; 1 Hawaiian Show, 20x40; 2 Small Side Show Tents; 1 20x22 Tent, 1 Big 8 Wheel; complete Office, all Canvas practically new except 1 small Tent. Electric Wire, Switch Boxes; many other things too numerous to mention. Show can be seen at Hartford, Ky., this week, or at Centerville, Alamo and Dickson, Tenn., Fairs. Practically all of personnel say they will stay with show. This includes regular Ride Men, Concessionaires, Showmen, etc. If interested look the show over. Price \$6,000.00; 1/2 cash down, balance during next operating season. Have same Kentucky Transfer Man 7 years. Average short and long moves, \$80.00 week. This is one of best money-making medium sized Carnivals on the road. No promoters need answer. Have Kentucky man who will put three or four thousand dollars cash in it, but not a showman. Look the show over, and if you want to buy it, write or come see me personally at Good Samaritan Hospital, Lexington, Ky. Do not write asking this or that question, as I am a sick man and cannot answer a lot of letters. F. H. BEE JR.

FAIRS 10

WALLACE BROS.' SHOWS

FAIRS 10

Can place following Concessions: Photo, Ball Game, Fish Pond, Bowling Alley, Hoop-La, Penny Pitch, Lead Gallery, or any 10c Stock Concession. No exclusive except Erie Digger, Cook House, Bingo; all sold. Want Octopus, Roll-a-Plane, Ride Help that Drive Semi. Booneville, Miss., this week; Clarksdale September 9 to 14.

THE TEXAS EXPOSITION SHOWS WANT FOR FAIRS, FAIRS, FAIRS

The Following Shows
MOTORHOME, GLASS HOUSE, MECHANICAL SHOW
OR ANY Non-Conflicting Shows. ALSO WANT SPECIAL PROPOSITION.
RIDE-O SILVER STREAK ROCKET
All Merchandising Concessions Open. Will Sell Exclusive on Frozen Custard.
FAIRS START AT HOT SPRINGS, ARK., WEEK SEPTEMBER 9
Carthage, Texas, week of Sept. 16th; Alexandria, La.; Donaldsonville, So. La. State Fair; Baton Rouge, Pittsburg, Livingston, Groveton, and Taylor, Texas, Cotton Carnival; Austin, Tex., Big Armistice Celebration. NOT ONE STILL DATE.
Wire, write air mail for special arrangements as per route in The Billboard. A. OBADAL, Mgr.

TOM'S AMUSEMENT COMPANY, Inc. 10 SOUTH GEORGIA HAND PICKED—10 FAIRS

Best Crops and Prices in 20 Years.
WANT Sensational Free Acts, Especially Elephant Act.
WILL BOOK Real 10-in-1 and Clean Grind Shows. Real Deal to Showmen.
7 Big Rides of My Own. WANT Loop-o-Plane, Whip.
WANT Merchandise Concessions, work stock only. Here's your B. R. WANT Bingo (Eddie Brenner, wire), Cook House. Ex sold on Hug, Pop Corn, Penny Pitch, Grab and Mitt Oomp.
First Fair, Guthbert, Ga., Sept. 23rd.
Wire, write TOM E. RICH, Owner and Manager, Permanent Address, Bainbridge, Ga. Now showing as per route in The Billboard.

Texas Longhorn Shows

WANT Free Act, Cook House, Grab, Concessions, Ride Help. Shows except Minstrel. Address: Marlow, Okla., Fair, Week September 2; Duncan Fair, Week September 9.

New!

MARFUL "FOTO-FLASH" PRECISION ENLARGER-REDUCER

That will do the Things a Direct Positive Operator Wants . . . Better and Faster Than Ever Before!

A strongly constructed precision machine that will take ANY size copy from 1 1/2x2 to 3x4 and reduce down to 3/8 or enlarge up to 10x12!
All-metal construction Insulated all-metal lamp house Fast Anastigmat f.6.3 reducing-enlarging lens Precision, self-squaring Vilnite focusing scale and paper holder Built-in focusing switch.

\$40

Complete, as described, with lamps and full instructions.

Send for Literature . . . and Direct Positive Catalog

MARKS & FULLER, INC.

DEPT. BS-41 ROCHESTER, N. Y.



visited Salt Lake City on business. Vall Russell and Dan Parker joined the Rennick and Mooney Side Show. A. B. Wickiser, mechanic, overhauled all trucks, and rides are in good condition. Bess Newman rejoined the shows here after visiting friends in Brigham, Utah. Bill Groff has remodeled his cookhouse and Louie Ristick joined with his balloon store. Ristick added Dave Nogle to his staff. Max Kaplan took delivery on a new house trailer. Mrs. Ray Marshall is doing a good job of holding down the front gate. Mr. and Mrs. Debs Pifer were kept busy entertaining friends and relatives here. Mr. and Mrs. Curlye Gates added three concessions. Curly Geiser arrived from Chicago to join the Mulligan staff. JOE MOONEY.

N. Crafts visited Friday, and Margaret Ragland returned from Hollywood, Calif., where she visited her mother. Mrs. Roy Shepard resumed her duties in the photo gallery. MONA VAUGHN.

Zacchini Bros.

Franklin, Pa. Week ended August 24. Location, First Street show lot. Auspices, VFW Post. Business, poor. Weather, cold.

Shows moved here from Ford City (Pa.) Fair in record time, but were greeted by a heavy rain Sunday afternoon. Weather turned cold and continued unpleasant thruout the week. Wednesday and Saturday matinees were week's only bright spots. Night business was disappointing despite much favorable publicity received from The News-Herald daily. Fifty News-Herald carrier boys were guests of the management Tuesday night and enjoyed the rides and shows. Hugo Zacchini, human cannon ball, was painfully injured Thursday night when he encountered mechanical difficulties inside the big repeating cannon during his act. However, his injuries failed to keep him from his Friday night appearance. Saturday night teardown was made in rain, but trucks departed on schedule for Clarion, Pa.

Ford City, Pa. Week ended August 17. Location, Armstrong County Fairgrounds. Auspices, Armstrong County Fair. Business, fair. Weather, hot and clear.

Altho the fair did not open officially until Wednesday morning, shows' midway opened Tuesday to fair business. An evening rain cut down attendance, however. A free gate for children prevailed during the week and resulted in heavy daily attendance. Total attendance for the week was slightly higher than in 1939, but spending generally was disappointing. Three afternoons were devoted to fast-stepping horse races and a draft horse-pulling contest was staged in front of grandstand Thursday and Friday nights. The Zacchini repeating cannon act appeared twice daily before huge crowds in grandstand and around the race track. BILL SNYDER.

Miller Bros.

Oil City, Pa. Week ended August 17. Location, Keystone showgrounds. Business, poor. Weather, intermittent rain.

Located in the heart of town shows had plenty of people on the midway but spending was poor. Heavy rainstorms flooded the lot during the week. Conditions and crops are in good shape in the tobacco and cotton sections. Mrs. Ernie McCullom and daughter, Virginia, returned here from a visit home. Motorized equipment is being overhauled for the Southern fairs.

Kane, Pa. Week ended August 10. Location, heart of town. Auspices, Rescue Hose Volunteer Fire Department. Business, good. Weather, fair.

Move here from Wellsville, N. Y., was made in good time and all shows and rides opened on time Monday night. Spot wound up on the right side. Committee was active and co-operated. Shows and rides and front gate had a good share of the receipts. Eddie Brennan's bingo clicked, as did Phil Benders' candy apples and popcorn. G. Serrfass, manager Penn Premier Shows, visited. William C. Murray left on a booking trip. Jerry Jacksons' Jitterbug Minstrels continue popular. C. Lessure on the advance billposting and banners. Reported by an executive of the shows.

Patrick's Greater

Electric City, Wash. Week ended August 17. Location, highway lot. Business, good. Weather, warm. Pay gate, 10 cents.

On the move here from Omak, Wash., the Ferris Wheel truck, driven by Jack Adams, overturned on a sharp curve on the outskirts of Bridgeport, and Don Winkler, who was riding in the truck, sustained bruises on his arm. George Mellon, another passenger, suffered a broken collar bone, while Adams was badly bruised but not seriously injured. Truck was badly damaged, but Ferris Wheel was in operation at opening here. Mac McLaughlin put on a grab stand for the week. Mrs. Patrick and Mrs. Danny Ferguson spent a night in Spokane, Wash., visiting Mrs. Patrick's folks. Virgie Waters left for Seattle, where she will visit with her mother and sister, who motored there from Oklahoma City.

Omak, Wash. Week ended August 10. Location, downtown streets. Auspices, Omak Stampede Association. Business, good. Weather, hot.

After a short jump here from Chelan, Wash., shows opened on schedule Tuesday night with a merchants' matinee. Wednesday night the lion's cage was the scene of another public wedding, which drew large crowds. Stampede was held three days this year instead of two and beginning Friday the midway was well crowded and spending was good. This being shows' fifth consecutive year here, many friends of Mr. and Mrs. Patrick visited. On Saturday night the Girl Show chalked a record gross. Ferris Wheel and Bud Corss's Octopus vied for top ride honors. Capt. Eric Van Der Wall took delivery on a Mexican boa for his snake show. DANNY CONGDON.

Gold Medal

Menomonie, Wis. August 19-22. Auspices, Dunn County Free Fair. Business, good. Weather, rain on opening day, clear and cool remainder of stand.

Shows were late getting off lot in Wassau, Wis., because of a cloudburst there on closing night, but excellent time was made over the run and organization opened on Saturday night in a drizzling rain, which failed to keep a fair-sized and good-spending crowd away. B. Ward Beam's International Congress of Daredevils, who were scheduled for the grandstand opener, were forced to call off their show after spending hours trying to dry out the track. Sunday gave excellent business and weather. Dottie Moss reported the best single

Mad Cody Fleming Shows

WANT

For 10 Fairs and Celebrations, starting Blue Ridge, Sept. 9th, one clean Pit Show, Kiddie Autos, Tilt or Whip or Octopus or Silver Streak. Never had Flat Ride at these Fairs. Corn Game Wagon, wire if joining. Two clean Stock Concessions. No Wheels or Spindles.

MAD CODY FLEMING, Talbotton, Ga.

Lusse Auto Skooter

Will book the same Ride which we have played at Toronto for several years. Available at once. If interested, please give full particulars in first letter; terms, transportation and arrangements.

Bertha Melville

Box 3896, Daytona Beach, Florida

BRISTOL SHOWS WANT

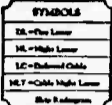
Girl Show, Athletic Show, also Grind Shows. Terms 25-75. Concessions: Bingo, Pop-Corn, Photo, Mitt Camp, Slum, Skillo, Card Magician for Girl Show. Dierks, Arkansas, Forestry Celebration, week Sept. 2; Ashdown, Arkansas, Forestry Celebration, week Sept. 9.

WANTED

Ferris Wheel Foreman and Merry-Go-Round Foreman. Must be sober, no boozers. Wire, don't write.

TOM'S AMUSEMENT CO. CORDELE, GA.

WESTERN UNION



REMEMBER THE BIRTHDAYS OF YOUR FRIENDS WITH COLORFUL TELEGRAMS. THEY BRING SO MUCH PLEASURE AND ARE NEVER FORGOTTEN. COST ONLY 20c LOCALLY AND 25c TO ANY WESTERN UNION POINT IN THE UNITED STATES.

POPCORN

There's three good reasons why smart Concessionaires buy their Popcorn Supplies from us: 1-HIGH QUALITY 2-LOW PRICES 3-SAME DAY SHIPMENT

A postal card will bring our latest price list.

Gold Medal Products Company

181 E. PEARL ST.,

CINCINNATI, OHIO

WORLD'S FAIR SHOWS, INC.

WANTS

For the balance of the season all Fair dates, including Rockingham County Fair, Leaksville Spray, N. C., Sept. 9-14; Robeson County Fair, Lumberton, N. C., Sept. 16-21; Richmond County Fair, Hamlet, N. C., Sept. 23-28; Iredell County Fair, Statesville, N. C., Sept. 30 to Oct. 5; Carteret County Fair, Beaufort, N. C., Oct. 7-12; Marlboro County Fair, Bennettsville, S. C., Oct. 14-19; Elberton County Fair, Elberton, Ga., Oct. 21-28; THEN SIX (6) WEEKS OF FAIRS IN FLORIDA. SHOWS: Illusion Show, Fat Show, Midget Show, Mickey Mouse Show or any good money-making Show. CONCESSIONS: Merchandise Wheels, Bowling Alleys, Ball Games, Diggers, Duck Pond, American Palmistry, String Games, Candy Floss, Snow Balls, Eating and Drinking Stands or any other Concessions. RIDES: Can place a few more major Rides. THIS SHOW STAYS OUT ALL WINTER. All address: PRELL'S WORLD'S FAIR SHOWS, INC., SAMUEL E. PRELL, GENERAL MANAGER. This Week, PENNINGTON GAP, VA.; Next Week, LEAKSVILLE SPRAY, N. C.

KELLIE GRADY SHOWS

Will book or buy for cash Little Beauty Merry-Go-Round. Book any Ride not conflicting. Want Stock Concessions. Tusculum, Ala., Labor Day week; Florence, Ala., the next week. First show up town in 6 years. I showed 3 miles out week before last and it was a red one. Fairs start in two weeks, playing heart of cotton section. Out all winter. Clifford Knox and Murel Gruset, wire. Want small Grind Show, also Free Act, for balance of season.

KELLIE GRADY SHOWS

BANTLY'S ALL AMERICAN SHOWS

CAN PLACE FOR

THE GREAT RADFORD FAIR, RADFORD, VA., SEPT. 9-14. COURIER RECORD FIVE CO. FAIR, BLACKSTONE, VA., SEPT. 16-21. FOLLOWED BY Mebane, N. C.; Sanford, N. C.; Lancaster, S. C. DIGGERS, WHEELS, GRIND STORES, PALMISTRY, NOVELTIES, SCALES, GUESS YOUR AGE, HIGH STRIKER, HOOP-LAS, PITCH TILL U WIN. Paul Lane wants Wheel and Grind Store Agents. ALL ADDRESS: THIS WEEK, CLARKSBURG, W. VA.

Keystone Modern Shows

WANT

For Taxewell, Va., Fair, Sept. 9th to 14th Concessions all open, including Cookhouse, Eats and Drinks, Ice Cream and all Concessions except Bingo. Can place one or two good Grind Shows for a long string of Fairs ending the last of November. Want Penny Arcade Mechanic and Ride Help that drive Semi Trucks. James Thomas wants Minstrel Show Performers to enlarge show for Fairs. Address: Moundsville, W. Va., week Sept. 2; then Taxewell, Va.

W. C. KAUS SHOWS, INC.

Want for Shenandoah County Fair, Woodstock, Va., with Hopewell, Va., to follow. Want capable Man to handle Ferris Wheel or Second Man. Legitimate Concessions or Grind Shows of all kinds. Good prices to all. Custard for balance of season. Penny Arcade or Long Range Shooting Gallery. Capable Man to take charge of Athletic Show. Would like to hear from Bellam. Musicians for Minstrel Show and Girls. Girls for Posing Show—salary \$25.00 a week. Red Cox wants capable Man to help operate Rat Game for balance of season. If you have something new to offer, write or wire W. C. KAUS, MGR., OAKLAND, MARYLAND

day's business of the season. Rolloplane topped rides. Midway business was just short of the 1939 mark, but grandstand attendance was off about 30 per cent. Clyde Biles has taken Curley Easley's place on the Twin Ferris Wheels. Paul Wotring, chief mechanic, and assistant, Art Harmonson, have the equipment in good condition. Red Miller, chief electrician, entertained visitors over the week-end. Johnnie Martin entered a hospital at Madison, Wis. Shows were well laid out here. Many visits exchanged with Royal American Shows playing near-by St. Paul.

H. B. SHIVE.

Buckeye State

Mammoth Springs, Ark. Week ended August 24. Location, Reunion grounds. Auspices, Soldiers, Sailors, and Marines' Reunion. Business, fair. Weather, ideal.

All looked forward to playing this spot, but shows had difficulty in setting up because of the many trees. Business started off slow but increased daily until it was fair at the end of the week. Attendance on Saturday was said to be the largest in the history of the reunion. E. E. Sterling did a swell job of providing the free attractions. L. E. Holden joined with mechanical show and scales, and Bruce Young came on with photos. This was the first time show played this event since 1933, and Owner and Mrs. Joe Galler renewed many old acquaintances. Date Curtis emceed the free acts and Mr. and Mrs. Paul Conaway, of Macon, Ga., were among visitors during the week. All concessions did fair, with Crane's Frozen Custard leading.

H. G. STARBUCK.

John M. Marks

Charlotte, N. C. Week ended August 24. Location, Wilkinson Boulevard. Business, good. Weather, fine.

Shows played a new location here. Business was light the first half of the week, but improved nightly. Saturday's Kid Matinee drew lightly and Saturday night was the best night. Annual outing of news carriers of *The Charlotte Evening News* was held on Wednesday

night and 275 visited the shows and rides as guests of Owner John H. Marks. As usual the Charlotte papers were liberal with space, and Dick Pitts, city editor, and Jake Houston, staff photographer of *The Observer*, were frequent visitors. Grady Cole, announcer of Station WBT, gave shows much publicity. Working crew repainted show equipment. Night Chief Harry Joyner of the Charlotte Police Department was on hand, as was Jim Crockett, local sports promoter. Mrs. Carrie Rafferty is operating several concessions, while Mrs. Hazel Zabriske and Mrs. Fred Leatherman are in charge of the penny pitch stands. Earl Ketring reports good business with the Motor-drome. Tony Barrus, well-known concessionaire, is in a local hospital. He expects to rejoin the shows soon.

WALTER D. NEALAND.

Zimdars

Savanna, Ill. Week ended August 24. Auspices, Merchants and American Legion Post Fair and Festival. Business, fair. Weather, cool.

With shows being set on the streets, all banner lines had to be cut as room on streets would not permit full fronts up on Saturday afternoon and some on Saturday night. Although advertised as a fair and celebration, spot proved to be only a still date. Novelty rides grossed good money, with standard rides playing a blank. All shows did fair, while all concessions clicked. A free act was put on by sponsors the last two days. Manager Zimdars' house trailer was smashed up while parked on the street here.

and Willa Levolo, Natalie and Howard, and Percy Lee's Band.

MORRISON AND DIETZ'S Arena Shows, Larry Larrimore's bingo and other concessions, Von Black's popcorn, J. R. Malloy's Circus and other attractions were booked for New Philadelphia (O.) Elks' Band Fund Frolic, reported Jack Nedrow, general chairman. Event will be held in Tuscora Park.

ANNUAL Frenchville (Pa.) Picnic on August 21 had a Chairplane and merchandise and refreshment concessions, reported Rev. F. J. Carrick, who managed the event. Advertising was done by post cards, newspapers and sound trucks. Proceeds help maintain the church.

SPONSORED by the Chamber of Commerce, annual Harvest Festival, New-comerstown, O., has William Heifner as general chairman. Charles Yingling will emcee a 14-act show nightly and there will be a midway.

Sponsored Events
Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25 Opera Place, Cincinnati, O.)

Old Hoosier Picnic Has Profit for '41

WHITESTOWN, Ind., Aug. 31.—At the 37th annual Whitestown Picnic in Isen-hour Park on August 23 and 24, reported George W. Rhoades, Dale Bros. had five rides, Illusion Show, Glass Show, girl show, and medicine show. Among concessionaires, booked indel-pendently, were Normandin, caramel corn; Shockley and Lecon, popcorn; Keith, novelties; Jack Dotty, fishpond and ball game; Henry Brown, Murphy, Shaffor, Kibbey Revolt, A. Martin, and Monk Leroy, ball games; Bill Craig and Charles Stone, basket ball; White's photos; Jerry Wright, high striker; Henry Brown, guess-your-age; A. Martin, scales; Steelsmith's snoballs; Rhoades' ice cream sandwiches and cookhouse; Brun-nemer's string game, jewelry board, and cigarette shooting gallery.

Exhibits under a large tent were presented by merchants of Boone and surrounding counties. On the program were bicycle acts, vaudeville, band concerts, Honolulu Serenaders, and addresses by Floyd McMurray, State Superintendent of Public Instruction; Lieut.-Gov. Henry F. Schricker, Fred Bays, and C. T. Malan. Altho weather was cool, rides and concessions did fair business. An infantile paralysis scare kept many children away. Crowds of about 10,000 were above average both nights. All parking space was taken at 9:30 p.m. on Saturday in the 15-acre park and cars were parked for half a mile outside on many streets.

Picnic association made a profit, which will be used for next year's picnic. Officials are Fred Carey, president; B. F. McMakin, secretary-treasurer, and George W. Rhoades, concession manager. A home-coming event, it is one of the oldest annual picnics in Indiana.

Barnesville, O., Celebration Success With Rustic Motif

BARNESVILLE, O., Aug. 31.—Great success was reported for Barnesville Home-Comeing and Pioneer Celebration on August 23 and 24, crowds being tremendous. There were large entries in every contest and exhibit and almost 100 per cent participation in costuming and decorations. Autos were taboo, with only horsedrawn buggies furnishing transportation. Merchants decorated store fronts with slabs to give them a rustic appearance. There were watering troughs for horses on Main Street. Contests included horse pulling, husband calling and log sawing. Prizes were given for best floats in a parade, highlight of closing afternoon. Square dancing was featured and a Gay '90s ball was held Saturday night. Lillian Stroek, aerialist, and Carmen and Crowley, comedy acrobats, were nightly free acts, booked by Klein's Attractions. Many concessionaires were on hand.

Full-Time Milwaukee Fete Sec Suggested; Net \$2,500

MILWAUKEE, Aug. 31.—Commissioner Joseph W. Nicholson, city purchasing agent, suggested to the Midsummer Festival Commission on August 26 the hiring of a full-time executive secretary, pointing out that the event has become too big to be handled on part-time work of citizens and officials.

A \$2,500 profit was reported for the 1940 festival, based upon total receipts which included \$5,000 contributed by the county board and \$5,000 from the city.

Big Finale at Legion Fair

EAST PALESTINE, O., Aug. 31.—Annual American Legion Street Fair here ending August 24 attracted the largest final night crowd in history of the event. There were commercial and agricultural exhibits. Midway was on several blocks of the main street, with decorated advertising arches at each end. R. H. Wade's Ell Wheel, Merry-Go-Round, Tilt-a-Whirl, Loop-o-Plane, Chairplane and Kiddie Auto ride were here for the eighth consecutive year. Larry Larrimore had bingo and a dozen other concessions. Hoover's photo gallery, William Wohl's novelties and Lester Rodgers' peanuts were in the line-up. Sandow, strong man, was a midway show. Legion and auxiliary again had several concessions. Lack of space prevented free acts.

Shorts

AT annual Killbuck (O.) Home-Coming Pie Plant Pete and Bashful Harmonica Joe, of WTAM, Cleveland, will be featured daily and the Mast Family are on the program for two days. Happy Attractions will provide the midway.

THREE-DAY Kirkwood (Mo.) 75th Anniversary Celebration will feature a John B. Rogers pageant nightly, officials report. J. K. Smith has been signed to manage the event.

ARTHUR R. CUNNINGHAM reports he will furnish acts for a one-day labor celebration in Shreveport, La., and has already booked McFarland and Brown, Pat

WANTED

LIONS' CLUB FALL FESTIVAL

Beech Grove, Ind., September 24 to 25, In-clusive. On Main Streets.

Legitimate Concessions of all kinds. Penny Arcade open. Good clean Shows needed. Address inquiries **VERNON LITTLE**, Beech Grove, Ind.

ABERDEEN, S. D.

6 Days, Sept. 16-21, on Main Street

WANT Shows, Rides, Concessions. Can place Animal Shows, Fun House, Motor Drome, Snake Pit, Illusion, Freak, etc. Percent, Concessions: String, Hoopla, Dart, Scales, Cigarette Gallery, Loggers, Novelties; Lead Gallery, Long or Short; Floss Pitchman. Mitchell Corn Palace follows. 12 days straight. Concessions, \$2.00 per foot for entire week. Write or wire

BRyder & Fix, Mitchell, So. Dak.

WANTED

Free Acts, Rides, Concessions and Shows

WHITE COUNTY CORN FESTIVAL

Monticello, Ind.

Oct. 9, 10, 11 and 12

CHAS. FREEMAN, Sec., Monticello, Indiana

BOB FISHER'S FEARLESS FLYERS

World Renowned Flying Act

SOME OPEN TIME LEFT.

Address: **BILLBOARD**, CINCINNATI, OHIO

HOMECOMING

MANCHESTER, MICHIGAN

Sept. 13-14

Can place legitimate Concessions except Corn Game and Lead Gallery, ten dollars each. Also want 2 or 3 Shows. Address:

W. G. WADE JR., Cassopolis, Michigan, this week.

METUCHEN FIREMEN'S FALL FESTIVAL

SEPT. 16-21

Can place Shows, Rides and Concessions that do not conflict.

Heart of 300,000 show-going people. Newspapers in this vicinity know all about it; everyone for it.

What have you?

FESTIVAL COMMITTEE

53 New Bl., Metuchen, N. J.

CARNIVAL WANTED

SEPT. 16-21

Sponsored by Young Democrats.

Contact **HERBERT M. CLEARY**, Vandalia, Ill.

CARNIVAL WANTED

FOR FALL FESTIVAL, SEPT. 16 TO 21

Must have good Rides and Concessions. Write

FRANK FABIANO, V. F. W., Buchanan, Mich.

CONCESSIONS WANTED

FOR HOMECOMING, SEPT. 5-6-7-8

At Riverside Park, Antwerp, Ohio

By Cottrell Boylan Post 253, American Legion.

Address: **F. A. SMITH**, Commander

WE WANT!!!

Rodeo Stock, Rodeo Acts, Ticket and Program Phone Men. Will consider Carnival and Rides. Concessions of all kinds open.

PITTSBURGH POLICE & ISLAM GROTO, Charity Rodeo Office, C. E. Watts, 350 Fourth Avenue, Pittsburgh, Pa.

WANT

Concessions of All Kinds

For October 1st to 3rd for

Festicorn Celebration

CHAMBER OF COMMERCE, JOE FALK, Chairman, Washington, Iowa

WRITE

SIoux TIRE & BATTERY CO.

SIoux FALLS, S. D.

Buy on Our Easy Terms.

JAMES E. STRATES SHOWS, INC.

Can place Colored Performers, Colored Musicians, Colored Chorus Girls and Colored Comedians for outstanding Colored Revue. This is an office show. Sept. 3rd to 7th, Binghamton, N. Y.; Sept. 9th to 14th, Bath, N. Y.

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BUCKEYE STATE SHOWS

WANT * WANT * WANT

for the Choice Money Spots in Mississippi—All Bona Fide Fairs

<p>Labor Day Week Celebration, Pochontas, Ark., Sept. 2nd</p> <p>Grenada Co. Fair, Grenada, Miss., Sept. 9th</p> <p>Winston Co. Fair, Louisville, Miss., Sept. 16th</p> <p>Copiah Co. Fair, Hazlehurst, Miss., Sept. 23rd</p> <p>Franklin Co. Fair, Meadville, Miss., Sept. 30th</p> <p>Bolivar Co. Fair, Cleveland, Miss., Oct. 7th</p> <p>Quitman Co. Fair, Marks, Miss., Oct. 14th</p> <p>Lafayette Co. Fair, Oxford, Miss., Oct. 21st</p>	<p>Cookhouse to join on wire</p> <p>Grab Joint</p> <p>Rides: Roll-o-Plane or Octopus</p> <p>One more attractive Grind Show</p> <p>Hawailian Show with music</p> <p>Penny Arcade</p> <p>Legitimate Concessions, except Bingo, that work for Stock; come on</p> <p>No exclusives</p> <p>Will sell Ex. on following: Ice Cream, Candy Apples, Gandy Floss, Novelties, Jewelry Engraving and Novelty Pins</p> <p>All address as per route</p>
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BUCKEYE STATE SHOWS, Joe Galler, General Manager.

NEW YORK WORLD'S FAIR

"For Peace and Freedom"

FLUSHING, L. I.

May 11 to Oct. 27

Week's 700,000 With Rain, Cold; Two Ride Sales

NEW YORK, Aug. 31.—With the sun playing hide and seek today, but, even so, visible for the first time in about a week, there were indications that the fair would play to heavy Labor Day week-end traffic. Pay attractions need a solid pay this week-end, last of the holiday periods of the season, to put themselves in a position to get out from under.

Past week's attendance of better than 700,000 marked a good showing in view of a combination of rain and cold thru-out most of the weekdays. Fortunately, greater part of the attendance was chalked up on the last week-end, when over 400,000 people were registered, because as if by pre-arrangement wintry blasts or rain in buckets featured the week starting Monday.

Sales are beginning to be recorded. Aerial Joyride has been bought by Hershey (Pa.) Park, and the Comet will be shipped to park in Caracas, Venezuela. W. J. Kuhlman, owner of Geauga (O.) Lake Park, appeared interested in the practical side of the midway while visiting here, but there was no indication of any sale. He was shown around the grounds by amusement co-director George P. Smith Jr.

Jimmie Lynch, Goodrich exhibit daredevil, occupied the spotlight this week in the Court of Peace with his series of automotive tests, crashes, rollovers, and somersaults as part of National Safety Week. In Lynch's troupe were Bye-Bye Boddie, his niece; Buddy Toomey, Bob Maynard, Andy Squiers, and Jimmie Sakobie. Irish Horan, press agent and announcer for Lynch units at fairs, came in to handle the running commentary.

The Amusement Department called a conference of showmen in the Boathouse to feel them out on giving free admissions to holders of coupons distributed thru contest advertising in scores of medium-sized newspapers.

On the Flushing Front

By LEONARD TRAUBE

Demolition Authority

NEW YORK, Aug. 31.—While Board Chairman Harvey D. Gibson was having a controversy in the press with Park Commissioner Robert Moses re the expo chief's statement that the Flushing acreage was available after October 27 for use as an army cantonment, with the commissioner branding the suggestion as "ridiculous" and adding that Gibson was trying to save a "bankrupt" fair demolition money in order to protect the expo's bondholders, operators on the Great White Way were and are concerned with their individual demolition plans following close of the meadows opera.

Specifically, owners of midway enterprises have sent out word, tho in an unofficial way, that authority for demolition performance and execution on the midway should be in the hands of the amusement department, which is headed by George P. Smith Jr. and Frank D. Shean and includes as engineers, field men and technicians William C. Flsher, Edward Rameizl, George Hodgins, William Larkin, Charles Halden, and Bob Shepherd, the most recent recruit in the department.

At the moment demolition jurisdiction is being shuttled between the office of Com. Howard Flanigan (U. S. N., retired) and that of Maxwell Harvey, director of operations, with the latter seemingly ahead in the current race. Amusement men argue that the department responsible for erecting and supervising the mid-

Paid Attendance
(16th Week)

Saturday, August 24.....	196,935
Sunday, August 25.....	220,900
Monday, August 26.....	41,932
Tuesday, August 27.....	104,007
Wednesday, August 28.....	37,717
Thursday, August 29.....	80,380
Friday, August 30.....	56,710
Total	738,581
Previously reported.....	9,628,514
Grand total, first 16 weeks.....	10,367,095*
First 16 weeks, 1939.....	14,243,227**
1940 decrease.....	3,876,132
*Daily average.....	92,563
**The period May 11- August 30 of 1939 drew	14,857,122

"American Jubilee" To Tour After Fair

NEW YORK, Aug. 31.—Contracts calling for the touring of the *American Jubilee* in the United States and Canada were signed today between the New York World's Fair Corporation and the American Jubilee, Inc. Albert Johnson, producer, is president of the AJI also. Contract permits tour of 35 weeks after November 13. Vincent Pach signed for the Fair, according to Nick Holde, general manager and treasurer of the new corporation. Holde reports that A. J. has also signed a general agreement with the Arena Managers' Association for the tour thruout the arenas. Tour is tentatively scheduled to open November 13 at Washington, D. C. For the tour show will be lengthened to a two-hour playing time and a 15-minute intermission. New dances and music are being prepared by Catherine Littlefield, Arthur Schwartz, and Oscar Hammerstein. Most of the original cast will be retained, with the possible addition of a name principal.

Shaffer Sets Pilots For Detroit, Cleveland Shows

NEW YORK, Aug. 31.—Almon R. Shaffer, general manager of the fair's Winter Wonderland Village, arrived back by plane from Cleveland with the announcement that resident managers for his *World's Fair Highlights* shows there and in Detroit in the fall have been named and headquarters established for sale of exhibit-industrial space and general promotion.

In Cleveland it's Helen Blanton at the Public Auditorium and in Detroit H. A. Shuart at Convention Hall. Shuart formerly managed the Detroit auto show.

way should be the one directly responsible for post-fair dismantling. They reason that a bureau which has "lived" with the midway and knows the operators is the one best fitted to level the fun acreage.

So far the Concessionaires' Association has not acted as a group in expressing itself, but it is understood to be awaiting final word as to what niche in the front office—Flanigan's or Harvey's—will be given over-all jurisdiction. Attractionists favor the director of operations, declaring that he is more familiar with midway problems. In any event, the impresarios are pretty insistent that if teardown is not to go haywire or entangled in deep red tape, it is vital that the White Way's co-directors be directly responsible for the leveling process after closing date, regardless of who in the administration building is named chief destroyer for the 1,216 acres.

A nine-page booklet of "rules and regulations for demolition of participants' projects" has been distributed by the fair and operators are studying it. Several owners with little or no salvage (See FLUSHING FRONT on opp. page)

GOLDEN GATE INTERNATIONAL EXPOSITION

SAN FRANCISCO

May 25 to Sept. 29



Creditors Who Stayed With It To Fare Better

SAN FRANCISCO, Aug. 31.—Creditors of the 1939 expo who bet their investments on this year's fair stand to be paid off at 75 cents on the dollar. Creditors who pocketed their losses at the end of last season were paid 15 cents on the dollar.

General Manager W. W. Monahan said the amount outstanding to last year's creditors is between \$1,000,000 and \$1,500,000. This estimate developed after a count of cash on hand, anticipated revenues and expenses for remainder of the season as well as the amount that must be set aside for demolition of buildings.

Current expenses are being met weekly and debts incurred in connection with the opening and maintenance of the fair are being liquidated as quickly as possible, Monahan said. There will not be anything left for original subscribers, but in most cases such contributions are said to have been already written off as losses.

Looking Toward 7,000,000

Sure of a total seasonal attendance of more than 6,000,000, officials have begun casting speculative eyes in the direction of a 7,000,000 mark, following the third successive record Sunday when attendance was 114,123. Daily average attendance was boosted to 47,130, as of midnight Wednesday. Officials look for 6,189,825 visitors on the basis of present daily average. This does not take into consideration increases expected in the final rush of closing. It is reported that shows and concessions continue to keep pace with attendance.

Members of the West Coast Model Builders' Association will hold a convention at Terrell Jacobs' JUNGLELAND on Labor Day. Robert Zimmerman, assistant secretary of state of Wisconsin and a member of the Circus Fans' Association, was a visitor at the camp, as were Bill Deitrich and Clipper Henry, who is owner of the Hollywood Society Circus. Charlie Lucky is working on new props for Dolly Jacobs' new lion act. Roy Chronister, in charge of Jacobs' animals, was in Los Angeles this week on business.

Lure for Night Gate

General Manager Monahan will be guest of concession owners at a dinner at George Haley's RONDAAVOO on the midway on September 11. Monahan will have as a guest Marshall Dill, president of the exposition.

Fair officials expect to lure night crowds by posting \$1,000 in gate prizes on each of the 10 successive nights, beginning on September 3.

Mrs. Anne Hanson Franks, native of Finland, wife of Jerry Franks, stage director of Billy Rose's AQUACADE, applied for first citizenship papers this week.

Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, Aug. 31.—At this writing every day appears to be better. With all due respect to California, nearly all of the concessionaires are going to head for Miami when the expo closes, they say. Since Ray Smith resigned as general manager of the Smith Syndicate the business has been taken care of by the son of George Smith. Bud Cross is taking out a new Eyerly ride for demonstration. Joe Baker, of the division of concessions, will take a hunting trip in Alaska at close of the expo as guest of Father Hubbard, noted explorer. Herman Rudick has five girls in his two stands, all of them troupers. He will visit his mother in Chicago at close of the fair and then go to Miami

Gross Attendance

Thursday, August 22.....	41,795
Friday, August 23.....	40,059
Saturday, August 24.....	61,172
Sunday, August 25.....	114,123
Monday, August 26.....	28,408
Tuesday, August 27.....	42,580
Wednesday, August 28.....	34,094
Fourteenth week total.....	392,231
Previously reported.....	4,050,041
Grand total 96 days.....	4,442,272
First 96 days 1939.....	3,171,515
1940 increase.....	1,270,757

Fire Damage Is \$300,000

SAN FRANCISCO, Aug. 31.—Wreckage of the California Building, destroyed by fire a week ago, will not be removed before close of the expo, officials said. Exhibits removed have been installed in other buildings of the State group. Origin of the blaze, which broke out in dressing rooms behind the ballroom stage, remains undetermined, altho officials believe it was accidental. Damage is estimated at \$300,000.

for a short vacation. Zapf & Smith, penny arcade operators on Treasure Island, will open a big arcade in the city when the expo closes. One of the most unusual sights on the Gayway is the floor of the balloon concession, which is covered with thousands of bursted balloons, making a carpet more than two feet thick. Harry Phillips, who operates the stand, will go to the Pomona Fair, where he has had a cigaret wheel a number of years, Mrs. Phillips looking after the balloon stand while he is away. Jack Earle, giant, will spend the winter in Los Angeles. Benny Levine opened a new funny photo gallery on the Gayway in the location formerly occupied by the headlines newspapers. Ray Maxwell, chief of the division of concessions, has made an enviable record by his skill in handling the toughest branch of the expo.

Harry Seff, a leading showman of Great Britain, who was visiting here on his way to England from New Zealand, has just finished demolishing his company's Playland at New Zealand Centennial Exhibition. It ran from November 8, 1939, to May 4, 1940, and had paid attendance of 2,800,000, which is remarkable when one considers that the country has a population of only 1,500,000. He said attendance would have been much greater were it not for the fact that petrol, or gasoline, was doled out to auto owners at the rate of eight quarts a month. As there is one auto to every three persons and most of the transportation is by this means, people could not come to the exhibition many times. Notwithstanding all difficulties that his company had, gross of its operations was about \$1,000,000, on which it made a satisfactory profit. It operated, among other things, a Giant Coaster, Crazy House, Ghost Train, Electric Speedway, Dodgem, Octopus, Whip, Aerial ride and Jack and Jill Show and rented space to local concessionaires who occupied 2,000 front feet of the amusement park. Top-money attraction was the tubular steel Coaster, patented by Lord Strabolgi, noted British steel manufacturer. This innovation was constructed by Charles Page, veteran amusement ride builder from the States, who was the company's superintendent of construction. This ride grossed about \$110,000, altho 54 of the 154 days of the exhibition were either rainy or extremely windy and bad for business. Top day on all attractions was about \$4,000 on the Coaster. Company also operated a Monkey Race game and Bucking Mule ball game, each doing remarkable business. Exhibition grounds comprised 60 acres and the amusement park 8 acres. There had been no similar amusements in New Zealand since the last exhibition 14 years ago and people were show hun-

gry. Mr. Seff was organizer of the amusement trade show in England, patterned after our annual shows held during fair, carnival and park meetings. A permanent member of the Amusement Caterers' Association of Great Britain and a veteran in outdoor amusement business, he stayed here about a week and then crossed the continent to take ship for England, making a stop in New York to visit the World's Fair.

Major Art McChrystal is heading a company that will build an ice rink at San Jose, Calif. Fred Sandusky is holding conferences with an Hawaiian amusement promoter who would like to have Sandy organize a company of amusement purveyors to play the islands. The projected whale ship to have occupied the east bay ferry slip has faded into thin air. To make room for the number of out-of-town visitors who make the Gayway offices of Eddie Brown their headquarters, it has been necessary to remove desks and other office furniture from one of the rooms so that guests can be made comfortable. Mack Bybee, manager of the Ripley show, when the fair closes will go to the home of his parents in Pleasant Hill, Ill., for a rest. Andy Hynes, Monkey Speedway operator, is arranging to book at a beach in Oregon next year. Ross Davis, who has been visiting here, operates Merry-Go-Rounds in Griffith and Lincoln parks in Los Angeles and is one of the pioneers in amusement device operation on the Coast. Dave Smith, manager of the Incubators, will stay here awhile after the close, working on a promotion, and then will go to Castro Valley to assist his sister on her chicken ranch. Harry Seff, British amusement purveyor, left for New York and will be domiciled at the Barbazon-Plaza until he takes ship for England. Charlie Page finished his visit to Treasure Island and left for Milton, Pa., to visit a sister.

The fund-raising campaign for the Pacific Coast Showmen's Association and Showmen's League of America is an assured success, and the following were instrumental in putting over the deal: J. Ed Brown and Walter K. Sibley, co-chairmen; Nate Miller and Sammy Sheridan, co-treasurers; committeemen, Fred Sandusky, Dave Smith, Mack Bybee, Max Schwartz, Al Mulligan, Herman Rudick, Ben Levine, George Haley, Julian Harvey, and H. Burlison; contributors, Frank Zambreno, Believe It or Not; GGIE's Art Institute; Dr. Callison, Incubator Babies; Dufour & Rogers' Life; Ken Dalley, Nude Ranch; Don Nicholson, Miss America and Fountain of Youth; Smith Syndicate; Pantheon de la Guerre; Lost World and Jungeland; Fred Smith, Elysium; Max Schwartz, Candid Camera Models; Julian Harvey, Wild Horses; George Jue, Chinese Village; Clo Wilson, Monsters; Mrs. Tom Wolfe, Glassblowers of the World; Lou Stutz, Funhouse; George Whitney, Merry-Go-Round; Stirniman Giant Crane; Nate Miller, Skooter; Dan Cross, Octopus and Roll-o-Plane; Charles Keller, Coaster; Martine's Diving Bell; Anderson's Miniature Train, and Bill Monahan, expo gen-

The Cincinnati offices of *The Billboard* have on file thousands of biographies of members of the amusement profession and allied fields. Not a week passes that this biographical file is not drawn upon for data of people who have passed on. If you are not represented in this file please send to *The Billboard* Biographical Editor, 25-27 Opera Place, Cincinnati, O., the following data about yourself:

Name; age; place and date of birth; home address; number of years in amusement business, or if in allied

Biographies

field so state; date of entering it and first connection and capacity; other connections and capacities and length of each con-

nection to date (mention years if possible); married or single; if married, give wife's name and state if she is active in amusement business; if married previously, give names, dates, etc.; names and ages of children if any; names and addresses of parents; names of fraternal and business organizations you belong to; date of furnishing data and your signature.

eral manager. Red Kearns, manager of the Lost World, has kept this show whooped up, with corresponding increase in receipts. Mr. and Mrs. Archie Clark, accompanied by Sam Brown, once associate of the late Felice Bernardi, were seen on the Gayway. At a surprise birthday party given for Ben Lexal, Horoscope concessionaire, after the day's business on August 27, at the home of his mother-in-law, those present were Ben and Polly Lexal, Harry and Beth Clark, Bob and Alice Perkins, George Berger, Bessie Jurney, Charlie Basch, Barbara Harding, and Red and Vangle Kearns. Many gifts were presented to Ben. State unemployment insurance body will augment its San Francisco force to temporarily take care of thousands of fair employees who will soon be out of jobs.

thing in our life, we were bowled up when, with time on our hands and a dime (practically the last one) in our jeans, we sat down and played the joint and blitzkrieged the field. In the excitement we yelled bingo and almost forgot to stay for the prize—two packs of guesswhat. We're sure gonna love Tally-o forevermore!

Mr. and Mrs. Rubin (Annie) Gruberg, Edith Gruberg, and Mr. and Mrs. H. Eagle, parents of the fashion-plate Nate, o'ed the expo, then to Atlantic City. The Eagles proceeded south and the Grubergs picked up the show in Iowa. Herr Doktor Shean makes his annual visit to Toronto Tuesday for a 24-hour look-see. He flew to and fro. And talking about Shean, an old pal visited him in John R. Elliot, manager of the airport in Youngstown, O. Elliot, who is a very funny man, is a showman. Perhaps it should read "former" showman, but you've got to be one on these airport productions. Anyway, he used to manage the Palace Theater in Cleveland, the Horticultural Gardens at Great Lakes Exposition and was attached to the GLE amusement department, too.

Recent visitors: Roy Rupard, manager of Texas State Fair, and Mr. and Mrs. Bill Bloch, of bingos. Mike Todd is spending some time with Ringling-

Barnum circus, lending great credence to the oft-repeated rumor that the Miguel will have an after-show on the Big One in '41. Ross Sisters are warbling—and good, too—above the Roney Bar. Latest product from the rumor factory has Sally Rand interested in taking over White Way Casino. Diver Sol Solomon ribs free-act announcer Johnny McHugh by calling him "Scissor Bill." And, by the way, in Solomon's act are the swell divers—Amy Lou Brown, Mrs. Solomon, and Al Johnson, clown.

Joe Dobish's motordrome was for a time completely flanked by closed shops. Atwood Cafeteria closed some weeks ago. And on a recent Sunday the Hunting Lodge decided to call it a season. Then it reopened. But Dobish goes on, flashier than ever, spreading lots of good ballyhoo in this sector.

Art Briese is principal aid to Frank Duffield, director of fireworks. So when the displays went off the other night and the wind shifted the smoke in a different direction than the night previous, it took Frank (Doc) Shean, co-director of amusements, to chirp, "Change of Briese."

Liquor and effects of Midway Inn, Inc., concessioner at the '39 fair, was auctioned August 20. Al Shriner, fresh from the Gene Austin tent show, which folded, is fronting at Jungeland. Cutting up Jackpots: W. E. (China Red) Delorey, of Palace of Wonders, and Bill Spain, the veteran pachydermist of Buck's opera. E. K. Fernandez, a recent visitor from the West Coast, was taken around by talker Jimmy Hurd, of Palace of Wonders.

Robert Breton, one of the actors in the Westinghouse exhibit, has been signed for a role in the forthcoming Broadway production, *Bangtails*. It will be his first part in Manhattan legit.

Robert (Red) Marcus broke up a tip to tell something important to Lew Dufour, who was passing by Living Magazine Covers. The potential customers were so impressed by the combination of Marcus' line of chatter and Dr. Itch's handsome figure in white that they stormed the gates.

Ben Kessler and Tony Tambini, of the Skee Roll alleys, have bought a Packard which will take them to California after the fair. Last year they got tired of using their thumbs. Walking along the midway looking at rides . . . Sam Hamid and niece Magnolia.

FLUSHING FRONT

(Continued from opposite page)

are expected to arrange for dismantling on a \$1 basis, if a firm is available.

There are a few "disciplinary" clauses, such as: "In case demolition work entails the cutting and removing of pavement and walks constructed by the Fair Corporation, the participant shall replace such pavement at his own expense and to the satisfaction of the Fair Corporation." And this: "Waste removal service will not be furnished by the Fair after night of October 27. Participants shall make their own provisions for waste removal after that date." And: "The Fair Corporation will appoint such inspectors as it deems necessary. These inspectors shall have free access at all times and full right to inspect the entire operations of participants." Participants say this is a fair clause, but fear it could prove burdensome if inspection authority is in the wrong hands.

Will Yolen, former official p. a. for midway, goes to Hollywood September 10 for Warner Bros., the family with him. Joe Barry, op of Bridgeport's Ritz Ballroom, a visitor. Jack Donahue is making openings at Hot and Cold after a siege of inside functioning. Wishful thinkers are talking of expos in Los Angeles, New Orleans, and St. Louis in '42-3-4. Not content with such a municipal parade, they also mention Chi for '46 or so. And talking of Chi, Paul Massmann, NBC sales exec, joins his former chief, Major Lenox Lohr, in the Windy City as public relationist for the Field Museum, which the Major heads now after presiding NBC. Massman, experienced expoist, was on the local Amusement Control Board (remember?) last year. T. W. (Slim) Kelly, back from Cedar Rapids, Ia., where his wife was interred, entrained for Burlington, Vt., to look after his World of Mirth Shows' interests. One of the best scale spots is opposite the Why Do show. Harry Kaufman is holding down the guessing fort there. Mark down George Baker, superintendent of Playland, Rye, as a visitor. Murray (Scales-Age) Goldberg, back from CNE in Toronto, where he had four units, said biz (for him) was 20 per cent ahead the first week. Rondevoe Cafe is installing doors and gas blowers to warm the place on these frigid Flushing evenings.

This will be a surprise (pleasant, we hope) to those two Johnnys—Johnson and Krinsky—ops of the Tally-o game on site previously occupied by Johnson's skating rink. Never having won any-

SUBSCRIPTION COUPON

The Billboard, 25 Opera Place, Cincinnati, Ohio.

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Material Protection Bureau



THE facilities of The Billboard's Material Protection Bureau may be used by any reader who wishes to establish the priority of ideas and material that do not fall within the scope of the U. S. Copyright Office in Washington. In making use of the service the following procedure must be followed:

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

CLASSIFIED RATE
10c a Word

Minimum \$2 Cash With Copy
Forms Close in Cincinnati
Thursday for Following
Week's Issue

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard...

AGENTS AND DISTRIBUTORS WANTED

AGENTS—MAKE REAL MONEY. MEN'S Pants, 23c; Top Coats, 45c; Suits, 90c; Ladies' Coats, 36c; Dresses, 10c. Other big bargains. Free catalog. LIQUIDATION, 550-D, East 43rd, Chicago. se7

AGENTS — MEN'S SUITS, 88c; PANTS, 23c; Top Coats, 50c; Ladies' Coats, 36c; Dresses, 10c. Other bargains. Catalog free. PORTNOY, 566-C Roosevelt, Chicago. eow-x

AMERICA'S FASTEST SELLING POLITICAL Novelty—Samples, 10c each. H. V. STEHAN, 627 W. Monroe St., Springfield, Ill.

BIG MONEY TAKING ORDERS — SHIRTS, Ties, Hosiery, Underwear, Pants, Jackets, Raincoats, Uniforms, etc. Sales equipment free. Experience unnecessary. NIMROD, 4922-A Lincoln, Chicago. se29x

CASH FOR YOUR SERVICES—NO STOCK TO carry. No deliveries. Collect 100% profit in advance. OPPORTUNITY, 2714-A Westfield, Camden, N. J. x

CHRISTMAS CARDS — SELL 50 ASSORTED Folders, name imprinted, \$1.00. Cost you 50c. Samples free. Experience unnecessary. DUNBAR, New Brunswick, N. J. eow-x

"GOD BLESS AMERICA" STICKERS—BRIGHT, flashy, \$1.00 per 100. Samples, 10c. Fast nickel seller. SAVAR, 429 Market St., Philadelphia, Pa.

KEY CHECK STAMPING OUTFITS — BIG profits stamping Checks, Name Plates, Social Security Plates. THE ART MFG. CO., 303 De-graw St., Brooklyn, N. Y. se14x

NEW — PLEDGE OF ALLEGIANCE SIGNS, Size 11x14, sell every business, schools, \$4.50 hundred; \$29.75 thousand postpaid. Sample 25c. WAGNER, 646 N. Madison, Stock-ton, Calif.

SELL BANKRUPT CLOTHING BARGAINS FROM home, store, auto. Shoes, 15c; Men's Suits, Overcoats, 75c; Dresses, 10c. Experience un-necessary. Free wholesale catalog. SUPERIOR JOBBING, 1250-VE Jefferson, Chicago. x

SELL ORIGINAL 9x11 BLUE SIGNS—YOU'VE tried the rest, now try the best. (Since 1890.) KOEHLER, 335 Goetz, St. Louis, Mo. se28x

SUBSCRIPTION MEN WANTED FOR RURAL work—Attractive magazine club with sure-fire premium. PUBLISHER, 630 Shukert Bldg., Kansas City, Mo. se21x

SUCTION SPONGE CLEANS CARS LIKE MAGIC —Banishes auto-washing drudgery. New. Hot seller. Samples sent on trial. Write "INVENTOR," 131 Kristee Bldg., Akron, O. x

SUITS, \$1.00 UP; DRESSES, 10c UP; COATS, 40c up—Complete line. Write for circular. J. BRINKER, 246 Division, New York. x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 1107 Broadway, New York. se7x

127 WAYS TO MAKE MONEY IN HOME OR Office. Business of your own. Full par-ticulars free. ELITE, 214 Grand St., New York. se28x

\$50.00 WEEK—NO CAPITAL, 60% DISCOUNT. Sensational Miracle Cloth removes tarnish rust stains from metals. Introductory package, 25c. MIRACLE CLOTH MFG., 845 S. Wabash, Chicago. eow-x

ANIMALS, BIRDS & PETS

ALLIGATORS, LARGE VARIETY; SNAKE DENS, chameleons, iguanas, turtles, wild cats, bears, panthers, fox, opossums, squirrels. Price list. ROSS ALLEN, Ocala, Fla. se28

BARGAIN — TWO HEALTHY AND THOROLY acclimated Rhesus Monkeys, male and female, trained for riding act. Fifteen each. F. W. BURNS, 676 4th Ave., Terre Haute, Ind.

FOR SALE — A GENUINE TWO HEADED CALF (mounted), in perfect condition. A real novelty. MR. STILLMAN SADLER, 22 Crescent St., Warren, Pa.

FORTY HEAD, ALL SIZES, COLORS, AGES — Arabian Stallion, Imported Hackneys, Pony Mules and Rare Spotted Miniature Jack. COL. ROBINSON, Dunkirk, O.

PLENTY—SNAKES, ARMADILLOS, IGUANAS, horned toads, dragons, gila monsters, alligat-ors, parrots, parrakeets, peafowl, white doves, agoutis, coatimundis, monkeys, porcupines, white raccoons, wild cats, prairie dogs, kangaroo rats, golden hamsters, pumas. Wire OTTO MARTIN LOCKE, New Braunfels, Texas. se28

STUFFED TEXAS HORNED TOADS, \$1.95 dozen; Stuffed Baby Alligators, \$9.00 dozen; Armadillo Baskets, \$9.00 dozen; Rabbit Foot Charms, 35c dozen; Texas Longhorns, mounted, \$20.00 and up. NOWOTNY'S, San Antonio, Tex. se7x

STUFFED SEA CURIOSITIES FOR DEEP SEA Exhibition—Museum, Side Show, Pit and Store Shows. JOSEPH FLEISCHMAN, 1515 Seventh Ave., Tampa, Fla.

WRITE FOR OUR ALL NEW 1940 SPRING Catalogue—Largest, most complete ever pub-lished. MEEMS BROS. & WARD, Ocean-side, N. Y. Direct importers from all over the world.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

HAVE YOUR OWN MONEYMAYING BUSI-ness. Learn show card writing, sign paint-ing. Write for details. BECLEY SPECIALTY, 1472 A Broadway, New York. se7x

"HOW TO MAKE A MILLION DOLLARS WRIT-ing Songs"—By Frankie Sabas. All in one. Just off the press, \$1.00. FORTUNY'S, 87 Fifth Ave., New York. x

NOVELTY BOOKLETS — BUY DIRECT FROM Publisher. Big profit. Wholesale price list and proposition free. WOLBAD, 20 W. 22d, New York. x

"REMARKABLE REMARKS" — BY FRANKIE Sabas. Book full of Wise Sayings, Witty Puns, Love and Romance, \$1.00. HOUSE OF FIELD, 19 W. 44th, New York. x

TELL FORTUNES WITH CARDS — METHOD used by professionals. Complete instructions. Anyone can learn. MARA, Box 853, Spring-field, O.

BUSINESS OPPORTUNITIES

PITCHMEN! SOLICITORS! — MAKE EXTRA money with new Stamping Outfit. Stamp Checks, Plates, Fobs. Catalog 69-B free. C. H. HANSON, 303 W. Erie, Chicago. x

WANTED AT ONCE — ACTIVE PARTNER with \$250 for half interest in Established New York City Theatrical Agency. BOX 175, 1564 Broadway, New York.

COIN-OPERATED MACHINES, SECOND-HAND

NOTICE

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

ABSOLUTELY — PENNY OR 5c SLOTS (BULLS-Eye), Dux, Bumper, Swing, Ski-Hi, Snappy, Chic-Baseball and like machines. Our selec-tion, lots 5 machines, \$20.00; single, \$5.00 each. Full remittance. KLOTZ SALES, 17 Wellhouse Bldg., Atlanta, Ga.

ABT TARGET OPERATORS, ATTENTION — Double your earnings with our Red, White, Blue Display Cards. Each card says: "Every American Should Learn to Shoot." "Enjoy Daily Practice and Become a Sharpshooter." Card attached to target. Send 25c for sample. WHOLESALE SUPPLY CO., 6351 Bancroft Ave., St. Louis, Mo.

ATTENTION, CIGARETTE MACHINE OPER-ators!—Jiffy Penny Inserters, \$19.50 each. One-half deposit must accompany all orders, balance goes forward. C. O. D. X. L. COIN MACHINE CO., INC., 1353 Washington St., Boston, Mass. x

CASH PAID FOR LATE TYPE GOTTLIEB SINGLE Cripplers—Must be in good condition. J. E. MORRISON SALES, Flanagan, Ill.

ERIE DIGGERS—MODEL C, F, E, IRON CLAWS, Roovers Nameplate, K. O. Fighters, Mills Modern Scales. NATIONAL, 4242 Market, Philadelphia, Pa.

EXHIBIT ROTARY MERCHANDIZERS, SERIALS over 3800, \$44.50 each; Mills 1-2-3, \$17.50; Greeting Columbus, \$19.50; Vest Pockets, \$24.50; Blue Fronts, \$29.50; Folding Slot Stands, \$1.00; 300 Counter Games, \$3.50; Free Play Majors, \$17.50; others; Rebounds, \$12.50, etc. 1/2 deposit. BOYLE AMUSE-MENT CO., Oklahoma City.

FIRST \$130.00 GETS 1940 TEN PINS—FLOOR sample, like new. 1/2 deposit, balance C.O.D. C. E. MILES, 14 Alabama St., Carrollton, Ga.

FOR SALE OR TRADE—25 JENNINGS IN-A-Bag Counter Peanut Venders. AUTOMATIC VENDER COMPANY, 152 Houston St., Mobile, Ala.

FOR SALE — USED KEENEY ANTI-AIRCRAFT Guns, black cabinets, especially clean, \$129.50 each. Two Bang-A-Deers, \$75.00 each, crated. KING PIN GAMES, 826 Mills St., Kalamazoo, Mich. x

FOR SALE — TWO WESTERN 1940 DELUXE Combination Base Ball, \$70.00 each; one Mills Rio, \$15.00. AUTOMATIC VENDER COMPANY, 152 Houston St., Mobile, Ala.

FOR SALE — PACE REELS, 25c PLAY, LIKE new; Jennings In-A-Bag Venders. Trade for Bally Sport Special. AUTOMATIC VENDER COMPANY, 152 Houston St., Mobile, Ala.

FREE GAMES — REBOUND, \$12.50; JUMPER, \$19.50; Congo, \$27.50; Ocean Park, \$19.50; Flagship, \$24.50; Spottens, \$17.50; Triple Threat, \$17.50. 1/3 deposit. L. T. NEWLIN, 4704 1/2 Navigation, Houston, Tex.

GOODBODY HAS A MESSAGE FOR EVERY OP-erator reading this advertisement. Send in your name and address at once. JOHN GOOD-BODY, 1824 E. Main, Rochester, N. Y. se28

GUARANTEED FREE PLAY GAMES — OH Johnny, \$69.50; Roxy, \$55.00; Red Hot, \$50.00; Score Card, \$50.00; Jolly, \$42.50; Big Leaguer, \$40.00; Big Show, \$35.00; Triumph, \$32.50; Super Six, \$35.00; Supercharger, \$32.50; Champion, \$27.50; Sports, \$32.50; Topper, \$24.50; Variety, \$29.50; Pick-'Em, \$29.50; Buckaroo, \$27.50; Big Six, \$22.50; Cowboy, \$20.00; Airport, \$19.50; Chevron, \$15.00. Arcade Equipment; World Series, \$57.50; Ten Strike (1940 Evans), \$79.50; Bally Alley, \$40.00. THE MARKEPP COMPANY, Cleveland, Ohio. x

MILLS BLUE FRONT, 25c PLAY, \$27.50; 10c Play, \$25.00; Jennings Chief, 10c, \$22.00; Mills Golden Vender, 10c, \$15.00; Spinner Win-ner, \$9.00; Kounter King and Mills Wild Deuces, \$7.50; Draw Poker, \$6.50; Deuces Wild, \$6.50. Deposit. WEST COAST AMUSEMENT CO., 820 S. Lisbon Ave., Tampa, Fla.

MILLS FLASHER, HI-BOY, CLOCKER, PAY-Tables, \$20.00 each; Mills Nickel Blue Front, \$25.00; Club Bell, \$40.00; Jennings Chief, \$35.00. Late serials, 1/3 deposit. CLARE-MONT AMUSEMENT COMPANY, Claremont, N. H.

NORTHWESTERN DELUXE — LIKE NEW, Shallow Wheels, \$11.00. Lots of ten, \$10.00. Machines have had the best of care. 1/3 with order, balance C. O. D. BOX C-553, Billboard, Cincinnati, O.

PENNY ARCADES — WE ARE THE WORLD'S leading headquarters for like new and fac-tory rebuilt equipment. We accept trades. Send for 1940 catalog. MIKE MUNVES CORP., 593 10th Ave., New York. 1fn

REBUILT 5c SELECTIVE CANDY BAR VEND-ing Machines — All kinds! Real bargains! ADAIR COMPANY, 733 S. Euclid Ave., Oak Park, Ill.

SACRIFICE — 5c ADVANCE CHROME PEANUT Machines, \$5.00; Bingo Counter Games, \$5.00; 1c Snacks, \$7.95; Stamp Machines, \$5.00. CAMEO VENDING, 402 W. 42d, New York.

SEOT MACHINES FOR SALE — THREE MILLS 5c play War Eagles; two Mills 10c play War Eagles; two Jennings 1c play Dutchess; one 5c play Pace Bantam. All above machines in first class condition and look the same. All with Jack-Pots. Will sell any of above for \$25.00 each or \$175.00 for lot. 1/3 deposit, balance C. O. D. Give shipping instructions. You can return if not satisfactory. W. F. DUGGAN, 5551 Greenwood Ave., Seattle, Wash. se7x

TEN STRIKES AND SKI BALLS—FOUR EACH: Evans, one Gottlieb Skee Ball Ette, all in ex-cellent condition, slightly used, \$65.00 each. 1/3 deposit. MUTUAL AMUSEMENT CO., 3114 Boardwalk, Wildwood, N. J.

WANT 100 PIN GAMES, 25 CONSOLES, 5 Congos, 50 phonographs, 5 Western Base-balls; all types coin operated machines. Cash waiting. MASSENGILLS, Kinston, N. C. se14

WANTED — MILLS BLUE FRONTS, SERIALS over 400,000. State lowest price. BOX C-554, Billboard, Cincinnati, O. se21

WANTING TOM THUMB SCALES, \$50.00 EACH —Half with order, balance C. O. D. EARL TERRELL, Durango, Ia.

WILL BUY ONE OR FIFTY ARCADE MACHINES in any condition. FIELDING GRAHAM, 3211 E. 31st, Kansas City, Mo.

3/8" BALL GUM, FACTORY FRESH, 12c BOX; Tab, Strick, Midget Chicks, every Vending Gum, AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. se7x

COSTUMES, UNIFORMS, WARDROBE

ASSORTED BUNDLES, \$1.00; COSTUMES, \$1.00 up. Fans, Hulas, Hindoo, Evening Gowns, Wraps, Furs, Bargains. CONLEY, 310 W. 47th, New York.

FORMULAS

MONEY MAKING FORMULAS — YOU CAN make \$10-\$20 a day making soap. I teach you how to make soap powder, can soap and bar soap. Send \$1.00. HAROLD ENGLEHART, Copley, O.

THAXLY FORMULAS FOR SUCCESSFUL PRO-ducts, Accurate Analyses Assured. Result-ful Research. Catalog free. Y. THAXLY CO., Washington, D. C. eow-x

FOR SALE SECOND-HAND GOODS

ATTENTION, MAGICIANS, SHOWMEN—PRO-fessional Stage Tricks, Illusions, Beautiful Stage Curtains, Trunks, All perfect. Don't hesitate, send for lists. LANDRUS, 34 N. 10th St., Harrisburg, Pa.

CLASSIFIED ADVERTISING FORM
The Billboard Pub. Co. Cincinnati, O.
Insert the Following Advertisement under the heading of
Name and Address Must Be Included
Remittance of \$..... is inclosed to cover the cost of words at 10c each (minimum \$2).
From
Address
City and State
Forms Close Thursday for Following Week's Issue

CORN POPPERS, GEARED KETTLES, GRIDDLES, stoves, lanterns, burners, tanks, tubing, repairs. Lowest prices. IOWA LIGHT CO., 111 Locust, Des Moines, Ia. se7x

FOR SALE — ROLLER RINK, TENT, 107'x40'; in second season. Double storm flap, inside boarder; Floor 100'x40'; 2 1/4" Maple Dove Tail, built this spring. 150 Pairs Skates and P. A. System with Automatic Turntable. Complete set-up, only \$2,000. MEINARD FELTMAN, Box 53, Carlyle, Ill.

POPCORN, POTATO CHIP, CRISPETTE, Caramel Popcorn Machines. LONG EAKINS CO., 1976 High St., Springfield, O. oc26x

POPCORN MACHINES—PEERLESS, DUNBAR, Creter, Long-Eakins, Star, geared Popping Kettles; Carmelcorn Outfits, all kinds. NORTH-SIDE MFG. CO., Indianola, Iowa. oc19x

PORTABLE ROLLER RINK FOR SALE — SIZE 52x150. One of the largest. Will sell the Tent and Floor separate or with Organ and Skates complete. Address SILVER LEAF ROLLER RINK, 910 E. Washington St., Springfield, Ill.

40'x90' PORTABLE ROLLER RINK COMPLETE—Skates, Sound System. Doing business second year. Reason for selling, other interests. \$1,550.00 cash. CARROLL GREEN, Burdette Park, Evansville, Ind.

FOR SALE—SECOND-HAND SHOW PROPERTY

DUAL LOOP-O-PLANE — A-1 CONDITION, \$850.00; High Striker, \$60.00; New Striker Mauls, \$4.50. J. B. ALEY, Box 158, Rt. 4, Anacostia, D. C.

FOR SALE — ONE 16 SEATER ADULT CHAIR-O-Plane, \$200.00. Good condition. MR. LOUIS GALL, Medford Tourist Camp, Wis.

FOR SALE — COMPLETE TENT FOR GAME, 10x16 feet. Good condition. JACK COMELLO, Wonder Wheel, Coney Island, New York.

OLD HORSE DRAWN MERRY-GO-ROUND — In good repair. In use now. Trade for other ride. O. C. RAY, Havana, Ill.

PORTABLE SKATING RINK — COMPLETELY equipped, used six months. Floor, Skates, Music, Tent, \$2,000.00. MRS. FLORIAN DERWET, 2447 Troost, Kansas City, Mo.

10,000 PORTABLE GRAND STAND BLEACHER Seats—All sizes for indoor and outdoor, new and used. MICHAEL H. WELSH, Ridley Park, Pa. x

HELP WANTED

ADVANCE MAN WITH CAR—PERCENTAGE. Book under good auspices; also schools. Open middle September. MR. A. HUSTLER, care 319 W. Water, Portland, Ind.

CAPABLE VIOLINIST, DRUMMER WITH Vibes, Trumpet—Must double, long engagement. Salary moderate. CLARENCE SCHENK, Pensacola, Fla.

GIRLS WANTED — ATHLETIC AND CIRCUS Performers who want to become Girl Wrestlers. Good salaries. JACK PFEFFER, Room 1003, Times Bldg., 42d St. and Broadway, New York City.

IMMEDIATELY — FIRST TRUMPET AND Third Alto Sax and Clarinet Man for eleven piece orchestra. Only young, single, sober men apply. Fair salary, steady location. CONNIE WENDELL, Hotel Broadway, Odessa, Tex.

LADY SAXOPHONIST — STEADY JOB. MUST read, fake, double Clarinet. Experienced. Piano and others, write MUSICIAN, 934 Pine-gree Ave., Detroit, Mich.

SINGLE MAN WITH 16MM. MACHINE AND Films for Week Stands—Good proposition for right party. State everything. EDW. WHITE, Marietta, N. Y.

TENT ACTS CHANGING FOR WEEK — Comedian playing String Music. Address SID KRIDELLO, care E. W. Coppridge, R. F. D. 10, Richmond, Va.

WANT FIRST TRUMPET, TENOR SAX — MUST be single, young, sober, congenial. Other musicians write. RELIABLE BAND, 2622 Homan Ave., Waco, Tex.

WANTED IMMEDIATELY — ELECTRIC Hawaiian Guitarist. Guarantee steady location work. Salary. State all. DEE PETERSON, Clayton, N. Y.

2 COMEDIANS FOR HILLBILLY BAND—ONE plays Bones. Sober. Percent, for theatre and gym. ELDA LAMBERT, Hope, Ind.

MAGICAL APPARATUS

CATALOGUE OF MINDREADING, MENTALISM, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 164-page illustrated catalogue, 30c. NELSON ENTERPRISES, 336 S. High, Columbus, O. se7

CIGARETTES—TWO \$1 BILLS BRING 14 Packages Camels, Luckies, Chesterfields, Old Golds, etc., or 18 Twenty Grand, Sensation, Marvels, Avalons, etc. Postpaid to any address. TOM THUMB, Nauvoo, Ill. x

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City, N. Y. se28

Show Family Album



SOME Johnny J. Jones Shows' troupers, season of 1911, snapped in Joe Short's midway photo gallery. Seated on the running board are "Curly" Johnston (left), talker, and the late Roy Gage, of candy wheel and Joy Mill note. In the rear, left to right: "Irish" Cassidy; a Joy Mill employee whose name is not remembered; Johnny J. Jones' chauffeur, name not remembered; "Monty" Montgomery, photographer for Joe Short; "Curly" Colcher, flea circus talker, who now operates a general store in Urbana, O.; not remembered; Dolly Dimples, candy wheel worker for Gage, and "Mac" Donaldson.

MISCELLANEOUS

BABY TURTLE MAILING BOXES, POSTAL regulation, \$1.50 hundred; \$10.00 thousand, draft with order, CLINT ODLE, Box 668, Marshfield, Ore. se7x

GOLF CLUBS—BANKRUPT STOCK, REGULATION size; chromium plate right hand irons; fine matched irons, \$2.50. LINCOLN SURPLUS, 123 Galena, Freeport, Ill. se7x

M. P. ACCESSORIES AND FILMS

NOTICE

News and display advertisements of interest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

ACTION WESTERNS, SERIALS, SENSATIONAL Roadshows; also Short Subjects. Outright sales or rental. 35MM. only. STANDARD FILM SERVICE, Box 782, Charleston, W. Va.

AMBITIOUS?—SHOW TALKIES THEATRELESS Communities. Sound Equipment. Weekly Programs rented. Used 16MM. Sound Projectors, \$145.00. ROSHON, 711 Steuben Bldg., Chicago, Ill. x

AN UNUSUAL OPPORTUNITY FOR ROADSHOWMEN to cash in with our 16MM. Movies. (Specify rent or sale.) Send for our "Roadshowmen's Special" today. INSTITUTIONAL CINEMA SERVICE, INC., 1560 Broadway, New York.

BARGAINS IN 16MM. SILENT AND SOUND Projectors, Films and Accessories. Write for list. ZENITH, 308 W. 44th St., New York.

NEW RELEASES JUST OUT—16MM. SOUND Films, Equipment. Get our new fall catalog. Roadshow, school. Over 100 Features and Serials now, more coming in. SWANK, 5861 Plymouth, St. Louis, Mo. se7

NEW REFLECTOR FOR MOTION PICTURE projectors; guaranteed to increase screen illumination 40%. Write BOX 1967-K, Cleveland, O. se21x

ROADSHOW AND CIRCUIT MANAGERS, Attention—35MM. Sound Film Rental Service at lowest prices. Send for lists. INDEPENDENT MOTION PICTURE EXHIBITORS, 4726 S. Packard Ave., Cudahy, Wis. eow

ROADSHOW MEN, ATTENTION—LATE 16MM. Sound Films for rent. Joe E. Brown "Riding on Air," "When Is Your Birthday?" "King of the Sierras," many others. Low rentals, \$15.00 per week for complete program. New prints. Big new catalogue now ready. Universal 16MM. Projector, bargain, \$150.00; De Vry 16MM., like new, 20 Watt Amplifier, \$250.00. CENTRAL FILMS, Box 163, Hastings, Mich. x

ORIGINAL PHOTOGRAPHIC SLIDES OF THE Presidential Candidates—Hand colored, 50c each. Cash with order. GLOBE SLIDE & FILM COMPANY, Albion, Mich. se14

WILL SEE, BUY AND EXCHANGE ALL KINDS 35MM. Silent Films. List free. DOUG. FLEMING, 820 Field St., Fairmont, W. Va.

SENSATIONAL CLOSE-OUTS—16MM. ROADSHOW Features and Shorts. Steeles-Maynards-Tylers-McCoys, etc., \$4.50 reel up. Programs rented day or week. Projector and Accessory bargains. List free. SOUTHERN VISUAL EQUIPMENT, Box 2404, Memphis, Tenn. se28x

SELLING OUT — 75 FEATURES AT \$10.00 each. All prints new to perfect. No lists. Westerns, Jungle, Detective. All film guaranteed or money refunded. "Her Unborn Child," \$75.00. OPERA HOUSE, Millbridge, Me.

16MM. ROADSHOWMEN — OPERATING IN Ohio, Indiana, Kentucky, Tennessee, Michigan, if you want the best Film and Equipment available on weekly rental basis, write RAND, 39 Chatham Rd., Columbus, O.

PARTNERS WANTED

ACTIVE PARTNER WITH \$500.00 FOR "Black Magic Miracles," never before shown in America. Address J. PATEAU, 1122 Tulane Ave., New Orleans, La. x

PERSONALS

MR. EDWARD WHITE—I WROTE YOU ABOUT job at Mooers Forks, N. Y. Write HOWARD BELL, 439 Randolph, Eufaula, Ala.

SECURE GOOD POSITIONS THROUGHOUT country with Successful Photostat Plan. Obtains interviews. Any field. Details 20c. CREATIVE SERVICE, Box 872, Milwaukee, Wis. x

PHOTO SUPPLIES AND DEVELOPING

ABSOLUTELY BEST DIRECT POSITIVE BUY—New Portable Double Unit, with cool fluorescent lighting system. Takes both 1 1/2x2" and 2 1/4x3 1/4" pictures. Send for general catalog and information on new metal precision enlarger-reducer. MARKS & FULLER, INC., Dept. BC540, Rochester, N. Y. se28x

ALL 4 FOR 10c OPERATORS—CUT PRICE ON All Machines and Supplies. Full Length Cameras. WABASH PHOTO SUPPLY, Terre Haute, Ind. se14

DIREX DIRECT POSITIVE PAPER — NO FADING, best gradation, highest speed. THE POSITIVE CORP. OF AMERICA, 244 Fifth Ave., New York, N. Y. fe22x

NEW 4 FOR 10 PHOTO OUTFIT AND SUPPLIES for quick sale. Will teach buyer business. FRIENDLY PHOTO SHOPPE, Peru, Ind.

ROLLS DEVELOPED—TWO PRINTS EACH and two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. SUMMERS' STUDIO, Unionville, Mo. se14x

ROLL DEVELOPED—ENLARGEMENT AND 16 Prints, 25c. JACK'S STUDIO, P-3 Box 696, Louisville, Ky. x

4 FOR 10 PHOTO SUPPLIES. WE SELL FOR less. Write for catalog and prices on New Low Priced Direct Positive Machine for 1 1/2x2 Photos, Eastman Direct Positive Paper 1 1/2x250", \$4.75 per roll. All sizes in stock. Glass Frames, Folders, Backgrounds, Shutters Repaired. HANLEY'S PHOTO COMPANY, 205 E. 12th St., Kansas City, Mo. se7

SALESMEN WANTED

"GALLOPING IVORIES" — NICKNAMED BY salesmen. It's really hot! Plenty immediate repeat commissions. Every retailer, service station wants it. Hurry! UNIVERSAL, 2222 Diversey, Dept. C49, Chicago. x

FOUR COLOR BUSINESS SIGNS, TINSELED Sacred Mottoes and Patriotic signs; sell fast! 400% profit easy. Samples 10c each. Trial order, 20, \$1.00. Lists free. JOHNSON SIGN SERVICE, Morristown, Tenn. se21

SALESMEN — AMERICA'S FINEST SIDELINE, 40% commission daily. 1,000 fast selling repeat items. Every business uses and must buy. No investment now or ever. Sales portfolio free. WILLENS, 2130 Gladys, Dept. BV, Chicago. eow-x

TENTS—SECOND-HAND

SIDEWALL BARGAINS—15,000 FEET, slightly used. Seven feet high, \$15.50 per 100 ft.; eight ft., \$17.50; nine ft., \$19.50. Good as new; light tan. Half deposit required. MAIN AWNING & TENT CO., 230 Main, Cincinnati.

THEATRICAL PRINTING

HALFTONES, LINE CUTS, AS LOW AS 65c—Write for new prices on Art Work and Engraving. MARK TWAIN ENGRAVERS, Hannibal, Mo. x

WINDOW CARDS—14x22, ONE COLOR, 100, \$2.50. 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Penn. x

WANTED TO BUY

ERIE DIGGERS, DEAD MAN LOOP, ELI FIVE, Any major ride. Any condition, anywhere. Arcade for sale. H. L. WYSE, Wayland, Ia.

WANT UNBORN SHOW — COMPLETE OR Specimens. State lowest cash offer. S. E. WELLS, care The Billboard, Cincinnati.

WANTED — GOOD USED ROLLER SKATE Grinder at once. State price and make. FRANK MANTHEY, Waseca, Minn.

WANTED — CAILLIE ARISTOCRAT, FIVE AND Twenty-Five Cent Machines. Must be the small type sometimes called a Roulette Machine. J. S. DORSEY, Eau Claire, Wis.

WILL BUY — COMPLETE MODEL CIRCUS, OR any part. Cages, Wagons, Cars, Animals, etc. W. R. COLVIN, Box 591, Tulsa, Okla. x

At Liberty Advertisements

5c a Word (First Line Large Light Capitals)
2c a Word (First Line Small Light Capitals)
1c a Word (Entire Ad Small Light Type)
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AT LIBERTY ACROBATS

GIRL AERIALIST WOULD LIKE TO JOIN HIGH Act—Do Trapeze, Muscle Grinds, Rings, Web, Perch and Neck. Write BERNICE STANKEVICH, 34 Fillmore St., Trenton, N. J. se14

AT LIBERTY AGENTS AND MANAGERS

Advance Agent and Booker at liberty. Know territory coast to coast, Canada to Mexico. Strictly reliable. Have car. J. M. Mares, 199 Crescent Ave., Buffalo, N. Y. se14

Experienced Northern resort owner will successfully manage Florida, California, resort, hotel, tavern, theater, nite club, park. Percentage, salary? Write box 521-B, Route 6, Duluth, Minn. se21

AT LIBERTY BANDS AND ORCHESTRAS

DICK BELLEW AND HIS Orchestra—Billboard, Cincinnati, O.

KEMP READ AND HIS OR-
chestra—Available after September 7th. In-
formation upon request. Write KEMP READ,
Old Mill House, Hyannis, Mass.

AVAILABLE AFTER SEPTEMBER 14TH—DIS-
tinctive, Entertaining Cocktail or Dance Unit.
Three men and a girl, all doubling. BOX C-555,
The Billboard, Cincinnati, O. se21

FINE FOUR MAN COMBO—A REAL ORGAN-
ization, novelties, strong vocals, trio, sweet
or swing. The finest combo in the business,
will follow six and eight men and make good;
every number an event, all requests played;
all offers answered. BOX C-550, Billboard,
Cincinnati, O. se7

JACK BUCKINGHAM AND HIS CALIFORNIA
Orchestra—"Big name band at little name
price." Band has everything for successful en-
gagement. Special arrangements, girl vocalist,
nine musicians, eighteen instruments. Experi-
enced in California hotels (Casa Del Rey,
Leamington), ballrooms (Larkspur), radio (Don-
Lee Mutual), supper clubs (Club Deauville,
California Country Club, Athens Club). Write
or wire JACK BUCKINGHAM, 5242 Wentworth
Ave., Oakland, Calif.

Fast Large or Small Colored Ork Available—Versatile
entertainers, union. For particulars write Eddie
Roberts, care Amsterdam Musical Assn., 107 W.
180th St., New York City. se14

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY—FAT MAN WITH BANNER
and flashy wardrobe. Actual weight, 525
lbs. Side Show only. Office Side Show pre-
ferred. JUMBO FINN, Route 2, Box 432,
West Frankfort, Ill. se7

AT LIBERTY DRAMATIC ARTISTS

AT LIBERTY AFTER SEPT. 11TH, ACCOUNT
show closing. General Business Team,
Hokum Doubles. Car and trailer. JIMMIE
BURKE, care Harry Brown Show, Amery, Wis.

MAN—26, TALL, CHARACTER, STRAIGHT,
Emcee, Specialties, Wardrobe. Write KIRKE
PATRICK, care The Billboard, Cincinnati, O.

At Liberty—Experienced Ingenuer. Height, 5-5;
weight, 100; age, 20. Modern, up to date wardrobe.
Write or wire Ruth Allram, 515 Plymouth
Ave., Minneapolis, Minn.

Juveniles—Full line of comedy, song, dance, magic,
specialties, piano, read not fake, closing 25 weeks
roadshow, advance, promotion, produce concerts,
presentations. At liberty September 15. Wilson,
c/o Show, What Cheer, Ia., 1-4; Sigourney, 5-7.

AT LIBERTY MAGICIANS

BERT DEAN—MASTER ILLUSIONIST, SOR-
cery. Singing, dancing, world's smallest doll
house, vase, tent, glass box, picture frame, fire
pot illusions. Rabbits, doves, silks. Girl Singer,
Dancer. We'll join units playing theaters.
Write 715 E. Witherbee, Flint, Mich.

At Liberty—Magician for side show, carnival or
circus or unit show. Wardrobe A-1, new outfit.
Go anywhere. Geo. Chandler, care General De-
livery, Chester, Pa.

At Liberty—Magician for Side Show or Circus.
Wardrobe A-1. New outfit. Salary right. George
Chandler, care Gen. Del., Chester, Pa.

Book a fast-moving mystery show with spectacular
illusions for theaters, full evening show for aus-
pices, excellent school program. Kayle, 422-A Bluff
St., Beloit, Wis. se21

Feature Mental Act—Also Magic Business Builder
for night clubs, hotels, theaters. Private readings.
Salary for act. Percentage on readings. Prince Yose,
Billboard, Cincinnati, O.

Unusual Magic for All Occasions—Twenty minutes
to two hours. Special attractions for schools,
auspices, clubs and theatres. All advertising fur-
nished. Bookers contact Box C-559, Billboard, Cin-
cinnati.

AT LIBERTY MISCELLANEOUS

SCENIC ARTIST AT LIBERTY—NON-UNION.
Indoor or outdoor shows. Also, can paint
signs. Write or wire JACK PLATZER, 105 N.
Pearl St., Natchez, Miss.

M. C. Singer, Comedian—Young, excellent ward-
robe. Closing 25 weeks roadshow; available Sep-
tember 15. Wilson, c/o Show, What Cheer, Ia.,
1-4; Sigourney, 5-7.

Modern Money Making Attraction available for
auspices, theatres, schools and auditoriums. Full
line special pictorial paper from heralds to one sheets.
Sound trailers, lobby display, extra exploitation, etc.
Reliable bookers who want to handle two people
attraction with all essentials and low overhead, write
full details. Box C-558, Billboard, Cincinnati.

AT LIBERTY M. P. OPERATORS

Sound Operator—15 years' experience, age 35, mar-
ried. Will go anywhere. Own repairing, me-
chanical and maintenance. Have car and would con-
sider advance agent work. Have operated own road-
show with success. Capable of taking charge of
small house or unit. Will consider and answer any
proposition. Projectionist, 4008 Clarendon, Chicago.

AT LIBERTY MUSICIANS

STRING BASS—THOR-
oughly experienced, reliable. BILL LECK,
Hunter, N. Y.

STRING BASS—YOUNG,
experienced, single. Read anything within
moderation. Consider anything. Leave on mo-
ment's notice. HOWARD LEITNER, Yemassee,
S. C.

ALTO SAX, CLARINET—VERY GOOD TONE,
read, play lead; prefer third. Very depend-
able and no grips. Radio experience, good man
for sweet band. MILT COLE, Alcester, S. D.

ALTO SAX—DOUBLING CLARINET, VIOLIN.
Union. LEO JOHNSON, 512 N. 13th St.,
Milwaukee, Wis.

ALTO SAX, CLARINET, VIOLIN—DESIRES
work while attending school. Prefer campus
band in Midwestern university. Thoroughly
experienced. First or third. Read (Selmer in-
struments), union; photos, references. Please
don't misrepresent. BOX C-556, Billboard, Cin-
cinnati, O.

AT LIBERTY—A-1 VIOLINIST FOR DANCE
band or hotel preferred. Read anything,
fake and transpose. Young, A-1 appearance,
absolutely sober and reliable. Join at once.
Please state all; all offers considered. SIDNEY
PELES, Green Tavern, South Monroe St., Mon-
roe, Mich. se7

AT LIBERTY—STRING BASS, UNION, AGE
23, married, reliable. Arrange, sing. Have
car. Write, wire or call FRANK ELDERS, 324
Penn Ave., Carterville, Ill. Telephone 181W2.

AT LIBERTY—TEAM, PIANO AND ELECTRIC
Steel Guitar. Harmony and specialties, all
around entertainers, sweet and swing. Piano
player experienced M. C. JACK AND GENE,
Box 111, Romulus, N. Y.

BAND MASTER, BASS BARITONE, CORNET,
exceptional professional experience; have
been with best concert bands and orchestras,
leading circus bands, industrial-municipal bands
and will troupe only with leading show bands.
Write ARTHUR LEONARD DESKY, P. O. Box
41, Michigan City, Ind. se7

BAND-MASTER—EXPERIENCED, CAPABLE,
wants to hear from live towns. LEONARD
DOTO, Iron Mountain, Mich. se21

BASS VIOL, ACCORDION—READ, FAKE, EX-
perience, dependable. PALMER ANDERSON,
Hudson, S. D.

BRASS OR STRING BASS, TRUMPET, TROM-
bone—Good vocalist. Experienced, young,
reliable. Can read or fake. Consider anything.
Write NEIL HARSHFIELD, Atkinson, Neb.

DRUMMER—EXPERIENCED, READ, FAKE, CUT
floor shows. Tenor Sax, Alto, Clarinet.
Can't fake or take-off. Prefer 3d or 4th chair.
Would like to work together in commercial
band in East or South. Both now working in
Northwest. KENNETH NESTER, Farwell, Minn.

DRUMMER—YOUNG, EXPERIENCED WITH
large or small combos. New equipment.
Will consider all offers. Wire or write JOE
MATTHEWS, Raleigh Ave., Sheffield, Ala.

DRUMMER—RELIABLE, STEADY, GOOD
tubs. Consider anything. FORREST GEORGE,
728 S. Walnut, Centralia, Ill. se28

FOURTH TENOR BASS CLARINET—FINE
fiddle. Name band experience; schooled mu-
sician. Modern tone, vibrato, phrasing. Ref-
erences. OWEN ELKINS, Walnut Ridge, Ark. se7

FRENCH HORN—SEPT. 3. UNION. SOBER,
reliable, experienced. Concert, Circus,
Grandstand Shows. MARK LEACH, Rushville,
Ill. se7

GOOD TROMBONIST, DOUBLING TRUMPET,
and Drummer featuring Vibes. Available at
once. Union only. No panics. Location pre-
ferred. MUSICIANS, 2922 1/2 Fourth Ave., W.,
Hibbing, Minn. se21

GIUITARIST—VERY SOLID RHYTHM MAN.
Also modern take offs and essentials. Double
on tenor sax. Union. Age 21. Single, sober,
ambitious. PAUL VAN DYNE, Jamestown, O. se14

HAMMOND ORGANIST—UNION, RELIABLE.
Night club, hotel or rink. Can transpose, ex-
perienced. EDNA M. DRUMMY, 1404 Sherwood
Ave., Omaha, Neb.

LEAD TRUMPET AT LIBERTY NOW—UNION,
twenty years of age, sober. Take-off, ex-
perienced second and third. ART TAYLOR,
616 Scribner Ave., Grand Rapids, Mich.

STRING BASS—DOUBLE BANJO, GUITAR,
Piano. Experienced, union, college B.A. de-
gree. Can arrange, etc. WILLIAM LENZ, 107
W. 13th, Dubuque, Ia.

STRING BASS—DOUBLING ACCORDION AND
others. Union, young, reliable. Read, fake.
Dance, radio, show experience. Anything re-
liable. Need ticket. "HUSKY" ANDERSON,
Hudson, S. D.

STRING BASS—DOUBLES VIOLIN. THOR-
oughly experienced dance and concert. Avail-
able September 1st. Young, neat, sober, reliable.
Two years on present job. Union. WALLY
PELLETIER, Erie, Ill.

TENOR SAX AND CLARINET—READ, TRANS-
pose, good tone. Sing tenor. Will be avail-
able September 2d. Wire or write FRED KIRK-
PATRICK, 88 Norton St., Pontiac, Mich.

TENOR SAX, CLARINET—2D, 4TH OR LEAD.
Dixie "go" both instruments. Name band
experience. MUSICIAN, Box 112, Hunter,
N. Y.

TENOR - CLARINET—PREFER STYLE BAND.
Location, any chair. Transpose at sight.
Union, sober, references. MUSICIAN, 297 Lark
St., Albany, N. Y. se14

TWO GIRLS—COCKTAIL STROLLING DUO.
Violin and Guitar. Large and varied repertoire.
Singing all request. Good appearance, ward-
robe and personality. Radio and hotel expe-
rience. BOX 447, Billboard, Chicago.

A-1 Drummer—Looking for fine band, sweet or
swing. Union, young, married, ambitious; sticker
if band has possibilities. Distance no object if job is
good; cut any job. Rudimental, read, fake, solid
rhythm, two-beat of four, showmanship, few vocals,
play little trumpet, pearl toms, 4 drums. Don't mis-
represent. I have it. If you have fine band and need
guaranteed A-1 drummer with good references, write
Neill Belanger, Powell Hotel, Niles, Mich.

At Liberty Sept. 1—Baritone and Bass. Reliable
or else for fairs. At present with Lewis Bros.
Circus. Contact per route. David W. Anderson, care
Lewis Bros. Circus. se7

Drummer—Experienced most all lines, read, reliable,
travel or locate; prefer small dance band. Al
Kleinsmith, 1113 N. 6th St., Leavenworth, Kan. se7

Guitarist—Age 24; good reader, play on electric
Spanish; fake, sing and experienced; prefer small
combination. GENE RELLI, 50 Malby St., Roch-
ester, N. Y.

Guitarist After Sept. 15—Young, union, Double
trombone, violin and vocal. Experienced in small
and large orchestras, All offers considered. Box
C-557, Billboard, Cincinnati, O.

Hammond Organist—Non-union, reliable, expe-
rienced. Large library. Skating rink, restau-
rant or cocktail bar. Do not own instrument.
Organist, 221 Lexington Ave., Buffalo, N. Y. no23

Hammond Organist—Experienced roller rink man,
available beginning September. Box 174, care
Billboard, 1504 Broadway, New York, N. Y.

Instrumental Trio—Union, Tenor Sax (Clarinet),
Piano and Drums. Swing, sweet, semi classical
and capable of cutting floor shows. All young, sober
and reliable. Good wardrobe. Will go anywhere on
good offer. Wire, write Al Ricci, 402 W. 8th St.,
Mishawaka, Ind.

Swing Guitarist—Solid rhythm; 12 years with top
bands, trios. Have \$400 guitar. Young, union.
Write Freddie Stivers, 858 W. Sawyer, Decatur, Ill. se14

Tenor Sax, Clarinet—Wishes to tie up with any
size band, any style band that keeps working
steady. Jack Garrett, 109 Columbia Pl., Atlantic
City, N. J.

AT LIBERTY PARKS AND FAIRS

BALLOON ASCENSIONS—
With Sensational Breath-Taking Parachute
Jumping with modern equipment for Fairs,
Parks, Celebrations. Always reliable. CLAUDE
L. SHAFER, 1041 S. Dennison St., Indianapolis,
Ind. se7

BALLOON ASCENSIONS—
For all occasions. JACKSONVILLE BALLOON
CO., Jacksonville, Ill. se23

FLYING ACT—BOB
Fisher's Fearless Flyers. Some open time.
Address Billboard, Cincinnati, O. se28

HIGH SWAYING POLE—
And World's Highest Aerial Contortion Act.
Two different acts. Reasonable price and
literature on request. BOX C-476, The Bill-
board, Cincinnati, O. se21

MARIE'S MARVEL DOGS
—Canine wire performers and Animal Cir-
cus, dogs, goats, monkeys and bear. For litera-
ture write MARIE'S MARVEL DOGS, Edwards-
burg, Mich. se14

SWAYING HIGH-POLE
Act priced reasonable. Some open time in
August, September and October. Write or wire
BOX C-479, Billboard, Cincinnati, O. se28

DE POLO—HIGH POLE AND TRAPEZE ACT.
Write or wire BILLY FAUST ATTRACTIONS,
1810 Perk Ave., Reading, Pa. se21

DOG AND PONY CIRCUS—PLATFORM ACT.
Man and woman, 10 dogs and pony. Clean,
refined, hard, difficult tricks, giant swing on a
1/4" slack wire, high back somersaults. Dressed
family of dogs, riding dogs. Can do twenty-
five minutes if necessary, or two acts. Time
available after Sept. 7. MONTY BEEHLER'S
ANIMAL STARS, Fair, Antioch, Ill., Aug. 29 to
31; Fair, Monticello, Ill., Sept. 4-5-6.

FOUR HIGH-CLASS ACTS—WORLD'S GREAT-
est Slack Wire Act, real Comedy, Tramp
Juggling Act, Novelty Trapeze Act, Hand-
Balancing and Acrobat Act. BINK'S CIRCUS
ATTRACTIONS, Route 1, Cudahy, Wis. se7

FOUR ACTS—FOUR PEOPLE—SIXTY FOOT BAL-
ancing Ladder, Comedy Acrobatic, Four Peo-
ple Comedy Act, Acrobatic Contortion. Few
open dates. PEARLE AND GRIFFIN CIRCUS
REVUE, Billboard, Cincinnati. se14

GREAT HIGH FIRE DIVE, WITH BODY AND
water all ablaze, also spectacular high fancy
diving. Act known as an Ace of Thrillers.
REGNELL, 47 Wayne St., Jersey City, N. J. se14

JAMES COGSWELL—CLOWN, STILT WALKER
for fairs, celebrations, parades. Write for
literature. 1433 Rose St., Lincoln, Neb. oc12

JAYDEE THE GREAT—POSITIVELY HIGHEST
Contortionist Trapeze Act. Rigging 110 ft.
high. A real novelty by man costumed as
Huge Ape. Comedy and thrills open for late
fairs. Write or wire JERRY D. MARTIN, Box 64,
Rochelle Park, N. J., or Billboard, Cincinnati. O. se14

LADY AND GENTLEMAN—THREE ACTS.
Aerial and Platform; reasonably priced; cash
bond for appearance; Southern dates wanted.
Address LaZELLAS, Billboard, Cincinnati, O. se21

SI, FANNY AND TRICK MULE, ABNER—
Comedy Novelty Act, Rube Clown grand-
stand; also several short Comedy Acts. Few
dates open. 51 OTIS, care Renfro Valley Barn
Dance, Mt. Vernon, Ky. se28

STEVE FARKAS, CLOWN; STILT WALKERS
for Fairs, Celebrations, Parades, 452 West
35th St., New York City. se21

THE CARMENES—TWO COMPLETE AND DIS-
tinct Acts. Gymnastic and Ladder Balancing
Act, Comedy Acrobatic Act. Price and litera-
ture on request. BOX 21, Williamston, Mich. se28

THREE FREE ACTS AT LIBERTY—SLACK
Wire Act, Comedy Juggling and Balancing
Act, Comedy Dog Act. Price of acts reason-
able. Write for literature. CHESTER HUBER,
Wabasha, Minn. se7

Chas. Augustus—Classy Trapeze Artist. Committees
wanting Feature Novelty Act as free attraction for
celebrations, other events, write me. Act can be
erected on your platform. Flashy apparatus, real
act. For price, literature, address Chas. Augustus,
care Dreier Drugs, 602 Calhoun St., Fort Wayne,
Ind.

Charles La Croix (In Person)—Original Outstand-
ing Novelty Trapeze Act. A high-class Platform
Free Attraction. Available for celebrations, street
fairs, etc. Attractive equipment. Modernistic ad-
vertising posters free. Wonderful act, wardrobe,
drawing card. Price reasonable. Address Charles
La Croix, 1304 S. Anthony Blvd., Fort Wayne, Ind.

Dashington's Circus—Ten dogs, cats, monkey; two
distinct acts; guaranteed to please and present
something different. 429 Sixteenth Ave., Moline,
Ill. se28

Feature Platform Acts—Tight Wire, Slack Wire,
Rolling Globe and Juggling. As good as the best.
Write for prices and literature. The Christys,
Keokuk, Ia. se28

Four Acts—Expert Rope Spinning and Wonder-
ful Educated Horse Act, Muscle Control and
Strong Man Act; 1,000-pound horse supported by a
150-pound man. Twice featured in "Believe It or
Not." Ideal for street fairs. Leistad's Attractions,
Elkhorn, Ia. se21

Hiram Cailey—Farmer slack wire, comedy and
straight, and juggling act. Fairs, celebrations,
etc. 461 W. 46th St., Apt. 10, New York, N. Y.

Outstanding Clown—Parks, fairs, clubs. Can pro-
duce laugh provoking numbers, any kind of show.
Best of everything, change lots and often. Roy
Barrett, Billboard, Chicago. se14

The Guthries—Four different Free Attractions.
Dancing Tight Wire, Balancing Trapeze, Iron
Jaw Butterfly and Double Trapeze. Lady and Gent.
Beautiful wardrobe. Reasonable. Care The Bill-
board, Cincinnati, O. se28

Three Tomlinson Brothers—For every occasion and
budget. Comedians, Musicians, Professional
Entertainers; Sing, Tap, Eccentric Dancing, Club
Juggling, Baton, Rope Twirling, Play Ten Different
Instruments, Comedy Blackface Sketch, Clown,
Punch-Judy, Ventriloquism, Community Singing,
Amplifying System. Extensive Wardrobe. Go any-
where. Available after Sept. 2d. References. Cir-
cular mailed. 3600 Addison, Chicago. Phone: Key-
stone 8491. se7

Trained Goat and Dog Act—Unusual Performing
Horse Act. Some September, October dates open.
Write, wire Leroy Elliott's Trained Animal Acts,
Route 7, Decatur, Ill.

Two First Class Attractions—High Flying Single
Trapeze Act performed by lady. Sixty foot rigging.
Two-people comedy acrobatic act. Bessie Hollis,
Billboard, Cincinnati, O. se7

AT LIBERTY PIANO PLAYERS

PIANIST FOR SHOW OR DANCE BAND—EX-
perienced all lines. Union. DEX BULEN, 301
Randolph, Meadville, Pa. se14

AT LIBERTY SINGERS

YOUNG MAN, BARITONE—WISHES WORK
with orchestra. Good voice; popular and
ballads. BERT HARVEY, 24 So. 57th St.,
Niagara Falls, N. Y. se14

AT LIBERTY VAUDEVILLE ARTISTS

ACTRESS—YOUNG, ATTRACTIVE, PERSON-
ality, wants work in vaudeville act, dance
act, magician or mentalist. Experienced in
producing amateur shows in theatres. Good
M.C., Director, also radio experience. KOLENE
KAYE, 427 E. 2d St., Albany, Ore.

Juveniles—Full line of comedy, song, dance, magic,
specialties, piano, read not fake, closing 25 weeks
roadshow, advance, promotion, produce concerts,
presentations. At liberty September 15. Wilson,
c/o Show, What Cheer, Ia., 1-4; Sigourney, 5-7.

Panahalaska's Society Circus—Dog, Pony, Monkeys,
featuring the Act Beautiful, the Famous White
Cockatoos, Military Macaws. Presented by the only
original Prof. Panahalaska. Address Circus Head-
quarters, Geo. E. Roberts, Manager, 3504 N. 8th
St., Philadelphia, Pa., Sacramento 5536.

Southern Medicine Shows, Tent shows—notice. Ex-
cellent straight man, plays real piano, does plenty
good specialties. Intelligent, sales-compelling medi-
cine lectures. This season's lecturer 10 people show;
selling and holding salaries off; but too many people.
Would double with family show or team suit;
anywhere state open for medicine. Sober, reliable,
personable, experienced. Tell all. Personality enter-
tainer, talker. Box C-545, Billboard, Cincinnati. se7

Wahina Keiki—Original Hawaiian Dancer. High
class entertainer. Age 23; have manager, show
equipment, P.A. system, car, house trailer, flashy
wardrobe. Double some on Mexican dancing. South-
ern Territory wanted after Sept. 30th. Write F. E.
Hughes, General Delivery, Mason City, Ia.

Wants Job—Young, experienced entertainer for
radio, rep, med, vaudeville shows. I play guitar,
harmonica and sing. I do singles, straight in acts
and hits. I prefer a week or two-week stands. I am
always sober and I always pay my way. I will con-
sider anything in reason. Full details to Howard
Bell, 439 Randolph St., Eufaula, Ala.

The Final Curtain

BERKMAN — Ike, better known as Samuel, 55, August 25 in Hahmman Hospital, Scranton, Pa. A member of Local No. 39, International Association of Billers and Billposters, he was a billposter at the Family Theater, Scranton, for the last 20 years. Jack Thomas, Harold Mavey, and Charles Whalon, of the Billposters' Union, and Archie Finney, of the International Association of Theatrical Stage Employees, were among the pallbearers. Interment was in Dalton Jewish Cemetery. All members of Local No. 39 attended the funeral.

BLACKMAN — Desmond B., widely known in Kingston, Pa., musical circles, at his home in that city August 17 after a lingering illness. Survived by his widow; a son, George, and two brothers. Burial in Mt. Greenwood Cemetery, Shavertown, Pa.

BLUMBERG — Benjamin, 36, brother of Jack Blumberg, well known in the motion picture trade in Philadelphia, August 23 of a heart attack at his home in that city. Also survived by his widow, Mathilda; a son, and a daughter.

BRAINE — Robert W. Jr., 44, composer, suddenly August 29 in New York. Braine was composer of *SOS*, *Concerto in Jazz*, *The Raven*, and many other musical works, and was also staff pianist for the National Broadcasting Company. Survived by his widow, the former Hetty Haley, actress, and two children.

BROWN — James J., 64, former circus man, suddenly August 19 at his home in Atlantic City. For years he was a traveling representative for Hagenbeck-Wallace, Sells-Floto, and Ringling Bros. and Barnum & Bailey. Recently he had been connected with the outdoor advertising departments of Philadelphia theaters and was business agent for the Billposters' Union there. Survived by his widow, Elizabeth; two daughters, a son, and a sister. Burial August 23 in Greenwood Cemetery, Pleasantville, N. J.

CONNERS — Raymond F., 42, Gloucester, N. J., cafe operator, August 26 of heart disease while vacationing in Wildwood, N. J. Survived by his widow, Emma, and two sons.

CRAIG — Mrs. Sara T., 88, in Great Bend, Kan., August 20. Her son, Tommy (Blink) Craig, is an old troupier, having been with Ringling, Sells-Floto, Hagenbeck-Wallace, and the Bonner Bros.' Wagon Show.

CRALL — William Franklin, 82, former motion picture theater and amusement concession operator, of Norfolk, Va., in Harrisonburg, Va., August 20. He established one of the first film houses in Norfolk, and operated Wonderland, former downtown amusement center there. At one time he either owned or held controlling interest in three straight film and two combination film-vaude houses in Newport News, Va., as well as the old Academy of Music, and at the time of his death had interests in the Paramount, James, and Dominion theaters there. Survived by his widow, daughter and two sons. Funeral in Norfolk.

DALE — John H. (Doc), 51, well-known med showman, of a gunshot wound August 23 in Tollesboro, Ky., following an argument with his assailant.

DESMOND — Andrew Joseph, 61, former widely known among outdoor showmen, at his home in Lynchburg, Va., August 28. He had been manager for 14 years of the Lynchburg branch of the Richmond, Va., firm of Tomlinson & Company, manufacturers. Survived by two sisters and three brothers. Burial in Holy Cross Cemetery, Lynchburg, August 30.

DOWNIE — Phyllis I., 18, daughter of Frank J. and Vera Downie, both prominent in the Pacific Coast Showmen's Association, Los Angeles, in an auto accident while returning to the Downie's summer cottage near Oxnard, Calif. A friend, Elaine Palmer, who was with her, was also killed. Double funeral services at Pierce Brothers' Mortuary Hollywood, August 28.

ERLANGER — Mitchell L., 83, former president of the A. L. Erlanger Amusement Enterprise after the death of his brother, August 31 at his home in New York of a heart attack. Erlanger, a former justice of the New York State Supreme Court for 21 years, was heir to the then \$75,000,000 Erlanger estate, over which he took active supervision until it crumbled in 1937. Survivors include his

widow, the former Janet Norden-Shield, and a sister, Caroline Bergman. Funeral services held from the Temple Emanu-El, New York, September 1.

EWING — Charles Erwin (Buck), 54, clarinetist, of Lincoln, Neb., recently at his home in that city of heart disease. Ewing had been a member of the Lincoln Symphony Orchestra since its origin and was a member of the Lincoln Musicians' Association. Years ago he was clarinetist for Arthur Pryor; had played with John Philip Sousa, and spent several seasons in the Ringling Bros.' Circus band. Survived by his widow, and a son, Glenn, of Stanton.

EYSTER — Mrs. Minnie, 71, mother of Jimmy Eyster, Pacific Coast magician, and mother-in-law of Frank W. Foster, known as Mystic Spencer, who headed his own magic show for several years, August 24 at her home in Massillon, O. Three daughters also survive. Services and burial in Massillon August 27.

GLUSKIN — Dr. Elias, 70, father of H. John Gluskin, band manager and attorney, in New York August 27 of a heart attack. Funeral services at the Flatbush Memorial Chapel, New York, with burial in New Mount Carmel Cemetery there.

HAHN — Harry F., 52, Philadelphia night club owner, August 20 at his home in that city. He operated the Stork Club, Philadelphia, at the time of death and formerly operated the Coconut Grove there. His widow survives.

HUGHES — Ed (Edwin Herbert Nowell), 61, tab producer and director, August 24 in Aynor, S. C. He was producer on *Sun Time* in 1914; *Barbour Time*, 1915, and *Joe Spiegelberg Time* in 1922 to 1924. In the tent-rep field he had been with Angell's Comedians, G. Carlton Guys Players, Nelson's Original Players, and S. G. Davidson's Players, and directed Wilson's Comedians, King Thomas Players, and the Jolly Stock Company. Deceased also spent five seasons in burlesque, from 1905 to 1912, and was with the Frank North Show, 1936-40. Burial in Aynor.

KASERMAN — Otto Frederick Herman, 75, former resort operator, August 20 at his home near New Philadelphia, O., after a week's illness. He was former manager of New Philadelphia's municipally owned Tuscora Park. For a number of years he was identified with various Lake Erie amusement and summer resorts. A sister and a brother survive. Services in New Philadelphia, with burial in East Fair Street Cemetery there.

LARISON — Mrs. L. H., sister of Benny Gibson, catcher for the Flying LaMars, August 21. Deceased had many friends among showfolk.

LOESCHE — John A., 49, assistant director for Columbia Broadcasting System, August 22 at his home in Palisades, N. J., after a six-week illness. He was in charge of the Kate Smith program. Survived by his widow, May, and a son, Paul.

MARSHALL — Ralph John, 63, director of the Zealandia, Sask., Agricultural Society, in the Mildan, Sask., hospital August 20. Survived by his widow, one son, three daughters, and a sister. Burial in Zealandia.

MORLEY — Lillian, formerly of the teams Harry Dewey and Lillian Morley and Morley and the McCarthy Sisters, in Chicago August 13 of uremic poisoning.

NALLIN — John A., 70, president of Nallin-Jennings Park Company and part owner of Rocky Glen Amusement Park, Moosic, Pa., at his Scranton, Pa., home August 21 after a six-month illness. In 1921 deceased and J. P. Jennings acquired partial control of Rocky Glen Park. Surviving are his widow, four sons, Gregory T., Rev. Father Joseph J. J. Dermid, and Paul T.; four daughters, Mrs. Joseph Padden, Mrs. Joseph Wagstaff, M. Bland, and Dorris M.; two brothers, Peter F., and Richard F., former major league umpire, and three sisters, Kathryn F., Mrs. John B. O'Malley, and Mrs. Charles Connell.

NIPKOW — Paul Gottlieb, 80, pioneer in the television field, in Berlin August 24 of a heart attack. Nipkow is credited with first developing the basic technique of television when he invented a whirling

scanning disk in 1883. Financially unable to defray the cost of further experiments, his discovery was later developed and improved by others. However, six years ago he received public recognition when he was elected honorary president of the newly-founded German Television Society.

PHALEN — Eugene A., 64, secretary-treasurer of the Allis Amusement Company, West Allis, Wis., August 23 at his home in that city. Survived by his widow, a daughter, five brothers and five sisters.

PROVOST — Wilfred, 41, orchestra leader, at his home at Holyoke, Mass., August 19. He was at one time pianist for Jan Garber, the Georgian Melodians, and Blue Steele's Orchestra. He formed his own orchestra in Holyoke 10 years ago. Survived by his widow, a son, two brothers, and three sisters.

QUALTERS — Stella, formerly in Ziegfeld productions, Shubert revues, in *The Passing Show of 1923*, August 23 in Receiving Hospital, Detroit, of a cerebral hemorrhage. Survived by her husband, Joseph Qualters, radio singer. Interment in Mount Olivet Cemetery, Detroit.

SLAVIN — John C. 71, formerly of the vaude team Walton and Slavin, August 28 in New York after a protracted illness of one year. He started in show business at the age of 10 with the San Francisco Minstrels and ultimately teamed up with Charles Walton and went into vaude and legit. In addition to playing comedy roles with the Lillian Russell Opera Company, he also appeared in the first production of *Jack and the Beanstalk*. Slavin also played in *Little Nemo*, *Gay New York*, and *Victor Herbert's Fortune Teller*. His last appearance was in *His Honor, the Mayor*. His son, Ray Slavin, survives.

SMALLWOOD — David N., 43, Columbus, O., musician, August 21 in Veterans' Hospital, Marion, Ind., of pneumonia. For several years he was a drummer in Sammy Stewart's band and also had been identified with other musical units. Three sisters, all of Columbus, survive. Services in Columbus, with burial in Green Lawn Cemetery there.

STETLER — John E., owner-manager of Columbia Park, Bloomsburg, Pa., recently of heart disease. He had been gassed in the World War and had long been in ill health.

THORNE — Minnie, stock actress in the early 1900s, retired the past quarter century, August 17 at her home in New York after a lingering illness. Survived by her husband, Fred Barrow.

THORNTON — Albert S., 59, executive secretary of Florida Fair and Gasparilla Association, at his home in Tampa August 29. Death, believed to have been result of a heart attack, was unexpected. He had been active in civic, business, and social affairs over 30 years, a leader in recent expansion of Florida Fair, and active in promoting the Pan-American-Hernando DeSoto Exposition in Tampa in 1939. Born in Macon, Ga., October 20, 1880, he went to Tampa from Jacksonville, Fla., in June, 1907, and married the same month. His wife died two years ago. He was an honorary 33d-degree Mason and member of other Masonic orders. Survived by two daughters and a son, all of Tampa. Funeral services August 30 in St. Andrew's Episcopal Church with Masonic services at the grave in Myrtle Hill Memorial Park, Tampa. Directors of the fair association were honorary pallbearers.

TREVELLICK — R. F. (Dick), 77, who had been in American Hospital, Chicago, for 68 weeks, there August 25 of pneumonia and the infirmities of age. Well known in the show world, Trevellick for many years was manager of theaters and road shows, and was with the Western Vaudeville Managers' Association for a number of years. He had been in poor health for several years. Funeral services under auspices of the Showmen's League of America, of which Trevellick was a member. Survived by a sister, Mrs. F. L. Miller, Greenville, Calif. Burial in Showmen's Rest, Evergreen Cemetery, Chicago.

TROWBRIDGE — William, of Plymouth, Wis., an employee of Lewis

Bros.' Circus, August 19 in a Waukegan, Ill., hospital after a brief illness. He was 38. Survived by four sisters and a brother.

WAGNER — Franklin W., 56, for the past 25 years associated in various capacities with the Wilmer & Vincent theater circuit in Allentown, Pa., suddenly August 9 at his home in that city.

WEBSTER — J. Odey, 50, character actor with the Detroit Players and *The Detroit News* Radio Players on Station WWJ, August 5 in Harper Hospital, Detroit, of a cerebral hemorrhage. His widow survives. Interment in Oakview Cemetery, Royal Oak, Mich.

WINKLER — Peter, 21, balloonist, killed in a parachute jump August 21 at the Calhoun County Fair, Marshall, Mich. He was connected with the Capitol City Balloon Company, Lansing, Mich.

Marriages

ARNOLD-LONG — Rip Arnold, golf pro at Cherry Hills Country Club, Denver, and Dotty Long, night club singer, recently in that city.

BERMAN-KRINSKY — Tobe Berman, New York baritone singer, and Beatrice Krinsky, nonpro, of Wildwood, N. J., August 19 in New York.

BREES-ORCHARD — Earl R. Brees Sr., known as Young Zbyszko, with Ray Wheelock's Athletic Arena on the United American Shows, and Marie Orchard in Davenport, Ia., July 10.

DELLA-COPPIA-COOPER — Guido Gili Della-Coppia, member of the production staff of Columbia Broadcasting System, and Florah Darrach Cooper, nonpro, of Smyrna, Del., August 24 in Philadelphia.

DEMPEY-HOOK — John M. Dempsey and Jane Elizabeth Hook, former radio singer on Station WICC, Bridgeport, Conn., in the Little Church Around the Corner, New York, August 24.

DOEPKER-VEHR — Robert R. Doepker, associate carnival editor of *The Billboard*, Cincinnati, and Anna Mae Vehr in Holy Family Church, Price Hill, Cincinnati, August 31.

GAY-GREER — Robert J. Gay Jr., bass singer, and Frances Greer, soprano, both having appeared with the Philadelphia Opera Company in Philadelphia August 26.

HIBNER-ROBERTS — Lester Hibner, nonpro, and Jeanetta Roberts, cashier at the Strand Theater, York, Pa., August 11 in Riderwood, Md.

KILLIPS-KOSS — Jack Killips, concession operator with the Beckmann & Gerety shows, and Virginia Koss, daughter of Adolph and Elma Koss, Riverview Park (Chicago) concessionaires, in La Porte, Ind., August 22.

KITAMURA-SEELEY — William Kitamura, topmounter of the team of Sanger and Kitamura, and Viola Elizabeth Seeley, nonpro, at Bowling Green, O., August 14.

KORNTHUER-WYMAN — Otto Kornthuer, engineer at Station WHN, New York, and Carol Wyman, nonpro, August 25 in Port Chester, N. Y.

KUSHNER-FELT — Dr. Bernard Kushner, nonpro, and Hilda Irma Felt, daughter of Harry Felt, operator of the Park Theater, Highland Park, Pa., August 25 in Philadelphia.

LANDESMAN-YALE — Robert Landelman, former emcee and mimic with the Fred Allen vaudeville unit that toured the circuits several years ago, and Ruth Lorene Yale in Brooklyn August 25.

MALEVILLE-OSTROM — Buddy Maleville, orchestra leader, and Roberta Ostrom in Reno, Nev., August 26.

MAYER-FORT — Frank J. Mayer, general manager of Joseph Mayer, Inc., publisher of Ringling-Barnum circus program, and Olivia Fort, nonpro, of Darlington, Md., in Bel-Air, Md., August 21.

MULHOLLAND-SVEHLA — Roscoe Mulholland, announcer at Station WXYZ, Detroit, and Marjorie Svehla, on the station's dramatic staff, August 17.

OLIVIER-LEIGH — Laurence Olivier and (See MARRIAGES on page 54)

Wholesale Merchandise

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Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

This column is repeated in the hope that some old-timer will still come thru with a confirmation or his own version of the following:

Have you ever wondered how the salesboard business originated? Who the pioneer operators were? When the first deal was put together?

We have often thought about it but have yet to meet anyone who really knows. The salesboard and salescard today play an important part in the distribution of merchandise, and manufacturers of premium and gift products look to them to move a substantial share of their yearly output. Thousands of men are gainfully employed in this business, yet, despite the fact that it is a comparatively new business, very little is known of its early history. It would be interesting to learn how the salesboard idea developed, an idea which has sold millions of dollars in merchandise that John Public could not or would not have bought in any other way. Perhaps some of you old-timers can bridge the gap and enlighten us.

We had a chinfest on this subject at the office the other day, and Charlie Lomas, of *The Billboard*, mentioned a chap named Mays, who claimed to have invented the salesboard. He was a writer, so the story goes, and, anxious to make some extra money, he evolved the salesboard idea.

In 1912 Mays was connected with Charles L. Winters & Co., of Jacksonville, Fla., then one of the largest salesboard operators in the country. Boys working out of that office traveled by horse and buggy and covered quite a bit of territory. They would drive to a county seat and place their deals at all the cross-road stores, sawmill camps and turpentine stills they could
(See DEALS on page 56)

Cane With Map of Boston Seen As Top Item at Legion Conclave

BOSTON, Aug. 31.—The annual stand-by for pitchers following the American Legion Convention—cane—will again prove profitable this year. A new cane, with a map of Boston and suburbs rolled inside like a window shade, will be sold.

All the other regular Legion attractions, however, should go well this year with the estimated 300,000 delegates. Officials of the convention estimate that approximately \$15,000,000 will be spent in Greater Boston by the visitors—an average of \$50 apiece.

Big sellers this year are expected to be the patriotic banners, reading "God Bless America," now embellished with pictures of the Presidential candidates. Other favorites probably will be Alpine hats and band leader's batons, both of which are being stocked heavily by wholesalers anticipating a brisk demand.

Pitchmen already are making arrangements for choice locations along the parade route and stands will be erected shortly. Most popular seller on the route probably will be the novelty banners reading "Welcome Legionnaires," retailing for 25 cents.

In the last few weeks abnormally high temperatures have resulted in tremendous play at resorts and at near-by Revere Beach and Salem Willows. Bath caps, sun glasses, straw hats, parasols,

Demand for Football, Political Items Indicates Banner Season For Alert Badgeboard Workers

NEW YORK, Aug. 31.—With the football season and Presidential election coming on, indications are that badgeboard workers are headed for a profitable season. While each of the events is a major one within itself, together they amount to a banner sales term.

Demand for football badges has skyrocketed in the past few years, with each year claiming more attention and enthusiasm than the preceding one. Wholesale supply houses and manufacturers, realizing this, are prepared to supply badgeboard workers with complete and attractive lines. Beauty of the situation is that the football novelty field is unlimited, as it covers high school, college, university, and professional games. The season opens here September 4 with a game between the Eastern All-Stars and the Giants. College schedules will get under way several weeks later.

Grid Followers Loyal

Badgeboard workers have found that football enthusiasts are proud of the team they are supporting and do not hesitate to wear its colors. Buttons labeled with school name and with ribbons of alma mater colors dangling from it are consistent sellers and are available at prices that allow a good margin of profit. Pennants, also in school colors, and canes with pennant came to the fore last season and a repeat of popularity seems sure this year.

Political items, too, are offering an opportunity to get quick cash. While the button business, according to some in the trade, had subsided because people were not anxious to advertise their political stands, it seems that the public is again getting on the band wagons by sporting novelties bearing the names of their choices. Taking cognizance of this fact, a number of attractive and appealing items have come on the market during the past few weeks, with indications that more will be released in time to al-

low the workers to cash in on the political fervor.

R-W-B Demand Continues

Outstanding, too, at this time is the demand for patriotic numbers such as lapel pins and brooches. These have been well advertised in newspapers by feature stories and the demand is steadily growing. Those in the trade declare that they have never seen a line command as much attention as the trend to red, white, and blue numbers. While the European situation is responsible, the demand today by far exceeds that of World War days.

Wholesale supply houses in key cities report that the workers realize that profits are to be made in quick turnovers and volume and are ordering in quantities to prevent loss of money which would result by the necessity of reordering. Large shipments indicate the demand is nationwide and that it will continue to increase.

Mexican Item Demand Rising

Serapes to be big thing at football games — minnies seen as top yule number

CHICAGO, Aug. 31.—Colorful serapes, huaraches, Rio Grande pottery, ash trays, and miniatures are headed for a big season as attention is being focused on Mexican merchandise. While these items have always commanded a big field, indications are that the demand will exceed all expectations during the coming months.

Serapes are said to be basing part of their popularity on the fact that the item is available in college colors and will be worn as windbreakers at football games. Bingo and salesboard operators in college and key cities where grid games are held are already putting this item up as a feature. The serapes are slit down the front and may be worn like a poncho, which makes them invaluable against chilling winds. Other uses of the item are as a wall decoration or a table throw.

Huaraches, Mexican rawhide shoes, are stepping into the limelight more than ever because of their comfort and serviceableness. Because they ease the task of walking, the item was noted in large quantities at the World's Fair and the Golden Gate Exposition. With county and State fairs yet to come, huaraches are expected to continue bringing foot comfort to thousands. The huaraches will stand up under the hardest wear.

New designs and use of new processes in finishing of Rio Grande pottery are accredited with the rising demand for this line. Using a pottery base and finishing with a durable material that gives lasting life and beauty, Rio Grande lines are the flashiest in years.

Other items that seem sure to claim attention this season are ash trays, bean pods, plaques and similar numbers. The bean pods are durable and attractively finished, which gives them added beauty. While they are typically Mexican, bean pods appeal to housewives who want a decoration that is different. Plaques also come into this category.

Mexican miniature demand is growing like wildfire. These include huaraches, cowboy chaps, replicas of Mexican kitchen cupboards and many other items reduced to Tom Thumb sizes. Souvenir and novelty dealers say that many sales have been made and that

Tie Men Get Busy As New Fall Lines Reach the Market

CINCINNATI, Aug. 31.—Announcement that new fall tie lines have been released has spurred tie men to action for increased profits. Regular lines have been supplemented by the new campaign line, which is also scheduled for a big demand.

The campaign ties are in red, white, and blue, with pictures of Roosevelt with "Re-Elect Roosevelt—The People's Choice" and Willkie with "Win With Willkie." Items are flashy and have instant appeal, which makes them candidates for leaders in the line. One of the firms handling this line is Philip's Neckwear.

Hercules Neckwear Manufacturing Company reports that it has a new fall line of plaids, figures, and stripes made up in its non-wrinkling acetate material. Handmade silk foulards, wool lined with tippings, are also offered in a number of designs.

Other firms handling ties include Seymour Citrin, Gilt-Edge Manufacturing Company, Keystone Manufacturing Company, and S. & K. Sales Company.

BINGO BUSINESS

By JOHN CARY

INDICATIONS ARE that when indoor bingo gets under way this season patrons will be greeted by the most attractive displays of prize awards in recent years. Operators know that the success of their games depends first upon the selection of serviceable prizes, and second upon the way they are displayed. When a counselor has gone to the expense of providing good merchandise for his bingo patrons it is foolish economy not to flash up the stands to put it across to its best advantage.

FROM REPORTS that have come in it seems that electrical appliances will again hold an important place on the list of items most likely to succeed. These appliances have always been consistent crowd getters, but the chances are going to be better than ever. Such items as toasters, waffle irons, irons, electric percolators and the like can be used any season. Housewives never seem to get enough electrical appliances. Even tho they have one iron or one waffle iron, another can be kept on hand or used as a gift. This reminds us that Christmas is not too far distant to be given consideration. Many bingo players have this in mind and are out now to complete their yule lists. It's a good idea and the operators are glad to see it.

THIS IS A GOOD TIME for operators to promote pen and pencil sets. With schools and colleges over the nation opening this month, the demand for these sets is certain to advance. The manufacturers have kept abreast of the times and are offering the latest designs. Jobbers declare that prices today make it possible to distribute large quantities of these sets.

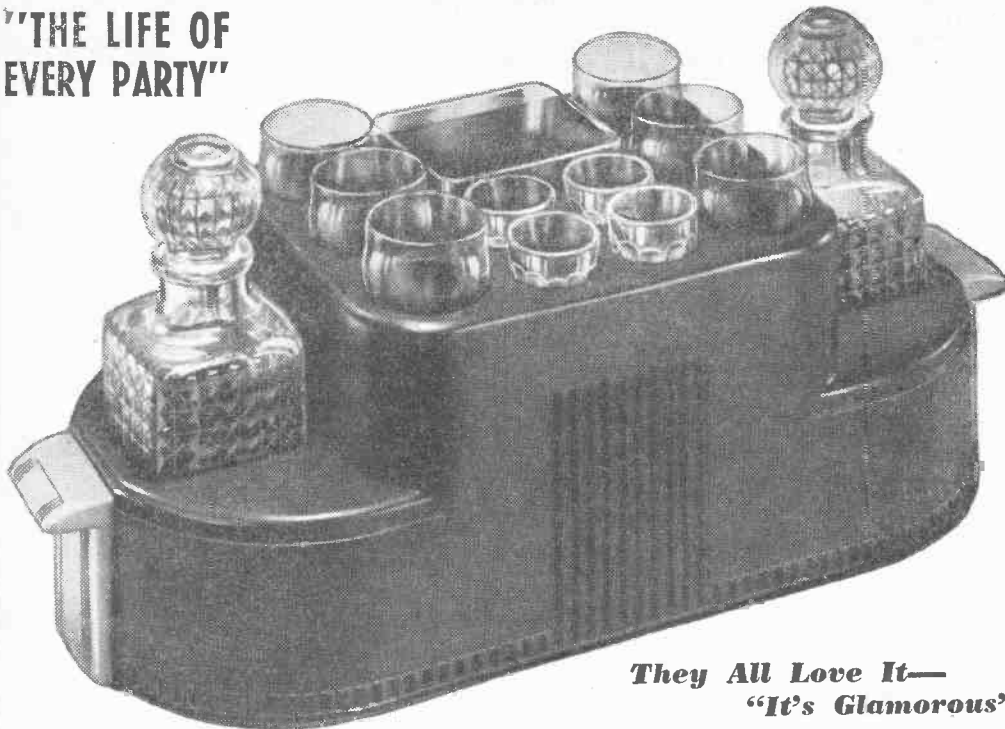
AT NEW HAVEN, Conn., the retention of bingo for another year is practically
(See BINGO BUSINESS on page 56)

they are anticipating a large holiday trade. Miniatures are made of genuine materials and fit into almost any decoration scheme.

Firms handling Mexican miniatures include Gus A. Becker and Leo Kaul Importing Agency.

IT'S NEW - IT'S SENSATIONAL - It's a Winner!

"THE LIFE OF EVERY PARTY"



They All Love It—
"It's Glamorous"

A COMPLETE PORTABLE BAR-SERVICE FOR SIX

Here is the life of every party. Indoors or outdoors this 14-piece Hollywood Bar will keep their spirits up—whether they take it straight or in a highball. Its appeal is sensational. Consists of attractive bakelite portable bar—6 highball glasses—4 spirit glasses—2 decanters and an ice cube container. *Everybody goes for it*

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ACT NOW
GET IN ON THE FASTEST
SELLING SPECIALTY THAT
EVER HIT THE MARKET

New 14 Piece
HOLLYWOOD
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WRITE, WIRE OR PHONE
YOUR ORDER—ACT NOW!

24 HOUR
SHIPPING
SERVICE

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WRITE!

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Popular Items

Write to The Billboard, Buyers' Service department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Humorous Cards

Jackson Publishing Company reports that the new "Gone With the Wind" and "This Ain't No Boloney" humorous birthday cards are big hits with souve and novelty workers. The former item contains a pair of men's silk shorts in miniature that can be used as a pocket handkerchief. Front cover has caption, "You're Telling Me." When the folder is opened the shorts are seen along with the message "Gone With the Wind" and "Birthday Greetings." The other folder has "This Ain't No Boloney" and "Birthday Greetings" on the cover, and "Hi, Ole Soak!" and a sock inside. Both items are 5 by 6 inches and come packed 25 to a box with envelopes.

Electric Broiler

The new electric broiler shows indications of being one of the biggest items of the season with prize users. Item is made of smooth-polished aluminum and is 10 1/2 inches in diameter and 6 inches high. Two models are available, one with white unglazed element and the other with black-glazed washable element. Broiler weighs four pounds when packed for shipping. Comes equipped with cord and plug and is guaranteed for a year. The prices on this broiler allow an opportunity to make a good margin of profit, the firm reports.

Cigarette Server

Salesboard operators are making quick money with the new Pres-a-Lite cigarette server, Fredmorr reports. Item fits on automobile between steering wheel rod at the dash so that it keeps cigarettes handy. All that is necessary to produce a lighted cigarette is to press a lever at the bottom of the Bakelite case, which is six inches long and attached to steering rod by a clamp. Motorists do not have to wait for their smokes with this item, as cigarettes are produced the instant the lever is touched. This item promises to be one of the season's leaders, the firm reports.

Peace-Time Clock

Bingo and salesboard operators and other prize users hall the Peace-Time Electric Patriotic Clock as one of the biggest money-makers in recent years, Evans Novelty Company reports. Item is unique and flashy as dial is replica of the United States. Over it is an electrically operated American flag that automatically waves back and forth with every second. Clock is finished in com-

Extra Value!

\$2.25 EACH



5 for \$10.50 5 for \$10.50

No. BB 9583 — Ladies' Bracelet Watch. Exquisitely Styled 12 1/2 L. Chrome Cases in assorted engraved designs with beautiful link bracelet to match. Guaranteed jeweled movements. Each in attractive gift case. An amazingly Big Value and whirlwind premium item. Save money NOW by ordering five Watches for \$10.50.

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Buy your Bingo Specials direct from the Printer. Up to 3,000 Combinations—No 2 Cards alike. Write to
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Have You Seen It?

TALK-A-BOX
WORLD'S SMALLEST PORTABLE



Patent No. 2164663 and Pats. Pending

PER DOZ. \$1.65 PER GROSS \$18

TRIAL DOZ. ONLY, Asst., Postpaid \$2

Stops 'Em Cold
When They Hear Its Loud,
Clear Voice!

TALK - A - BOX is new! Sensationally different! Looks like a real radio and actually speaks. Says "God Bless America," "We Want Willkie," "We Want Roosevelt." Works everywhere without electricity or wires.

NOTHING LIKE IT!

So small it fits into your palm . . . yet packs a tremendous wallop! Be among the first to introduce this greatest money-making patriotic hit!

No. 746 says—"God Bless America"
No. 747 says—"We Want Willkie"
No. 748 says—"We Want Roosevelt"



PATRIOTIC AUTO PLATES

Red, White and Blue colors on embossed border plate. Size 5 1/2 x 10". Each in envelope with fasteners.

TRIAL DOZEN, \$1.75
DOZEN LOTS, \$1.35
GROSS \$15



Comical Novelty
"FIFTH COLUMNIST"

Wow! It's a knockout! A sure-fire seller! Face shows masked man cutout. Inside surprises everyone. Each in envelope.

TRIAL DOZ. 40c
PER GROSS \$3

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SINCE 1914 MANUFACTURERS OF NOVELTIES THAT AMUSE

HERE ARE REAL MONEymAKERS FOR THE FAIRS

- West Point Cadet Stuffed Doll, 12 1/2 in. high. B38N87—Per Gr. \$16.50



- Naval Officer Stuffed Doll, 13 in. High. B38N22—Per Gross \$16.50

FEATHER DRESSED CELLULOID DOLLS

- B34N55—4 1/2" Doll. Per Gross \$4.75



FUR MONKEYS

- B38N64—10" high. Per Gross 7.20

CANES

- Men's Heavy Bamboo Canes. B16N101—Per Gross \$8.00

CHINA HEAD SWAGGER CANES

- B16N130—Kiddle Swagger Canes, Cartoon Character Heads. PER GROSS 4.50

FLYING BIRDS

- Large Size, Tricolor With Tinsel and Inside Hummer. B38N71—PER GROSS \$2.75

MINIATURE STRAW HATS

- 6-inch Hat. Duplicate of real straw hat in everything but size. B45N013—Per Gross 4.50

RAYON PARASOLS

- 28 inch, 8 rib, hand painted floral design. B28N104—Per Gr. \$17.50



COOLIE HATS

- B45N15—12 inches Wide. PER GROSS \$9.00



Retail Price \$1.95 Wholesale Price 1.27 Our Special Price Only 85c Ea.

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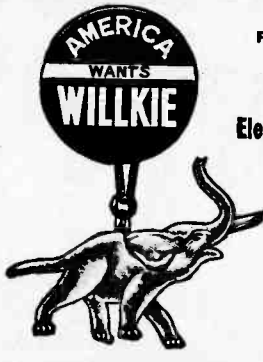
Genuine Chinese Snakes

Assorted colors. The original Wiggly Snakes. Made of accordion plated paper with composition head. Fastened on bamboo stick.

BEACON BLANKETS AND SHAWLS

IN STOCK FOR IMMEDIATE DELIVERY

Note: Buffons and Charms Are Sold Separately



Buffons Only R. W. B. Willkie Button with Pin. Diameter 1 3/16

Buffons Only R. W. B. Roosevelt Button with Pin. Diameter 1 3/16



'God Bless America' Banner. Made of white rayon satin. Imprinted in red, white and blue.

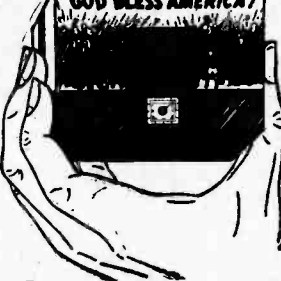
PATRIOTIC AUTO PLATES

Most spectacular seller in years—at the most sensationally low price in America! RED, WHITE and BLUE Patriotic Auto Plates.

POLITICAL BANNERS

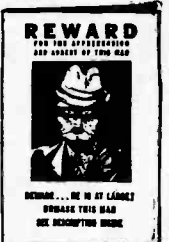
- Roosevelt and Willkie Banners. Same quality as 'God Bless America' Banners shown at left.

HERE'S TWO NEW HOT ITEMS — CASH IN NOW!



TALK-A-BOX World's Smallest Portable No Wires No Electricity

HERE IT IS! Just What You Have Been Waiting For.



Comical Card Novelty 'Fifth Columnist' A real knockout. A bang-up. 3x5 Novelty Card shows a masked man cutout.

N. SHURE CO., 200 WEST ADAMS STREET, CHICAGO, ILL.

Late Fair Specials 12" Feather Dolls \$ 1.75 per Doz. B. & N. SALES HOUSTON, TEX. DALLAS, TEX. KANSAS CITY, MO., 310 West 9th

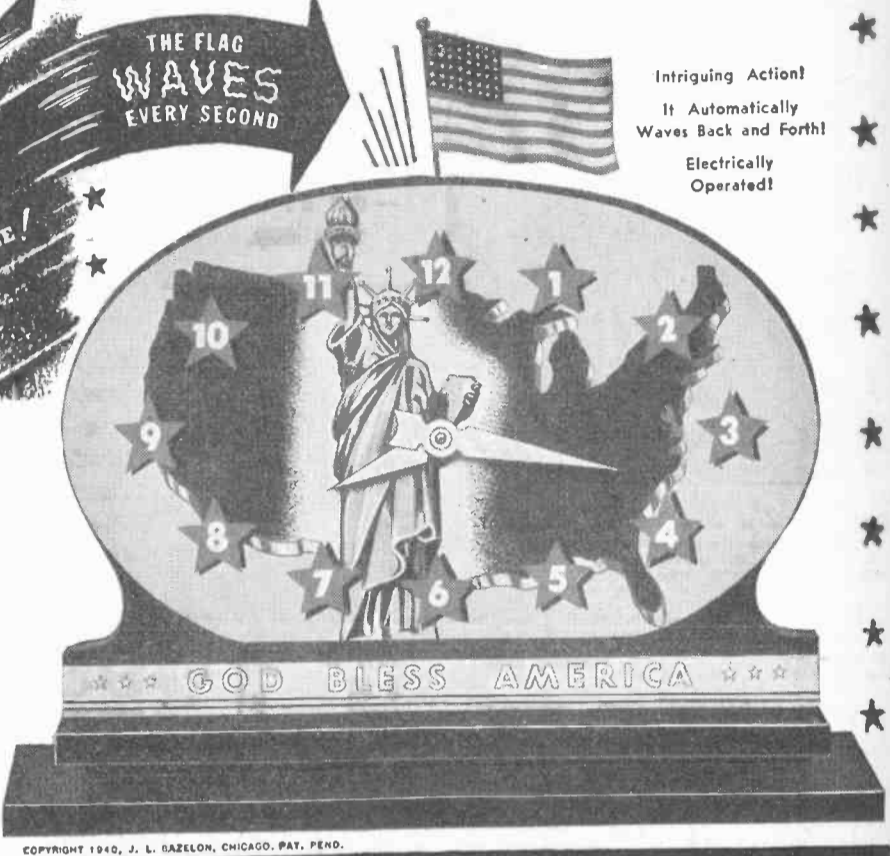
bination of red, white, blue, and gold on a black base and has guaranteed electric movement. Item is 8 inches high and 8 1/2 inches wide. Exceptionally low net price enables operators to do a big volume on a small investment, the firm reports.

BINGO BUSINESS (Continued from page 54) assured. Names of voters are being gathered at the rate of about 500 a day, it is said.

DEALS (Continued from page 54) find. These were among the best and most productive locations. One of the company's most successful deals worked on a 500-hole board, 10 cents straight and took in \$50.

WOW!
Only 1 Week Old
SMASH HAT!
 AND ALREADY A
so Timely!
SO IRRESISTIBLE!
 A Powerful
 New Money-Maker
 For You!

PEACE-TIME
 ELECTRIC Patriotic CLOCK
 It Has Appeal • It Has Style • It Has Beauty
 It Has Utility • It Has Value • It Has Everything



EVERYONE GOES FOR IT!
 America's newest Premium sensation! Everyone that's seen it is wild about it! Nothing like it in all the world! Never before has there been an item so TIMELY, so UNUSUAL, so APPEALING! It's utterly DIFFERENT! It has beauty! It has utility! It has value! It has EVERYTHING! The unique dial is a replica of the United States. Over it is an electrically operated American Flag that automatically WAVES back and forth with every second, giving it eye-catching "action" and appeal unequalled. Gorgeously colored in a striking combination of red, white, blue, gold and black, Size 8" high, 8 1/2" wide. Guaranteed, electric movement. An accurate timekeeper. Best of all, "PEACE-TIME" is low-priced. Cash in on this NEW item! Send for circular, details and prices.

Intriguing Action!
 It Automatically Waves Back and Forth!
 Electrically Operated!

COPYRIGHT 1940, J. L. BAZELON, CHICAGO, PAT. PEND.

EVANS NOVELTY COMPANY 800 West Washington • Chicago, Illinois

NEW FOR MOTORISTS
WATCH-MY-TURN Signal

OPERATES FROM DASH FLASHES RED TO SHOW RIGHT OR LEFT TURN!

A WHIRLWIND fall and winter seller when hand signaling is difficult and disagreeable. The newest, flashiest, fastest selling auto specialty we've seen any place. Drivers buy on "swish" through demonstration. Can be attached to any car by anyone with screw driver. No drilling or tapping, no complicated wiring. Just stick signals INSIDE rear windows, twist wires together and start taking orders. To operate, simply touch the handy dash switch and the arrow in the rear window flashes red to point the direction of your turn.

ARROW FLASHES RED TO SHOW DIRECTION OF TURN
 SUCTION CUPS FASTEN TO REAR WINDOW
 OPERATES FROM FINGER SWITCH ON DASHBOARD

LET ME SEND YOU A SAMPLE DEMONSTRATOR FOR YOUR OWN CAR

Just mail your name. Get in on this quick—while it is brand new. You can make a clean-up in your neighborhood selling single sets to drivers and dozen lots to dealers.

NOMONEY Your profit mark-up as high as 284%. No money needed to invest in stock of goods. You can take orders from demonstrator sample we send without risking a penny of your own cash. Don't send a cent,—just your name and address. We'll do the rest.

WATCH-MY TURN SIGNAL CO.,
 Dept. W-439
 Walnut Bldg. Des Moines, Iowa

NEW Items

Masterlite Lamp Company reports that agents are finding a big demand for the new fluorescent lamp recently placed on the market. Lamp comes in two sizes, 18 and 24 inches, and direct sales are made to stores, restaurants, garages, print shops, hotels, offices, and homes. This lamp is a ceiling or hanging model and used for general lighting and is not to be confused with the table or desk types. The fluorescent light operates on both AC and DC, fits any socket, requires no expensive installation and gives more light at less cost. Prices allow agents a good margin of profit. With business firms planning winter work, indications are that the sales of this lamp will exceed all expectations.

Casterline Brothers announce that with schools opening, their new line of penny and 5-cent candy specialties

New! P. D. Q. AUTOMATIC PHOTO MACHINE!
Today's Big Money Maker!

TAKES AND FINISHES BEAUTIFUL BLACK AND WHITE OR SEPIA PHOTOGRAPHS IN DAYLIGHT AND IN ONE MINUTE.

NO EXPERIENCE REQUIRED

NO FILMS—NO DARK ROOM.
 Direct Positive Photos, size 2 1/2 x 3 1/2 inches. NOT TIN TYPES.
 Big attraction. Watch photos develop in daylight in one minute.
 Easy to operate. Simple instructions show you how.
 Carnivals, Fairs, Picnics, Beaches, Parks, Back Yards, Front Porches, Street Corners—**EVERYWHERE**—you will make big money with the P. D. Q. . . . the real camera sensation of 1940.
 P. D. Q. Photos are guaranteed NOT TO FADE. About \$80 starts you in this interesting, Big Money business.

LOOK!
 Zeller, Mass., writes: "Did \$20 Sunday with P. D. Q."
 Seymour, Pa., states: "Am located in a fair size park. Run about 400 pictures each Saturday and Sunday."
 Busby, Mo., writes: "Am having great success. Making better pictures all the time."
 Keeler, Neb., writes: "It's a wonderful machine. I want another P. D. Q."

P. D. Q. CAMERA CO., 109 E. 35th St., Dept. BB, Chicago, Ill.

PATRIOTIC SPECIALTIES

"GOD BLESS AMERICA" Rayon Satin Banners
 5"x7", Doz. 65c; 100 \$ 5.00
 9"x12", Doz. \$1.25; 100 10.00
WITH ROOSEVELT OR WILLKIE PICTURE
 5"x7", Doz. 70c; 100 \$ 5.50
 9"x12", Doz. \$1.40; 100 11.00
WINDOW STICKERS—24 to display. Sell 10c ea. Brings \$2.40. Cost you 70c card.
METAL FLAG LABEL BUTTON, 100 for 80c
RHINESTONE FLAG PIN—Per Doz., 60c
EAGLE & SHIELD DECAL—Per Doz., 60c.
SUCTION FLAG HOLDER SETS with 3 Flags—Doz. Sets (Deposit on All Orders—Include Postage) \$1.50
WAGONMEN—HOUSE Tremendous Values
PREMIUM OPERATORS In Notions Garded Goods, Sideline Goods, Drug Items, Salesboards, Deals.
 New Catalog of Complete Line—Free!
*** CHAMPION SPECIALTY CO. ***
 814-U Central St., Kansas City, Mo.

BENGOR'S BARGAINS

DOUBLE EDGE BLADES—BLUE STEEL.
 Packed 5s. Cello Wrapped. 1000 \$2.10

SINGLE EDGE BLADES—Packed
 5s. Cello Wrapped, 1000 3.50

WILLKIE or ROOSEVELT BANNERS, 9x12, Doz. 90c. Gross 10.50

GOD BLESS AMERICA BANNERS with Fringe, 5x8. Doz. 55c. 6.00

GOD BLESS AMERICA FLAG BUTTONS, 10075

WILLKIE or ROOSEVELT BUTTONS, 10075

GOD BLESS AMERICA LICENSE PLATES, Doz. 1.50

BENGOR PRODUCTS CO.
 876 BROADWAY, NEW YORK, N. Y.

BUY ALL FROM ONE HOUSE AND SAVE!

"GOD BLESS AMERICA"
 Satin Finish Rayon
 BB6904—5x7. \$5.00
 Per 100
 BB6903—6x9. \$10.00
 Per 100

10 YARDS SATIN RIBBON
 No. 7 40c 32c No. 5 B1432 B1431

NEW! SALESBOARD CATALOG
 32 Pages of Sales Stimulators
NOW READY—Write for it today!
 25¢ Deposit Required With All C. O. D. Orders

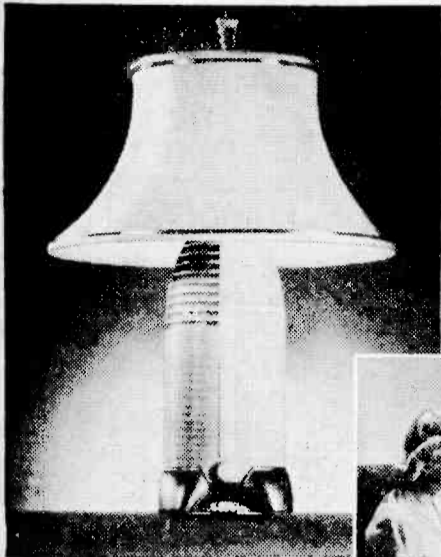
If you don't have your New 250 Catalog, write today and state type of business NOT CONNECTED WITH ANY OTHER SUPPLY HOUSE

WE WILL NOT BE UNDERSOLD

LEVIN BROTHERS TERRE HAUTE, INDIANA
MORE THAN 50 YEARS' CARNIVAL TRADE EXPERIENCE

WILLKIE OR ROOSEVELT BB4412—5x7. \$3.15
 Per 100
 BB4413—9x12. \$6.50
 Per 100
BBspec.—Foxytails, with Comic Cards and Ties. Per 100 \$3.25
 BB1448—40-In. Hawaiian Leis. Gr. . . 1.85
 BB9541—Bamboo Parade Canes. Gr. 4.25
 BB8041—Col. Chesterfield Canes. Gr. 7.50
 BB6938—Black Chinese Snakes. Gr. . 3.25
"PRO" ELECTRIC PENCIL, BB5537 \$4.75
 —With roll of gold foil, Each.

At last it's here!
The New RADIO-LAMP SALES SENSATION



LUMITONE
TABLE-LAMP RADIO

- ★ 7 TUBE RADIO PERFORMANCE
 - ★ DIRECT-INDIRECT LIGHTING
 - ★ FULL TONE AND VOLUME
- and it's tops as a decorative table lamp.



- Gives 7-Tube Radio Performance
- Attractive Lamp
- No Aerial or Ground Needed

LOOK . . .
A gorgeous lamp creation with big 16 inch celanese taffeta, stretched silk shade with gold piping. Vase of ivory and gold two-tone plastic. Inverted reflector. 3-way socket—plus—seven tube performance superheterodyne radio. No aerial or ground needed. Selective! A distance getter! Finger tip tuning! Perfect tone! Positively sensational. Everybody goes for it.

ACT NOW! WRITE, WIRE OR PHONE YOUR ORDER

LOTS OF 6 OR MORE, EACH **13⁹⁵**
SAMPLE, EACH \$14.95

D. A. PACHTER COMPANY
MERCHANDISE MART CHICAGO, ILLINOIS



A National Record Breaker!
"GOD BLESS AMERICA" BANNERS
No. 5557 Sell everywhere! Newest patriotic window and automobile banners! White satin-rayon, 5x6 1/2 in. printed in red and blue colors as illustrated. 9x12 in. 60c dz. Wood hanger across top has gilt decorative arrowheads at ends and colored silk hanging cord with tassels attached. \$1.20 dz. \$3.50 gr. \$6.75 gr.

Send for **FREE COPY** of our **BIG 1940 GENERAL CATALOG** Over 400 pages illustrating the newest and flashiest Bingo and Concession items, premiums, novelties and specialties of all kinds.

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

BINGO GAMES AND SUPPLIES
CANES PLASTER CANDY
WRITE FOR OUR NEW, NO. 50, 1940 CATALOG
MANY FAST SELLING ITEMS AT LOWEST PRICES
BE SURE AND MENTION YOUR LINE OF BUSINESS
MIDWEST MERCHANDISE CO. 1006 BROADWAY, KANSAS CITY, MO.

CONCESSIONERS—OPERATORS
YOUR BEST AND CLOSEST SUPPLY HOUSE
LATEST FLASH—QUICK SERVICE—LOWEST PRICES
Largest Lines BINGO MERCHANDISE, Novelties, Clocks, Lamps, Blankets, Radios, Chinaware, Canes, Candy, Plaster, Dolls. Write for catalog.

1-day Service **ACME PREMIUM SUPPLY CORP.**
3139 OLIVE ST., ST. LOUIS, MO.

BULOVA — GRUEN — WALTHAM — ELGIN
WE LEAD FOR PRICE AND QUALITY
Wrist & Pocket Watches FOR LADIES AND GENTS Reconditioned. Guaranteed Like New. 1941 Styles now available. Write for Free Catalogue.
NORMAN ROSEN
801 SANSOM ST. Wholesale Jeweler PHILADELPHIA, PA.

is certain to claim unusual profits. In addition to Sunnyside Brand items, the firm offers such products as Baby Ruth bars, Rockwood chocolate bars, Angelus-Campfire marshmallows, Cracker Jack, Wilbur and Ziegler bars and other nationally advertised goods. A new 32-page catalog of new free gifts and prizes is ready for distribution, the firm reports.

Clarence Pollak is engaged to be married! He is one of the Pollak brothers operating the business of Frank Pollak & Sons, well-known concession, watch and jewelry supply house. Clarence will be led down the aisle by Betty Schorr, Brooklyn stage beauty, in February. So long, Clarence. It was nice knowing you!

MARRIAGES

(Continued from page 53)
Vivien Leigh, British film stars, in Santa Barbara, Calif., August 30.

PALLATIN - DUVALE — Buddy Pallatin, night club singer, and Kitty Duvale, of Kitty and Billy Duvale, dance team, August 20 in New Cumberland, W. Va.

TEMPLETON-VAIANI — Alec Templeton, blind British radio and concert pianist, and Mrs. Juliette Vaiani, former concert singer, in Hollywood August 25.

Coming Marriages

Chuck Ostler, of the transcription department at Station WLS, Chicago, and Della Rynn, nonpro, September 7.

Jack Rau, projectionist at the Colonial Theater, Allentown, Pa., and Celeste Perilla, nonpro, in Allentown soon.

Frank Finnegan, projectionist at Irving Theater, Carbondale, Pa., and Eleanor Ginley, nonpro, of Carbondale, soon.

Owen Grubbs, member of the International Association of Showmen and head barman at the Happy Hollow Cafe in the Maryland Hotel, St. Louis, and Ann Fornachon, member of the revue at Steve Cady's Riverview night club, St. Louis, soon.

Mary Luescher, of Southport, Conn., daughter of the late Mark A. Luescher, well-known theatrical figure, and Jarvis Olson, of Southport, in that city September 8.

Births

A daughter, Gail Brooke, to Ray and Edith English, comedy team, in Massachusetts Memorial Hospital, Boston, August 16.

A daughter to Mr. and Mrs. Jonathon Hole August 27 at Passavant Hospital, Chicago. Parents are radio performers.

A son to Mr. and Mrs. Rod Drigo in Newark, N. J., August 17. Parents are the ballroom team, Rod Drigo and Francine.

A daughter, Murlene Lou, to Mr. and Mrs. (Irene Austin) Murray Friedman in Medical Center Hospital, New York, August 20. Father is orchestra leader at the Gaiety, New York burlesque house, and mother is a dance principal.

A son to Mr. and Mrs. Sol Patrignana in Vineland, N. J., August 11. Father is manager of the Globe Theater, Vineland.

A son August 25 to Mr. and Mrs. E. Riley Livingston, Cambridge, Wis. Father is a member of the Wisconsin State Fair's publicity department.

A daughter at Women's Hospital, Detroit, August 26 to Mr. and Mrs. Johnny Broderick (Charlotte Arren). The parents are the well-known vaude, nitery, and film-shorts team of Arren and Broderick.

A son to Mr. and Mrs. Carl Dozer in Pittsburgh recently. Father is a salesman at Station WCAE, Pittsburgh.

A 6 1/2-pound daughter, Toni Elaine, to Mr. and Mrs. Harold L. Scott in City Hospital, Menomonie, Wis., August 18. Parents operate the crime show on the Gold Medal Shows.

A daughter, Patricia, to Mr. and Mrs. John Murphy in Burrus Memorial Hospital, High Point, N. C., August 15. Father is arranger for Johnny Long's Orchestra.

A son to Mr. and Mrs. Don Francisco recently in San Francisco. Father is a

Claims Statements Wrong

San Francisco.
Editors *The Billboard*:
Read with very much interest the laudatory story of John Ringling North in *The Satevepost*, but can't help but take exception to a couple of statements therein. Sam Gumpertz was mechanizing the show long before Mr. North became the power. I had sold Sam on Buddy, now Gargantua, as an attraction long before I ever met Mr. North. The idea of the air-conditioned cage was mine and had been suggested to Mr. Gumpertz by me. Fact of the matter is that I sold the Gargantua idea with the air-conditioned, even-temperature living quarters to Elmer Velare, and this great creature was to have been presented on the Royal American Shows, until a slight hitch occurred in the deal and the matter was dropped. This is no reflection on Mr. North, whom I admire immensely.
WALTER K. SIBLEY.

trustee of the San Francisco local of the American Guild of Variety Artists.
A son to Mr. and Mrs. Yehudi Menuhin in Melbourne, Australia, recently. Father is the internationally famous violinist.
A daughter to Mr. and Mrs. Russ Morgan in New York recently. Father is the orchestra leader.



THE BARKING DOG FROM Hollywood
HE OPENS HIS MOUTH • HE BARKS • HE WAGS HIS TAIL
NOW LOWER PRICES
By popular demand we bring back this sensationally popular item. New improved construction, every one guaranteed perfect. Gives a realistic two-minute demonstration at each winding. Stops the crowds and brings in the cash because everyone wants one of these beautiful Fur Dogs. Height, 15 in.; Weight, 4 lbs. Black or White Fur. Body is strong metal construction. Order No. **B16X125. Each . . . \$3.50** In Lots of 12 or More, Each, \$3.18.

25% Deposit on C. O. D. Orders.
Ask for Our Big Catalog 401, containing 784 pages of general merchandise line. Please mention your business, we do not sell retail.
JOSEPH HAGN COMPANY
"The World's Bargain House"
217 & 223 W. MADISON ST., CHICAGO

NEW AMAZING ELECTRIC EYE SCARES THIEVES AND TAKES INSTANT FLASH IDENTITY-PHOTO

Mysterious **IRV**ISIBLE black light beam criss-crosses room. When beam is broken by an intruder, alarm bell clangs and flash camera takes his photo for police identification before he can escape.
NOW for the first time, the famous Electric Eye at a price so low **ANY** one can afford it.
Stores, homes, taverns, shops, garages—scores of others—waiting for the **RAY-ALARM Electric Eye Burglar Alarm and the Annunciator** for office doors and filling station driveways. Plugs in any light socket. Unfailing and dramatic demonstration takes 10 seconds—makes sales on the spot.

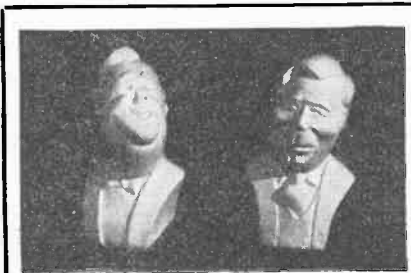
BONANZA FOR DISTRIBUTORS AND SALESMEN
Exciting demonstration—tremendous national publicity—extraordinary public interest—low price—magic performance—make the **RAY-ALARM Electric Eye** one of the biggest profit propositions of the day for Distributors and Salesmen. Rush your name—no money—for full details, illustrations, prices, discounts and quick profit plan. Sample inspection to those interested.
RAY-ALARM CO., Dept. R-439
225 Fifth St. Des Moines, Iowa

CATALOG no. 25...JUST OUT!
NEW ENGRAVING LINE

Brand-new "engraving pin" styles... big sellers that really "get money" a big complete "new line" of pins, lockets, tie chains, knives, bracelets, signet rings—all the big selling jewelry items... ever! 12 popular "American Flag" pins. Write for "new catalog No. 25" today—just off the press! State Your Business.



HARRY PAKULA & CO.
5 No. Wabash Ave. Chicago, Ill.



PITCHMEN, CONCESSIONAIRES
BIG PROFITS

Statuettes of Roosevelt and Willkie, 2 3/4 inches high, \$6.50 per 100, Assorted.

PETER CHRISTIAN
CHICAGO, ILL.
1105 George St.



SOCIAL SECURITY PLATES

\$3.00 per 100

CASES \$1.00 per 100

Stamping outfit consisting of a complete set of dies including alphabet and numbers and gage, \$4.00. We have a good proposition for agents. Send for illustrated catalog and details.

RELIABLE SALES CO.

1183 Broadway, Dept. BG, NEW YORK CITY

FINGER FACES

Makes ALL KINDS FUNNY FACES WITH YOUR OWN HANDS. WONDERFUL HAND DEMONSTRATION CATCH PEOPLE'S INTEREST IN A JIFFY. BARRELS OF FUN FOR YOUNG AND OLD. IN PRINTED ENVELOPES WITH ILLUSTRATED DIRECTIONS. \$3.80 per Gr. Sample 10c. **ATLAS NOVELTY CO.** 531 Commercial Trust Bldg., Philadelphia, Pa.

MAKE BIG MONEY SELL PUNCH BOARDS

We want go-getters to sell America's finest, fastest moving sales boards—to cigar stores, taverns, hotels, restaurants, drug stores, etc. Full or part time. Pay every day. Write or wire for proposition and literature.

GOLD STAR MFG. CO.
15322 Michigan Ave., DEARBORN, MICH.

Yes! YOU CAN MAKE BIG MONEY WITH HOOVER UNIFORMS!

Big earnings for ambitious men and women in new uncrowded field with famous nationally advertised Hoover line of smart, exclusive uniforms for restaurants, fountains, hotels, taverns, stores, offices, doctors, dentists, etc. Not house-to-house. No experience—no money needed to get into this new, big income business. Mail postcard now for beautiful new Uniform Style presentation, actual samples and money-making equipment—sent FREE. **HOOVER** 251 West 19th Street, Dept. JK-4, New York

ROLLED GOLD PLATED WIRE (Gold Filled)



227 Eddy St., PROVIDENCE, R. I.

MEDICINE MEN

Write today for new catalogue of Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service. **GENERAL PRODUCTS LABORATORIES** Manufacturing Pharmacists 187 E. Spring St., Columbus, Ohio

Veterans' Whirlwind Seller—Act Quickly

Sensational 5th Column Exposure, Illustrated, Service Joke Books, Flag Respects, Holiday Issues, Patriotic Calendars. Now issues monthly, 2c to 5c; sell 10c to 25c; samples 10c; with U. S. Supreme Court law authorizing sales anywhere. Low shipping rates. **VETERANS SERVICE MFG.** 189 Duane St., New York

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

PHIL RIEGER . . . PHIL RIEGER and John Nebel stopped at *The Billboard* for a visit to the Pipes desk August 17, while working the Queen City, but Gasoline Bill was out. Nebel has dropped the K in his name and no longer writes it Knebel. He writes from Lexington, Ky.: "I have just received word from Marty Brown that he has closed some of his windows temporarily, as he and his partner, Fred Krause, have something hot on the fire, which is taking considerable time. I notice Art Braver pipes in that I have gone out of the business. I am working all over the country, selling merchants direct necessities for everyday business. Capt. Phil Rieger is working with me. He broke into the pitch game about three years ago. Would like to see a pipe from Bot Twitty, John Branscomb, Al Young, Eddie Gaffney and Bert Kramer."

CHIPS FROM THE WISEACRE: There's only one letter's difference between plunger and plunger, but in the long run there's lots of difference.

DR. (GOLDEN WEST) GRAHAM . . . recently worked a drug store window in Knoxville, Tenn., with med and featured a flashy window display to lucrative results.

IF YOU KNOW of any of the boys or girls who are ill, let us know about it. Give us their addresses too, for announcements of this nature are appreciated by their friends on the road.

LESTER MORRIS . . . opened in Green's dime store, Asbury Park, N. J., with some of his father's gadgets and is reported doing very well.

JOE HESS . . . closed his pen spot on the Boardwalk in Asbury Park, N. J., recently to make fairs.

RAY KUMER . . . has been in charge of sales promotions for one of Chicago's largest fur companies the last several months and has not been active in pitching, with the exception of cutting a few jackpots with Marty Brown, Freddie Krause, Mike Devine, George Thurman, Frank St. John and J. I. Klein.

TRIPOD OPININGS: "Why leave it up to the next fellow to overcome your blunders? Everybody's much happier when you don't make 'em."

COMES A SQUIB . . . from William Fisher, who is working sales in Missouri: "I met some of my old friends in West Plains, Mo. Gene Kight's Wonder Show opened there August 19 to 800 people. Gene had just returned from Joplin, Mo., with a Ford V-8 panel job, so business must be on the increase. The show carries 15 people. Joe (Sleepy) Dennison does black-face; Florence Dennison and Juanita Kight, parts; Al Napier and Virginia, knife act; Doc Mayberry, lecturer; Sam Hackensmith, magician; Slim Wallace, fiddle and specialties; Gene Kight, straights; Frank Lee Kight, 3, youngest human target known to work in a knife act; Delzin Dennison, concession. Douglas Dennison left the show August 20 for the army air service. Visitors on the lot were Dave Rose and wife, Shorty Treadway and Clarence Balleras. I'm heading for the cotton country soon."

MANY OF YOU veterans could learn much from the J. C. L's.

"AFTER THE DEATH . . . of J. P. (Fats) Price, former manager of Southern Attractions, the Walker Tent Show reorganized," letters Charles Johnson from McGregor, Ga. "Line-up now includes George Walker, owner; George L. Gilbert, manager; Sallie Hughes Walker, secretary-treasurer; Ed Jahrans, lot superintendent and electrician. Vaudeville show has Mrs. Gilbert on tickets; J. F. Strickland, producer and blackface comedian; Ella May Strickland, juvenile; Irene Gilbert, character; Aunt Sallie Walker; George Gilbert, Billie Gilbert, Julian Strickland, and Charley Johnson,

Concessionaires are Eddie Farrell, fish pond; Ernie Griffith, pistol game; Elma Shipley, ball game; Sterling Shipley, percentage and slum spindle; Francis Strickland, penny pitch; May O'Shea; Madame Rebekah, palmistry stand. Charlie (Bounding) Johnson is free act.

WHEN one considers it, there are not many who suffer from over-work.

"JUST OPENED . . . in Pottsville, Pa., after being in Minersville, Pa., for six weeks," pencils Mrs. Cardie Frantz. "We have only eight people with the show this year," she continues, "but the natives like it and we are doing a nice business. With the show is Texas Gill, yodeling and singing cowboy; Bert Leslie, the banjo king; Butt Frantz, comedy; Reta and Fritz, song and dance team; Jean and Fern, musical acts, and Jerry Frantz."

"PHENOMENAL" REED . . . and Jimmy Millett are working herbs in Western New York and Western Pennsylvania. After a two-day pitch in Jamestown, N. Y., Reed reported business as fair and that police give a free permit for streets or alleys and there is no trouble, except some times local merchants complain. Reed and Millett have been working several one-day pitches at rural town picnics, which produce good business.

LE ROY, N. Y. . . . on August 1 put into force a new peddling and soliciting ordinance, requiring a license fee of \$10 per day for peddling on the streets or selling goods from door-to-door. Exempt are honorably discharged soldiers, sailors or marines. Ordinance hits five bakery companies, a number of food products dealers and dozens of hucksters, as well as pitchmen.

POOR ENGLISH! How much is it costing you in lost sales? The dese, dem, and dose guys are a thing of the past.

"HAVE MADE . . . one blank after another," wails Bob Posey from Oxford, Ind. Illinois and Indiana have been slow this season, he says, with hot, dry weather and a lack of the gelt. Posey recently saw Bert Cayton with Mo-Tan herbs; Kid Allen, play cats and glass cutters; Chief Golden Eagle, herbs, and Pop Duncan, health books. Posey says he'd like to see pipes from Jack Currant, Al Decker, Melvin Sproat, Detroit Pollard, and Pat England.

J. E. STUTHARD . . . was located in the Ontario pitchman, was located in the Metropolitan store, Saskatoon, Sask., Can., recently with his Svengali decks, white mice, and pen and pencil sets, and profited in a fertile field. He had just played the Port Arthur, Ont., and the Prince Albert, Sask., fairs, and was on his way to the Vancouver B. C. fair. Fair business was excellent, he reported.

SHOWMEN'S AND PEDDLERS' . . . Wisconsin license fees collected by the Wisconsin Department of Agriculture in July reached the highest total for any one month since 1933, when the Legislature reduced the license fees about one-half, according to George Warner, chief inspector of weights and measures for the department. Collections for the month totaled \$7,455 as against \$7,040 collected in July, 1939, and \$5,460 in July, 1933, when the present licensing law became effective. The department issued 246 peddlers' and showmen's licenses last month, of which 200 were for peddlers and transient merchants.

DAVE ROSE . . . broadcasts from Mountain Grove, Mo.: "I left Chicago several weeks ago because I could not see how a man that depends on pitching for a living could get along by working Sundays on Maxwell Street, which is overrun with pitchmen. After leaving Chi I worked Streator, Ill., and was told by the authorities that an ordinance prohibiting the selling of products on streets was going to be passed. Later I worked



HY-GLO SCENIC PRINTS

Multi-color prints on balloons with a glossy "varnished" finish. They're tops in flash!



The **OAK RUBBER Co.**
RAVENNA, OHIO

"God Bless America" License Plate

Red, White and Blue on 4"x8" round metal plate. **9.72 Gross**
85c per dozen.

Banners

"Roosevelt" and "Willkie" flashy banners, red, blue, silver and gold, on metallic paper. **5.50 Gross**

"God Bless America" Silk Banners "Roosevelt" and "Willkie" Silk Banners
Prices and sizes are the same on all silk banners.

5"x8 1/2" . . . \$.60 Doz., \$ 6.50 Gross
9"x12" . . . 1.20 Doz., 12.50 Gross
12"x15" . . . 2.25 Doz., 27.00 Gross
18"x26"45 Each, 5.00 Doz.

"GOD BLESS AMERICA" DECALS

4 Colors: Red, White, Blue and Gold
3"x2"45 Doz., \$3.60 per 100
5"x5"80 Doz., 7.20 per 100

GORDON MFG. CO.

110 E. 23rd St., N. Y. City, Dept. 859.

NEW JEWELRY for ENGRAVERS,
Fairs, Demonstrations and Promotions! Immediate Delivery.
Lockets, Rings, Crosses, Engraving Items, etc.
Send for FREE CATALOG or \$2.00 for samples.
MAJESTIC NOV. CO., 307 5th Ave., New York, N.Y.

ELGIN & WALTHAM
REBUILT WATCHES

7 Jewel, 18 Size, in S. H. Engraved Cases, at **\$1.75**

Send for Price List. Money Back if Not Satisfied. **CRESCENT CITY WATCH MATERIAL CO., 113 N. Broadway, St. Louis, Mo.**

Coupon Workers • Sheetwriters • Pitchmen
Get the Pen That Makes You Money

WALTHAM

New Push Filler Pens—Lever Pens—Combinations.
The new Waltham all-pearl package gets you the real money. Write for price list on all type Waltham pens.
STARR PEN CO., 300 W. Adams St., Dept. B., Chicago, Ill.

SLUM JEWELRY \$1.00

Assorted Gross
CROSSES, with Stones, fast sellers. Dozen \$1.00, \$1.25, \$1.50, \$1.75. RINGS, hot numbers. Dozen 75c, \$1.00, \$1.25, \$1.50. **KNIFE & CHAIN SETS**, White & Yellow, big value. Per Set 25c. **LOCKETS**, popular numbers. Dozen \$3.00 & \$6.00. 25% Deposit with order, Balance C. O. D.
FELDMAN BROS., 159 CANAL ST., NEW YORK CITY

CARD ACE BLADES AT FACTORY PRICES

Here are the kind of blades that sell and repeat. Leather-stropped to hair-splitting sharpness. Made from fine steel for long wear. Sold at lowest factory prices. Flashy display cards. We pay all shipping. Rush name for free blade and profit details.
ACE BLADE CO., Dept. 59, 68 E. Eagle St., Buffalo, N. Y.

SUBSCRIPTION MEN

Make Money With Leading Poultry Paper. Every farmer a prospect. Attractive \$1.00 deal. Experienced men wanted East of Mississippi River and North of Tennessee and Carolinas. Write for details. **CHAS. WEBSTER, Room 1201, Sandstone Bldg., Mount Morris, Ill.**

Potosi, Mo., free, due to my own-make product. I went back there about two weeks ago and found the town charging a \$10-per-day license and closed to med. I was recently told that med men are being run out of Texas. I made the stock sale at West Plains, Mo., August 19. It is beyond a doubt the largest and best sale in the State. A reader costs \$3 and is worth it. I met Shorty Treadway and Gene Kight and his med show there. Kight has a wonderful show of

about nine people, and each night they showed to about 900 people. Also met two oldtimers—Daddy and Peggy Henry, who now live at Mountain View, Mo. They said their doors are open to any troupers in that vicinity. Would like to let the jam men know that they cannot work West Plains. I was told that some time ago the State police made it hot for two of them that left the sale suddenly. Pipe in, Jake Branholtz, Morris Davison, Joe I. Morris, T. J. McCluskey."

R. W. WOOLEY . . . tells from Paintsville, Ky., that things are slow in that territory. He says he will be back in Georgia soon and that he'd like to see pipes from Central Illinois.

W. G. WHEATLEY . . . letters from Mullins, S. C.: "The season opened here August 20. Tobacco prices are good. I am still unable to work. Diamond Jim Speagle and wife and baby visited me recently. Haven't seen any good men going thru except Dr. Speagle."

PITCHMEN . . . at Malone, N. Y., are Eva Glenn, rad; Eddie Crouds, pens; Harry Crouds, gaps; Joe Conti, glass cutters; Doc Keller, med, and William C. Perry, pens.

EARL WHITTAKER . . . manager-lecturer of the Ozark Comedy Company, was a visitor at the pipes desk last Friday (30) while in Cincinnati with one of his troupers to buy a new car. This is Earl's fifth season with the Ozark organization and he reports business top-notch. The Ozark company opened at Seaman, O., May 15 and has been in the Buckeye State ever since. The platform show plays one to three-week stands. In the roster are Earl and Jean Whittaker, Jimmy and Edna Tucker, Bonnie and Muriel Tucker, Bill Graves, Irene Egnor, and Chester Brown. Whittaker cautions all med show men who plan to make Ohio to watch their

step on sales tax stamps, as the inspectors are alert and the law is tough. Whittaker and Tucker will take out a small dramatic school-house show this winter to play Kentucky territory.

Pitchdom Five Years Ago

Paul Berry and Thomas Mulrooney, paper men, who worked with the Associated Trade Press, Chicago, for 10 years, died from injuries sustained in an auto accident August 10 near Findlay, O. . . Sunshine Rogers was in Columbus, O., after booking thru Indiana, Illinois and Wisconsin. . . Spotted in Harrisonburg, Va., were Colonel Maitland, med; M. G. Wharton, of cleaner fame; R. P. Shifflett and Kid Shirkey, and Jack N. (Bottles) Stover, on the leaf. . . James L. Osborne had a red one at the Fergus Falls (Minn.) Fair and nearly everybody else there finished in the money, including Cecil Rawlings, rug needles; Mrs. Cecil Rawlings, rim menders; Mr. and Mrs. J. C. Elliot, whitestones; Wade Carpenter and bride, Al Wallien, Ralph LaFay, Mr. and Mrs. Harry Selsor and Harry Corey. . . Billy Vansandt celebrated his birthday with Happy O'Curran in Shirley, Ark. It was O'Curran's birthday also. Happy had opened his show at Clinton, Ark., August 8. Roster included Happy, lecturer; Buddy Lafayette, comic; Sallie Lafayette; Patsie Baker, piano, and John and Peggie O'Rear. . . Hot-Shot Austin was in Denison, Tex., territory. Tremendous heat there has worked nearly impossible. . . Arizona Jack Campbell and wife were hitting the high spots on lots around Atlanta with their med show. . . Jack Hamilton had leased the Doc N. P. Tate show and opened at Breckenridge, Tex. Besides Hamilton, personnel included Todd and Dorothy Fields, Harold (Bozo) Lowe and wife, Viola Lake, Joe Carol Dennison, Beatrice Jones and six-piece orchestra. Johnny Knoll was on the advance. . . Franklin Dexter had been hitting the Middle West pretty fast. He found Iowa in good shape, with plenty of dough. . . John O. Gurusel left the road and entered the fruit-growing business at Kalspell, Mont. . . Chief Lone Tree and wife and Mary Ragan had joined the Maxine Show and were on fairs in Pennsylvania. Unit was carrying a hillbilly band. . . That's all.

Events for 2 Weeks

- September 2-7. CALIF.—Del Rey Community Fair, 5-7. San Gabriel, Fiesta, 5-8. West Riverside, Harvest Festival, 5-8. FLA.—St. Augustine, 375th Birthday Anniversary, 7-9. GA.—Columbus, Celebration, 2-7. ILL.—Altona, Centennial, 4-7. Lena, Firemen's Fall Festival, 5-7. Leroy, Fall Festival, 5-8. Marshall, Big Creek Fox Hunters' Assn., 2-7. Meredosia, Home-Coming, 5-7. Strasburg, Home-Coming & Free Barbecue, 5-7. IND.—Bowling Green, Old Settler's Reunion, 6-7. Markle, Fall Festival, 4-7. South Whitley, Street Fair, 4-7. Sullivan, Celebration, 2-5. IA.—Belle Plaine, Fall Festival, 4-5. Bennett, Fall Festival, 7. Clarinda, Autumn Festival, 5-6. Keokuk, Free Fall Celebration, 2-7. New Hampton, Farm & Home Expo, 3-4. Spirit Lake, Dickinson County 4-H Club Congress, 5-7. KAN.—Hill City, Pioneer Days, 5-7. Wellsville, Picnic & Fair, 5-6. KY.—Flemingsburg, Fall Festival & Horse Show, 4-7. Louisville, Dog Show, 8. MASS.—Bridgewater, Dog Show, 7. MICH.—Detroit, Gift Show, 2-6. MINN.—Clements, Balloon Days, 7-8. Excelsior, Apple Day Festival, 7-8. MO.—Bucklin, Home-Coming, 5-7. Edina, Celebration, 3-6. Lamar, Farm & Industrial Expo, 2-7. Sarcoxie, Home-Coming, 5-7. N. Y.—Rye, Dog Show, 8. Tuxedo Park, Dog Show, 6-7. O.—Andover, Street Fair, 6-7. Ashabula, North End Street Fair, 5-7. Columbiana, Legion Street Fair, 6-7. Flushing, Centennial, 2-7. Shelby, Community Street Fair, 4-7.

- PA.—Philadelphia, Fair & Greater Philadelphia Cavalcade of Progress, 2-7. S. D.—Parkston, Celebration, 3-4. TENN.—Petersburg, Colt Show, 3-4. Pulaski, Middle Tenn. Dairy Festival, 4-6. TEX.—Colorado City, Round-Up, 5-8. Dallas, Gift Show, 1-7. UTAH—Brigham, Peach Day Celebration, 6-7. VA.—South Boston, Natl. Tobacco Festival, 5-8. WASH.—Grandview, Harvest Festival, 6-7. W. VA.—Charleston, River Carnival, 4. WIS.—Mount Horeb, Fall Frolic, 5-7.

September 9-14

- CALIF.—Escondido, Grape Day Celebration, 9. Lodi, Grape & Wine Festival, 13-15. San Diego, Admission Day Historical Parade, 9. San Luis Obispo, Days of the Dons, 13-15. COLO.—Arvada, Harvest Festival, 13-14. IDAHO—Cottonwood, Stock Show, 12-14. ILL.—Abingdon, Horse Show, 12-14. Bethalto, Home-Coming, 13-14. Harvey, Moose Lodge & Vol. Fire Dept. Celebration, 10-15. Hoopston, Sweet Corn Festival & Horse Show, 10-12. Mahomet, Fall Festival, 12-14. Minook, Fall Festival, 12-14. Navoo, Grape Festival, 13-15. IND.—Dunkirk, Fall Festival, 9-14. Martinsville, Free Legion Harvest Festival, 7-14. North Judson, Celebration, 11-14. Versailles, Pumpkin Show & Farmers' Fair, 14. IA.—Weldon, Free Barbecue & Fall Festival, 11-13. MASS.—Boston, Invention Market, 10-13. Boston, Gift Show, 9-13. MINN.—Morristown, Corn & Colt Show, 13-14. MO.—Bethany, Harrison County Fall Round-Up, 10-14. Butler, Celebration, 9-14. Huntsville, Old Settlers' Reunion & Fall Festival, 9-14. Lockwood, Fall Festival & Fair, 12-14. Milan, Home-Coming & Fair, 9-14. Paris, Legion Fall Festival, 9-14. Rolla, Lions' Celebration, 11-14. Sweet Springs, Celebration, 9-14. N. Y.—Lockport, American Sons of Italy Celebration, 7-15. New York, Pastimes on Parade at Grand Central Palace, 7-14. O.—Ada, Fiesta, 14-16. Bettsville, Home-Coming, 10-14. Canal Winchester, Legion Fall Festival, 11-14. Lore City, Home-Coming, 12-14. New Comerstown, Harvest Festival, 13-14. New Philadelphia, Elks Band Fun Frolic, 12-14. Rawson, Home-Coming, 10-14. OKLA.—Enid, Cherokee Strip Celebration, 14-16. PA.—McClure, Bean Soup Home-Coming Celebration, 12-14. TENN.—Paris, Nancy Hall Jubilee, 11-14. TEX.—Henrietta, Clay Co. Pioneers' Celebration, 13-14. WIS.—Oconto, Corn & Potato Show, 14-15.

Mass., for Gus Tramer, animal trainer. On a recent Sunday Tom Mix appeared at the farm and drew many people. Four shows were given, Fickett and Simons producing clown numbers. They played New Bedford for a week and will return to the farm for two weeks, following which they will open at the Boston Garden.

HAL JARVIS advises that Ringling-Barnum played Grand Island, Neb., on August 20, its first visit there since 1928. The matinee drew an almost capacity crowd while a two-thirds house turned out at night. Local paper gave show a wonderful after-notice. Jarvis adds: "Attendance was remarkable when one takes into consideration the fact that the farmers in this vicinity have not raised a crop in six years and this year is the driest of them all."

AUSTIN KING writes: "We landed in San Francisco August 17, closing with Wirth Bros.' Circus in Adelaide, South Australia, July 6 due to conditions beyond Wirth's control. We signed agreements with them to return and appear under their management at a future date. The Australian showmen are confronted with many problems due to war measures. We received excellent publicity during our 14 weeks' stay. Jack Earle as the good-will ambassador to the Antipodes for the Golden Gate International Exposition obtained some excellent publicity and has in his portfolio the names and seals of the lord mayors of the Australian cities visited, also of Sir Winston Dugon, governor of Victoria, and Sir Maynard Hedstrom, governor general of Fiji. We sailed from Melbourne, Victoria, July 20."

HOWARD Y. BARY and Warren E. Buck were recent guests of Mr. and Mrs. C. W. Webb on Russell Bros.' Circus. Mrs. Webb and others from Russell Bros. visited Buck's animal farm near Camden, N. J.

G. WYLIE OVERLY, CFA, who is in the banking business at Mt. Pleasant, Pa., spent several days recently clowning with Russell Bros.' Circus in Eastern Pennsylvania. He was accompanied by Mrs. Overly.

ROY BARRETT typewrites from Minneapolis: "I left the hospital August 20 after being confined nearly six weeks. The cure was not complete, as I left ahead of time, too nervous to wait any longer. I was to have veins in my leg shot. I wear an elastic stocking all the time now and will take the shots as I go along. I worked the Minnesota State Fair, clowning for the International Harvester Company. I am to play the Mid-State Fair, Alexandria, La., September 30-October 5, and have promise of Texas dates to follow. I thank my many friends who wrote me while I was in the hospital."

FRED GUTHRIE was enjoying himself in Gibsonburg, O., his home town, last week. Wolcott's Dogs were there August 29, and Guthrie says Ernie and Ida White visited him week before last at Winnepeaukee Park, Chattanooga, Tenn. Ernie has left the road and is operating a skating rink. From Gibsonburg, Guthrie left for Shelby, O., for the street fair, after which he will go South for four weeks.

Circus Gossip

FLYING ROMAS, en route from Nebraska fairs to Ohio, stopped off at Sioux Falls, S. D., and purchased a new Schult Commodore living trailer. They visited the Atterbury Circus personnel at Dakota City, Neb. Show was forced to close recently due to the serious illness of R. L. Atterbury, owner, who is in the St. Joseph Hospital at Sioux City, Ia.

CAPTAIN MACK'S Small Fry Circus was featured as a special kid attraction at the Wyndmoor Fair, near Philadelphia, August 23-31. Mack says his commercial sponsors for the 1941 show route have arranged to take many still photo shots of the various acts, animals, and kid stars programed at this location. The photos are to be used in a unique publicity idea, Mack says.

FICKETT AND SIMONDS, clowns, closed a five-week run at the Hickory Tree Wild Animal Farm, Georgetown,

The Cincinnati offices of The Billboard have on file thousands of biographies of members of the amusement profession and allied fields. Not a week passes that this biographical file is not drawn upon for data of people who have passed on. If you are not represented in this file please send to The Billboard Biographical Editor, 25-27 Opera Place, Cincinnati, O., the following data about yourself:

field so state; date of entering it and first connection and capacity; other connections and capacities and length of each connection to date (mention years if possible); married or single; if married, give wife's name and state if she is active in amusement business; if married previously, give names, dates, etc.; names and ages of children if any; names and addresses of parents; names of fraternal and business organizations you belong to; date of furnishing data and your signature.

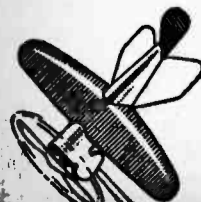
Name; age; place and date of birth; home address; number of years in amusement business, or if in allied

★ IT'S TIMELY ★ ROOSEVELT, WILLKIE or GOD BLESS AMERICA Buttons. Your choice. 100 Complete, 88c. 1000 Buttons. \$6.50 ROOSEVELT, WILLKIE or GOD BLESS AMERICA BANNERS. Your choice, size 8x12 inches, 2 grades. Doz. 75c; Gross \$9.00, and Doz. 95c; Gross. 10.80 Your choice, 5x8 inches, 2 grades. Dozen 45c; Gross \$5.25, and Dozen 55c; Gross. 6.40 DECALS: STICKERS or SEALS, with Campaign Inscriptions or God Bless America in 8 Assortments. No. 1—Dozen 54c. Gross Pkgs. \$6.00 No. 2—Dozen 33c. Gross Pkgs. 3.60 No. 3—Gross Packages, 1.80 AUTOMOBILE REFLECTOR PLATES, with Flag, or for Campaign. Your choice. Dozen 72c. Gross. 7.92 DONKEY or ELEPHANT CHARMS, with Tassel. Gross. .60 FLAG BOW PINS, 2 inch Bow in Red, White and Blue. Gross 43c. 10 Gross. 3.50 MINIATURE U. S. FLAG ON STICK WITH SPEAR, 1 1/2 inches. Gross. 30 AMERICAN FLAG PINS, 2 grades, individually carded. Dozen 33c; Gross \$3.60, or Dozen 54c; Gross. 6.00 HAWAIIAN LEIS. Gross. 1.75 FOXTAILS, with Comic Cards and Ties, 100 Complete. 3.00 WE ARE NEVER UNDERGOLD. Usual Payment Terms. Free Catalogs. MILLS SALES CO. 901 BROADWAY, New York, N. Y. WORLD'S LOWEST PRICED WHOLESALERS

ELGIN & WALTHAM—Second-Hand Watches as Low as \$1.85 DIAMOND RINGS—Solid Gold Mountings as Low as \$2.40 Send for Descriptive Circular H. SPARBER & CO. 108 North 7th St., St. Louis, Mo.

ELGIN, WALTHAM, BULOVA Renewed Guaranteed. STARTS AT \$2.95 MEN'S WRIST AND POCKET WATCHES. Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG. LOUIS PERLOFF 729 Walnut St., Philadelphia, Pa.

PATRIOTIC CITIZENS are using our aeroplanes on stick as an ornament on cars, bicycles, etc., to signify their favor of air preparedness. Attaches to regular flag holder or we furnish spring clamp at additional cost. We wish to contact more salesmen who are in position to cover this demand. Prices for planes and stick (no holder), \$7.50 per gross. Express C. O. D., 25% with order. Quantity prices and information on request. No free samples. OGDIN MFG. CO., 120 Dudley St., Dayton, O.



Where Will You Winter?

Kindly give the information on this blank and mail to The Billboard, Cincinnati, O., for our records of circus, carnival and tent shows in winter quarters:

Title of Show

Kind of Show

Is it Flat-car, Baggage or Motorized?

Owner

Manager

Winter Quarters Address

.....

Office Address

.....

Opening date and stand for 1941 if definitely set

Riverside Park Gross Increased In Indianapolis

INDIANAPOLIS, Aug. 31.—Off to a slow start at beginning of the season because of bad weather, Riverside Amusement Park's business steadily increased thruout summer until its gross surpassed that of last year. Park is completing the second season under presidency of John L. Coleman and general managership of Hurshal Parker.

One new ride, the Tornado, was added this season, bringing the total to 24. Numerous special events were held under direction of Frank A. Holmes, promotion director. Most outstanding of these were annual Sahara Grotto Week, which grossed better than that of last season; Indianapolis Juvenile Detention Home Day, and North Indianapolis Day. One promotion was planned each month, as well as a 3-cent day.

Seventy-one major industrial picnics and about 20 smaller picnics from Indiana towns were held. Latest park addition will be the reconditioned and re-decorated roller skating rink, one of the largest in the country. Manager Parker announced a full calendar of parties thruout winter and far into next summer.

R-B Consents to Extension Date Of NLRB Notice

NEW YORK, Aug. 31.—An order of the National Labor Relations Board requiring Ringling-Barnum to post terms of a board notice in its backyard for a period of 60 consecutive working days, beginning July 25, has been amended by a mutual agreement, which calls for extending date of expiration period from about September 24 to about October 1.

Examiner for the Second Region (New York) of the NLRB declared that the board "has been notified by our 18th Region that on August 3 the notice was not properly posted in Mason City, Ia." It was also claimed, but not established, "that for a period of approximately seven days, from July 27 to August 3, the notice was not properly posted. Examiner said that "upon receipt of this information on August 13 we conferred with the attorney for the circus and it was agreed that the notice would be posted for an additional eight days."

The notice, signed by John Ringling North, guaranteed the right of employees to self-organization without interference, restraint or coercion, to collective bargaining, and also declared that the "show will not recognize or deal with the American Federation of Outdoor and Indoor Circus and Carnival Workers or with any person or group of persons purporting to represent said organization."

Olympia in London Is Hard Hit by War-Time Conditions

LONDON, Aug. 24.—Most famed of London's exposition buildings, Olympia, at present occupied for government purposes, has been hard hit by the war.

After providing for debenture interest and taxation, financial year just ended shows a loss of 43,492 pounds in contrast with profit of 36,938 pounds in previous year. Overdraft has increased from 20,808 to 47,749 pounds, but valuable assets are expected to enable the company to survive its present difficulties.

Olympia's biggest competitor at Earls Court is also in government occupation, and the third exposition hall in importance, the Royal Agricultural, remains shuttered for other reasons.

Princess Goes Dutchess

NEW YORK, Aug. 31.—National spotlight was focused on current Dutchess County Fair, Rhinebeck, N. Y., when President and Mrs. Roosevelt entertained the recently arrived Princess Martha of Norway and her children at the fair Thursday after receiving them at their Hyde Park residence. New York newspapers front-paged the event, some with pictures.

"THE EVENT OF THE YEAR" —STRATFORD'S— "FAIR-EXPOSITION AND OLD HOME WEEK"

AVON PARK, STRATFORD, CONN., SEPTEMBER 16, 17, 18, 19, 20, 21
FEATURING A MIDWAY OF RIDES, SHOWS, CONCESSIONS, EXHIBITS, FREE ACTS, AND FIREWORKS

Drawing from Bridgeport, Milford, New Haven, Devon, Fairfield. Advertised for 20 miles. Home of Remington Arms, Columbia Phonograph, Sikorsky Planes, Mack Trucks, and over 200 other plants. ALL WORKING THREE SHIFTS, 24 HOURS A DAY. Over 100,000 Merchant Tickets distributed.

HAVE OPENING for a few more Riding Devices. Motordrome, Side Show, Monkey Drome, Wax Show, Athletic Show, Girl Shows, Minstrel Show.

WANTED—CONCESSIONS of all types. Will give exclusive on Cook House or Grab, Bingo, Scales, Candy Apples, Frozen Custard. WRITE OR WIRE

STRATFORD'S FAIR HEADQUARTERS, HOTEL ARCADE BRIDGEPORT, CONN.

WANT FOR JENNER FAIR AND RACES

Jennerstown, Pa., Sept. 10 to 14, and long season of Fairs and Celebrations to follow. Organized Minstrel Show and any Shows of merit. Octopus and Roll-o-Plane. Concessions of all kinds. Pappy Conway, Nubble Red, Guy Smuck and John Willander, contact R. G. McHendrix. Also want General Agent and Promoters to handle New Deal Fairs. L. McAbee, Jack Devoe and Jack Fenton, wire. This week Dravosburg, Pa.; week Sept. 8th, Jennerstown, Pa.

ERIC B. HYDE SHOWS

P.S.: This show will positively stay out until Christmas.

TOE RIVER DIST. FAIR

SPRUCE PINE, N. C., SEPTEMBER 10-14

Want Concessions. Give X on Lead Gallery, Novelties, American Palmistry. Want Cigarette Gallery, String Game, Ball Games, Slum Concessions that work for Stock, no Racket, Eating and Drinks, Ice Cream, Shows with own outfit. No Girl Shows. Book Octopus with own transportation. Good route Southern Fairs until Armistice Day. 10 weeks Winter Fairs in Florida, including Ft. Myers. Address:

CRESCENT AMUSEMENT CO.

LINCOLNTON, N. C., THIS WEEK

GREATER UNITED SHOWS WANT

To join at Ardmore, Okla., District Fair, September 9: Rolloplane, Octopus, Side Show. Will furnish outfit. Can place Glass House. Want Man and Wife to handle Birth of Twins Show. Wire J. GEORGE LOOS, week September 2, Pauls Valley, Okla.

TOCCOA, GA., ALL THIS WEEK

Seneca, S. C., next week; Liberty, S. C., September 16-21; Abbeville, S. C., September 23-28; Hartwell, Ga., September 30 to October 5.

Can place any legitimate Concessions. Can place Custard Machine. Humpy Evens, get in touch with me. We play all uptown locations. First show and the only one can play these towns. Can use reliable General Agent for next season. Will talk business now. Don't want a woman chaser or boozier. All wires and mail:

BEN WOLFE, MGR. WOLFE AMUSEMENTS

WANT SHOWS

Girl Shows, Side Show, Jungle, Athletic, Monkey or any other Shows with something worth while. Concessions of all kinds, Ride Help, Whip Foreman, Ferris Wheel, Chair-o-Plane. Have five Rides, don't want any more. Live and let live proposition to all. Out till Christmas. Some outstanding New Deal Fairs. This week, Orisfield, Md.; next week, Franklin, Va., Firemen's Fair.

HELLER'S ACME SHOWS

Wanted—Marks Shows, Inc.—Wanted

CAN PLACE COOK HOUSE and GRAB JOINT for balance of this season. Must conform to high standard of this show. Legitimate Concessions of all kinds.

JOHN H. MARKS, Marks Shows,

Week of Sept. 2 at Lynchburg, Va.; week of Sept. 9, North Wilkesboro, N. C.

Want---HARRY BURKE SHOWS---Want

For eight Louisiana Free Fairs, starting Centerville, Sept. 5. Novelties (Slim McKnight, write), Scales, Guess Your Age, Custard, Hoop-La, Cane Rack, Pitch Till You Win, Country Store, Watch-La, Wheels that work for Stock. Good opening for a clean Grab Joint. Shows—Ten-in-One, Fun House, Snakes or any Show with own transportation. All wires and mail: Centerville, La., Fair, Sept. 5th; then Port Allen, La., Fair, week of Sept. 9th. HARRY BURKE, Mgr.

FALL FESTIVAL

Cincinnati, O., September 9-14

Want Concessions—Bingo, Fish Pond, Photo Gallery, Lead Gallery, Pitch-Til-U-Win, Hoop-La, Bumper Game, Ball Games, Palmistry, Eats and Drinks, Ice Cream, Peanuts and Pop Corn and clean Concessions of all kinds. Can also place one or two clean Shows. RIDES BOOKED. Want High Dive for Free Act.

MR. MILLER, Terminal Service Station, Hopkins & Freeman Sts., Cincinnati, O. Parkway 9176.

Wholesale Catalog 4000 BARGAINS For Salesmen and Distributors



It has 260 pages, chock-full of unusual values. It contains selling plans; order stimulators; tested fast selling articles to dealers, stores and direct to the consumer. A new revised issue is just off the press. Cost about 25c. FREE while stock lasts. Send for your copy Today.

SPORS CO., Le Center, Minn.

LOOK IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

WANTED FOR SOUTHERN STATES SHOWS

Best circuit of Fairs in the south. One more Show strong enough to feature, a few more Stock Concessions. Will sell exclusive on Cook House, also American Palmistry. No Racket Percentage, Coupons or Gypsies. All address: JOHN B. DAVIS, Ocilla, Georgia, this week.

WANTED—CARNIVAL
for
Gaston County Negro Fair

Week of October 21 through 26. Write or wire C. A. EDEN, Manager, Gastonia, N. C.

WANTED

For Staunton Fair and ten others to follow: Legitimate Concessions of all kinds. Will sell Ex on Novelty and Scales. Especially interested in good Monkey Show. Address:

ART LEWIS SHOWS, INC.
ART LEWIS, Gen. Mgr.
Charlottesville, Va.

FRANKS' GREATER SHOWS

Want for Polk County Fair, Cedartown, Ga., week September 9 to 14; Rockmart, Ga., Fair, week September 16 to 21; American Legion Fair, Austel, Ga., week September 23, and 9 more Georgia fairs: Sober Ride Help, Agents for Grind Stores, Ball Games. Place Bingo, Hat Joint, Scales or any Grind Store operating for stock, Girls for Pop Kelly's Girl Show, man and wife to operate Fun House. Mailman Mack, wire. Furnish tops and fronts to capable showmen. All wire BILL FRANKS, Cedartown, Ga.

Wanted For WHITE PLAINS, N.Y., V. F. W. FESTIVAL

Legitimate Concessions of all kinds. Also place Flat Ride, Sound Truck and High Free Act. 6 weeks' work. All address: FRED ULRICH, 25 N. Lexington Ave., White Plains, N. Y.

HONAKER, VA., FAIR

SEPTEMBER 16 to 21
Want a good Monkey Show, Ten-in-One, Girl and Grind Shows with own outfits, Cigarette, Long Range and Short Range Galleries, Mit Camps, Fitch-To-Win, Duck Pond, Diggers, Scales, Ball Games, Penny Arcade, etc. Reasonable privilege and percentage. All parties joining here will be protected at dates to follow. Address:

H. B. ROYAL
ROYAL EXPO. SHOWS
Spartanburg, S. C., this week.

GIRLS - - GIRLS

Bumba, Hula, Specialty Dancers, Salary \$20.00 a week. (No blow-offs.) Also Comedy or Novelty Act, single or double; also Grinder and Ticket Seller, must be married, wife dancer. Wire, don't write. Must join on or before Sunday, September 8. Wire

F. W. MILLER
Midland, Mich., this week; Saginaw, Mich., September 8 to 14.

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for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

CNE Gate 60,000 Under '39 as Half-Way Mark Passed

TORONTO, Aug. 31.—The Canadian National Exhibition passed its halfway mark tonight. Attendance for the first eight days was 910,000, 60,000 under the same period last year. Yesterday (Friday) was a total loss with a heavy down-pour all day. For the first time in 15 years and the fourth in the history of the CNE grandstand performances were called off.

Today gave the show the best weather and business since opening, with an attendance of 161,000, 15,000 better than last year. Thursday, 1939, 113,000; 1940, 111,000; Friday, 1939, 77,000; 1940, 44,000. Grandstand drew about 33,000 paid admissions today for two performances. The SRO sign was hung up before the evening performance started.

Big Frolexland Grosses

Frolexland was jammed to capacity from early morning to closing. Director J. W. (Patty) Conklin stated at the closing hour tonight the grosses today were the greatest since opening. Emergency ropes were installed on many shows, keeping patrons in line. Seats were at a premium. Harry Seiber's World's Fair Dancers did 15 shows and is tops so far, with Jack Halligan's Circus Side Show taking second honors

Barlow Spotlight

SPRINGFIELD, O., Aug. 31.—Localities picked up their newspapers Wednesday to learn that a showman in their midst, Dick Wayne Barlow, operator of skate rink in the ball park, is a brother of Lester P. Barlow, famed explosives expert. An AP story from Washington said that L. P. Barlow's 21-year fight for compensation for 500,000 bombs used by the government during the World War in alleged infringement of patent rights neared conclusion when the House passed and sent to the White House a bill directing payment to Barlow of \$592,719.21. An inquiry as to Dick Wayne Barlow's whereabouts was made in Leonard Traube's *Out in the Open* column of *The Billboard* some weeks ago, when Lester Barlow's activities in Washington attracted international attention as a result of a series of bomb tests before army officials.

California, I'll Miss You

By WALTER K. SIBLEY

- I'll miss dear Treasure Island, retrieved from out the bay,
- I'll miss the isle of Alcatraz, where no one's ever gay;
- I'll miss the great Bay Bridge, the longest in the world,
- I'll miss the fogs that daily round Yerba Buena swirled.
- I'll miss the drive along Highway 5, atop the mountain peaks,
- I'll miss the funny cable cars with all their groans and squeaks;
- I'll miss the seals disporting on the rocks down at the beach,
- I'll miss the fruit that grows on trees, always out of reach.
- I'll miss the trade winds that blow from early morn 'til night,
- I'll miss the marvelous Twin Peaks view, incomparable sight;
- I'll miss the climb up the hill to my humble domicile,
- I'll miss the Golden Gate Bridge with span of near a mile.
- I'll miss the seven hills upon which the town is built,
- I'll miss the gold panners working in the ocean silt;
- I'll miss the big 10-gallon hats, worn from time to time,
- I'll miss the Spanish Missions, ancient and sublime.
- I'll miss the golden sunshine, the rain that comes each fall,
- I'll miss the giant redwoods that grow unbelievably tall;
- I'll miss the hearty handshake; the "Hello, how are you, Bill?"
- I'll miss the town Los Gatos, with no more cats to kill.
- I'll miss the fair I've learned to love and many friends I've made,
- I'll miss the great historic show, the amazing Cavalcade;
- I'll miss you, San Francisco and all California, too,
- As now I go upon my way in quest of adventure new.

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Upon receipt, the packet will be dated and filed away under your name.

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and Lee's Frozen Alive in the winning bracket. Shirley Lyons' Beef Trust did better than on Children's Day. In the ride section Moon Rocket, Harry Ilions' Bozo and Rapids and the Flying Scooter took the lead.

Eddy Duchin and his band played to some 3,000 fans at \$1, closing a two-day session, Friday having been lost by rain.

Concession row came in for its share of free spending, despite the smaller attendance, grossing better than in the past three years.

MICHIGAN STATE FAIR

(Continued from page 3)

The Barnes-Carruthers grandstand show opened on Friday to about 100 people and about 2,000 on Saturday. The show was insufficiently mentioned in fair advertising and is building new patronage as the first revue in eight years here.

Joe Greer's Rodeo in the Coliseum had 1,000 each at Friday night and Saturday matinee shows and 3,000 Saturday night. Rodeo did about half of last year's rodeo opening in grandstand of nearly double capacity.

Shep Field's band opened in the new arbor to 1,000 dancers at a quarter. The price was raised tonight to 50 cents for the rest of the fair. With same number of dancers, business is about one-third of last year's dance record in the indoor Coliseum.

Midway business was off nearly 50 per cent from last year, according to B. S. Gerety. Shows instead of rides and concessions are getting bulk of the business at night. People are spending fairly well, however.

All business drops in shows are roughly proportionate to the drop in the main gate, with relative ups and downs between different show attractions not yet established.

Truce With Union

Beckmann & Gerety Shows arranged a truce with Ralph Whitehead, president of the Circus, Carnival, Fairs and Rodeo International Union over attempt to obtain a contract when Gerety claimed inability to sign a contract for the entire Amusement Corporation of America, of which BG is a member. Directors from other member shows are to meet here next Wednesday morning, and the local of the Federation of Labor has agreed not to picket until that time.

INDIANA STATE FAIR

(Continued from page 3)

had not been unloaded because no place to stable it had been found. The WLS Barn Dance, an annual Saturday night feature, attracted a record 11,000 to the new Coliseum, which is to be dedicated during the fair.

Officials of the Johnny J. Jones Expositions report that receipts are running 20 to 25 per cent ahead of similar periods for last year.

The fair now needs a good hot spell to make it a real "buster." Improvements to the grounds this year will undoubtedly be a factor in luring many who have stayed away in years past. A lot of work has been done to eliminate the dust menace by paving some of the fair streets. The Jones midway is also in better shape and has, in addition, been given more space than formerly for its numerous rides and shows.

POP CORN

SKY-HIGH Brand MINN-HYBRID 250 Dwarf Hull-less, a **GENUINE HYBRID** produced by us, assures you maximum returns. We also stock top quality South American, Yellow Pearl, Spanish White and Standard Dwarf Hull-less. Complete line of Popping Supplies, Coconut Dressing, Popping Oil, Cartons, Cones, Bags, Salt, also Salted in the Shell Peanuts. Write for latest price list.

MIDLAND POP CORN CO.
Minneapolis, Minn.

LAURENS COUNTY FAIR

Laurens, S. C., October 1-2-3-4-5

Want legitimate Merchandise Concessions except Bingo, Custard and Popcorn. Demonstrators, get in touch. Make reservations early. F. E. CAULDEN, Secretary

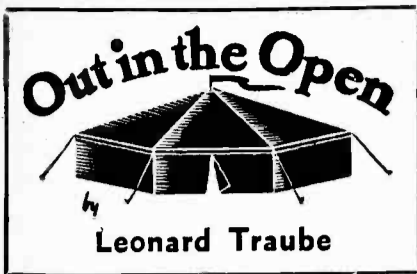
BOXER WANTED

Light Weight or Welter that can shoot; Don Glover or Petey Alcantar, wire. Can also use Combination Man. Have 8 Fairs left, including 3 State Fairs, Torrington, Wyo., Sept. 2-4; Wyo. State Fair at Douglas, Sept. 6-9. Wire **MIKE MALONE**, in care of C. F. Ziegler Shows.

MANSFIELD, PA., FAIR

SEPT. 11-14

Can place legitimate Concessions. Address: **W. S. MALARKY**
Ackerman Building, Elkhart, N. Y.



Mr. Gibson Replies

THE criticism leveled at the World's Fair by this corner for (1) bunching all its free acts in one spot and (2) not supporting the engagement by publicity is answered by Harvey D. Gibson, the fair's board chairman and active boss, who writes:

"Before we took any steps at all to bring into the fair for its closing days some additional thrill acts, I discussed the matter at length with Al Shaffer, R. H. McIntosh and Frank Buck, because I felt that their advice would be very helpful to me and we gave a lot of consideration to the manner in which we would go about it.

"We discussed the very thing that you mention as to whether it would be better to put them all in one place or spread them out. I suppose the old comparison of the three-ring circus with the three one-ring circuses was the basis of our discussion. But we decided to segregate them in the area where we already had one thrill act. It may be a mistake for us to have done so, but if so it was an honest mistake and purely a matter of judgment.

"Ever since the Amusement Area was conceived for the Fair of 1940 I have felt that the most important thing to do was to get as large number of the attendance as possible making a complete circle of the Great White Way. You know what happened last year, and I think that resulted somewhat from the weakness of the attractions at the lower end of the midway as a whole. This year we have spent a lot of money and are continuing to do so with the hope foremost in our minds of getting this complete circulation. Naturally there might easily be an impression that things were being segregated a good deal in the lower end. The answer is—we were getting the complete circle of people and in doing so most everyone on the midway is getting a good play.

"I am sorry that we were not able to get more publicity on our acts, but word-of-mouth publicity is resulting in an ever-increasing attendance and, on the whole, I believe that our efforts and even the location of the acts are appreciated."

earth; when he engaged Betty and Benny Fox, the Sky Dancers, to appear in front of the Jubilee entrance, and when he arranged to have the Golden Key auto award contest section spotted in the same parcel for the evening, he brought in Frank Duffield this year to direct fireworks, a selection that was inspired and could not have been better—and Mr. Duffield has proved it beyond any doubt whatever.

To augment such a colossal gathering would appear to be an admission that the blitzkrieg has failed; but the point is that it has not failed. That the segregation of the acts is a failure seems to us more logical. The Yankee Stadium is the ball park that Ruth built. It was not possible to build it without him and fill it up. To have had two sultans of swat at one time would have been gilding the lily. This is what Mr. Gibson, with the best of intentions and with a genius for action, has tried to do.

As to publicity or the lack thereof, it is unfortunate that the potentially great machinery of propaganda known as the New York World's Fair could not originate exploitation on free acts and has to depend on our old and trusty friend "word-of-mouth." Such an admission leads to the inevitable conclusion that one of the biggest failures at the fair, this year and last, has been the publicity department. If Mr. Gibson or anyone else can show us that a substantially large number of people have attended the fair principally to see the free acts, we'll say no more and go back to our knitting. We cannot get ourselves to believe that word-of-mouth is that powerful, especially when it is noted that word-of-mouth also is operative through the 800-odd non-midway acreage and has been for two seasons.

What's more, we haven't seen any mad dash on the part of the inside-the-gates populace to catch the acts when they go on. Not enough intra-fair time signs have been posted and, in addition, there is a singular absence of any text relating to the acts on the little posters in the subway.

For Mr. Gibson's information—and it is given in all seriousness—the aforementioned posters should be stripped or covered because they "date." And we call to his attention a repetition of the fact that some of the New York newspapers carried in their daily program layouts the name of a performer who was no longer at the fair at the time.

Notes From the Crossroads

By NAT GREEN

Because it is in the records that your correspondent championed Harvey D. Gibson even before he took active control of the expo's destiny in midstream of last year, and because subsequent comment here has emphasized our membership in the great circle of admirers of Mr. Gibson, it pains us to disagree with him, the more so because his response is characteristically frank, simple and nothing if not sincere.

Because Mr. Gibson hints that blame, if any, should be shared by Messrs. Shaffer, McIntosh and Buck, it is necessary to go to work on that point. As long as we are in an admiring mood, we dare anyone to show us three finer gentlemen and showmen than Shaffer, McIntosh and Buck—or nicer people to mix with. Swell guys, in other words. But a realistic discussion would have to include the fact that Mr. Shaffer's Winter Wonderland is as close to the Thrill Act Circle as it could be without being part of it and that Mr. McIntosh has a stake in the circle in that he operates extensively as a concessionaire in *American Jubilee*, the fair's own mammoth production which is the nucleus or headquarters of the southernmost tip of the Great White Way.

We cannot account for Mr. Buck as we do not know how he voted, it being, of course, possible that he decided to string along with the majority. Since he is head of the Concessioners' Association, it might be assumed that he cast his ballot with the midway boys in mind. If that is so, it does not add up with the beefs expressed to us by several prominent attractionists.

Mr. Gibson's fervent concern with attendance encirclement was galvanized into action of a most tangible sort when he went to bat for expo sponsorship of *American Jubilee*, one of the most extraordinary shows ever done on God's green

A MONTH AGO everyone was predicting—and seemingly with reason—that this would be the biggest fair season in several years. Then old Jupe Pluvius stepped in, and he, like Westbrook Pegler, can't be fixed. Just when the biggest fairs in the country were starting, the clouds rolled in and the rain descended, playing hob with fair schedules. We journeyed to Milwaukee on the opening Sunday of the Wisconsin State Fair, watched Sam Levy wade around in the mud, and listened to Ralph Ammon make the heartbreaking announcement to some 5,000 people in the grandstand that they could get their money back at the box office. But Ralph was smiling and unperturbed. He was particularly happy over the success of his Dairyland advertising campaign as director of markets for the State. "You can change people's eating and drinking habits by advertising," he asserted confidently. He declared that on opening day more than twice as much milk was sold on the grounds than on the corresponding day last year, and the sale of beer materially declined. He attributed the change to Dairyland advertising.

Superior (Wis.), rain; Des Moines, rain; St. Paul, rain. Ugh! Rog Littleford collected a terrific cold at Des Moines; the Crossroads scribe ditto at St. Paul. But it was amazing to observe the business being done on the midway Tuesday (Kids' Day) at the Minnesota State Fair in spite of a drenching rain. The Motordrome, Ice Show, Fun House, Side Show, and other attractions got a big play, and even tho it was mostly in nickels, the nickels count up into sizable sums. Races had to be called off Tuesday, but the grandstand revue showed to a nice turnout. Many improvements are in evidence at the Minnesota State Fair this year. Most notable is Machinery Hill, where the huge exhibits have taken on a streamlined ap-

pearance. Grounds are nicely landscaped, buildings have been improved, and there is a general spick-and-span air to the entire area. International Harvester, as usual, dominates the displays with a huge six-pole top filled with animated exhibits. The John Deere exhibit also is outstanding, and scores of other firms have large and attractive displays. The astonishing growth in importance of 4-H Clubs is reflected in the huge new building entirely devoted to 4-H displays. Raymond Lee, secretary of the fair, is a staunch champion of 4-H Clubs as one of the greatest movements for rural betterment, and his fair has been among the leaders in furthering the clubs' progress.

Frank Burke, former public relations man for Paul Whiteman, is now well established on his own in Minneapolis. . . . M. H. Barnes alternated between Des Moines and St. Paul during the fairs, superintending his revues in both spots. . . . We enjoyed "guest starring" on Sally Delaney's interview program on WDGY Monday (26) for a quarter-hour chat on show biz personalities and, of course, got in a plug for "The world's foremost amusement weekly." Miss Delaney, a winsome and talented youngster of 19, has an easy conversational style that is pleasing to listeners. We were a trifle embarrassed when she suggested we might relate some entertaining incidents concerning our favorite stage star, John Barrymore, for the best incidents couldn't be told over the air. . . . Most of the old-time pitchers were missing from the fair this year, but Irving Goldstein was on hand as usual with his musical whistles and doing a thriving business. . . . Curtis Velare hopped down to Chicago for a day to inspect the new Sky Rider in course of construction. . . . Larry Hogan was still keeping the home fires burning in Chicago last week. . . . Walter Hale left St. Mary's Hospital, Rochester, Minn., Friday (30).

Hartmann's Broadcast

"A BARTENDER'S 'Monkey Show' Has Him in Cage." That humorous and well-written head appeared over an item in *The Chicago Tribune* of August 22, which read: "Alois Frank Mayer, 509 Madison Street, a bartender, decided recently to capitalize on knowledge picked up as a carnival roustabout. So he sent letters to various showmen, offering his complete monkey show, with 18 monkeys, 3 chimps, a platform with bamboo front and neon lights. He offered a 60-40 split of the profits, too, but asked an immediate advance for traveling expenses. "Mayer got \$30 from Max Goodman, owner of the Wonder Show, out of Little Rock, Ark., who told him to join the Wonder outfit at La Crosse, Wis. When Mayer didn't come Goodman told authorities. "Mayer was arraigned before United States Commissioner Edwin K. Walker yesterday on a charge of using the mails to defraud. He waived examination, couldn't post \$7,500 bond, and was taken to the county jail. Assistant District Attorney Robert C. Eardley says Mayer

is wanted in St. Louis on a 15-year-old mail fraud indictment." Mayer is apparently the person to whom we referred in this pillar, issue of August 17, as posing as Bryan Woods, the monkey show operator, when warning showmen, as we have occasionally done in years gone by, to beware of phony when dealing with people who wire or write for transportation money, sometimes using assumed names of prominent showfolk. In that very issue Art Lewis, general manager of the Art Lewis Shows, had an advertisement in which he called for a high-class monkey circus, and to which he received a reply from the so-called Bryan Woods in Chicago asking for \$40 transportation money to join. The phony evidently did not read the warning in this column (for which we are glad), but Art Lewis did and, in consequence, he saved 40 smackers.

We congratulate Max Goodman for "turning in," as *The Chicago Tribune* stated, the phony. The sooner other showmen do likewise when dealing with such a type of people, the better it will be for show business.

We would also like to see more showmen "turn copper" when they are made the victims of thefts of show, ride, or concession receipts, for only in that way will the bad element be eliminated from the fold.

IT'S no wonder daily newspaper men grow "cold" to circuses with editorial space when they are called upon to pay a 65-cent tax and service charge on a press pass. Yes, that is the practice of at least one show, and all we can say is that there is no better way of not only ruining its own future but making things tough for the circuses that want to be reasonable with the scribes. On one newspaper when some of the men put up a squawk against the exorbitant fee they were permitted to enter the show upon payment of 15 cents each. Deaf ears were turned to others, however, and they had to pay the 65 cents.

R. B. DEAN, Cole Bros.' Circus p. a., has been going great guns with the Idaho and Washington newspapers, some giving the show from two to five columns of text and art in a single issue. Harper Joy, Circus Fan and banker of Spokane, Wash., spent his vacation clowning on the show while in his territory and provided good copy for the papers. In a long story, accompanied by pictures of him in civilian clothes and clown make-up, in *The Walla Walla* (Wash.) *Union-Bulletin*, Harper paid tribute to the circus in these words: "I love the circus and to me it is just as sensible to be crazy about a circus as it is for people to be crazy about bridge, golf or dominoes. Some grown men collect stamps and old coins and have hobbies that take their minds off their business affairs. Clowning with a circus is my way of forgetting cares and worries. "It is the cleanest form of entertainment we have today; it is the only branch of the amusement industry that never has been censored. "As a small-town boy the circus was my contact with the outside world. It came over the hill from that mysterious somewhere and went away to that land beyond the horizon."

NEW HAVEN, CONN.
AMERICAN LEGION CELEBRATION AND EXPOSITIONS
 FIRST BIG EVENT IN YEARS—OPENING MONDAY, SEPTEMBER 9th
9—BIG DAYS—9
 —LOCATION ON THE CITY PLAYGROUNDS—
New England's Largest Fall Event
WANT Pitchmen, Demonstrators, Candy Floss, Wire Workers. All Legitimate Concessions open. Shows and Rides not conflicting. Place Fun House, Silver Streak, Skooter.
ENDY BROS.' SHOWS ON THE MIDWAY.
 All address PEAZY HOFFMAN, Hotel Garde, New Haven, Connecticut.
 Trenton State Fair and Danbury State Fair to follow.

ACTS WANTED
ARABIA SHRINE CIRCUS
 RUSSELL W. NIX, General Chairman, Post Office Box 335, Houston, Texas.
HOUSTON, TEXAS, WEEK NOVEMBER 18

ROUTES

(Continued from page 12)

Thompson, Oly (Emerald) Atlantic City, nc.
 Tisdale Trio (Coo Rouge) NYC, nc.
 Todd, Dick (State-Lake) Chi, t.
 Toman, Jerry (Evergreen Casino) Phila, nc.
 Tucker, Sophie (Riviera) Fort Lee, N. J., nc.
 Tucker, Frank (Lookout House) Covington, Ky., nc.
 Turner, Joe (Cafe Society) NYC, nc.
 Turner, Jack (Villa Moderne) Chi, nc.
 Tufts, Sonny (Belmont Plaza) NYC, h.

Valley & Lynne (Madison Club) Baltimore, nc.
 Varrones, The (West) Sioux City, Ia., h.
 Vaughn, George (Gay '90s) NYC, nc.
 Vera, Joe (Congress) Chi, h.
 Vernon, Wally (La Conga) Hollywood, Calif., nc.
 Victor & Bruce (Wivel) NYC, nc.
 Vincent, Romo (Hurricane) NYC, nc.

Wallace, Babe (Southland) Boston, nc.
 Walley, Nathan, & Edith Dustman (New Yorker) NYC, h.
 Walters, Walter (Wivel) NYC, nc.
 Walter, Gene (Halfway House) Darien, Conn., nc.

Ware & Pixon (Dennis) Atlantic City, h.
 Wayne, Ginger (Queen Mary) NYC, nc.

WALTER DARE WAHL
Billy Rose's Aquacade
 Golden Gate International Exposition,
 San Francisco, Calif.

Whitey's Lindy Hoppers (Paradise) Atlantic City, nc.
 Whitson Bros. (Rainbow Room) NYC, nc.
 Whittier, Snowball (Chez Paree) Chi, nc.
 Whalen, Maurice & Betty (Edgewater Beach) Chi, h.
 Whitney & Ed Ford (Chicago) Chi, t.
 Wilde, Bobby (Cocoanut Grove) Boston, nc.
 Wilkins, Dorothy (New Yorker) NYC, nc.
 Wills, Frances (Meadowbrook) St. Louis, cc.
 Winter Sisters (Nixon) Pittsburgh, re.

**Joe Digging Up New Talent---
 He'll Show Those Big Offices**

Hoboken, N. J.

Dear Paul Denis:

I'M WRITING you from Hoboken this week because I'm convinced the big offices have tied up all the standard acts. The only thing left for me is to go out into the sticks and dig up new talent.

So I left Cheesey May in charge of the office and took the ferry across the Hudson for Hoboken. Mae (her real name) is beginning to worry about her figure and thinks she'd better start learning office work. So I let her run my office this week-end since she's laying off anyway and, besides, she's paying me \$1 a day for the privilege.

Well, getting back to my Hoboken trip, there's a lot of talent here. Of course, it's not being shown to advantage—but just let me get my hands on some real talent and I'll show MCA and those other offices how quick I can build it up.

The trouble with most night clubs here in Hoboken is that they cater to the sailors who seem more interested in talking confidentially to the girls at the bar than in seeing them work in the floor show. Some of the girls are called tankers and seem to be always drinking. The girls even get mad when the emcee calls them away from the bar when the show starts.

The only good spot in town is the Waterfront House, a classy little spot seating 14 at the tables and 88 at the bar. There's a line of 28 girls, two girl singers and an emcee. The girls all bring their own costumes—so the line is really quite a novelty. The singers are not like those fancy birds at the Met. They're perfect for night clubs—tearful and loud.

The club is the only local spot where sailors have to take off their caps when dancing. And the band—a pip. It's Barney LeBarn and His Bronx Cheerers, a terrific four-piece band that can play *Tiger Rag* all night.

JOE PURSENT.

P. S.—Just got a card from Mae at the office. She says she's learning fast and expects to know how to use the dial phone by next Friday. She's a wonderful kid, Paul. Give her a plug in your Club Talent column next week.

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 Please send a copy of the next 27 issues, for which I inclose not the \$4.05, the regular single copy value, but ONLY \$2. (Foreign \$3.00.)

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City State

Occupation

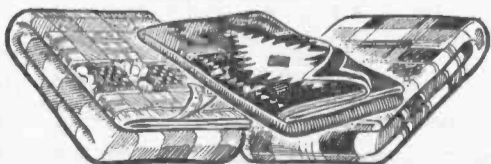
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 BLANKETS**



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Write for Catalog No. 140

Blankets — Lamps — Chenille
 Spreads — Stools — Hassocks
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872 NORTH THIRD STREET

MILWAUKEE, WIS.

**CONTINENTAL
 PREMIUM MART**

Woods, Toni (Chateau Moderne) NYC, ne.
Woods, Johnny (Chicago) Chi, t.

Y

Yost's, Ben, New Yorkers (Roxy) NYC, t.
Zita (Paradise) Atlantic City, nc.

MISCELLANEOUS

American Three-Ring Circus: North Platte, Neb., 4; Lewiston, Mont., 6; Missoula 8; Spokane, Wash., 10; Portland, Ore., 13.
Arthur, Magician: Bon Air, Tenn., 6-7.
Coronado Entrada Pageant: Farmington, N. M., 6-8.
Daniel, B. A., Magician: Colon, Mich., 6-7.
DeCleo, Magician: Flint, Mich., 2-7.
Delmores, The: St. Clairsville, O., 5-7.
Harlan Med Show: Malvern, O., 2-7.
Henke Bros.: Iron River, Mich., 4-7; Escanaba 9-14.
Henry's, The: Glasco, Kan., 2-7.
Howard, Mysterious: San Antonio, 2-7.
LaZellas, Aerial: Gays Mills, Wis., 1-6.
LeMoind, Frank: Derby, Wyo., 4-5.
Lofstrom & St. Eloi Monkeys: Indianapolis 3-5; Goldsmith 6-7.
Long, Leon, Magician: Mobile, Ala., 3-11.
Lucy, Thos. Elmore: Minneapolis 3-4; Springfield, Mo., 7; Schell City 9-10.
Myhres Entertainers: Ihlen, Minn., 2-7.
Russell, Slim: Las Animas, Colo.; Woodward, Okla., 9-14.
Wizlarde, Jack: (Fair) Blue Rapids, Kan., 3-6.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: Woodward, Okla., 4-8.
All-American: Cordell, Okla.
All-American Expo.: Grundy Center, Ia., 3-5.
Anderson-Strader: Bridgeport, Neb., 2-4; Sydney 5-7.
Antique Am.: Valdosta, Ga.
Bantly's All American: (Fair) Clarksburg, W. Va., 2-8; (Fair) Radford 9-14.
Barfield's Cosmopolitan: (Fair) Spencer, Tenn.
Barkoot Bros.: St. Charles, Mich., 4-7.
Baysinger, Al: Lamar, Mo.; Portageville 9-14.
Bee, F. H.: (Fair) Hartford, Ky.; (Fair) Centerville, Tenn., 9-14.
Big City: New Athens, Ill., 3-7.
Blue Ribbon & Monarch Expo. Combined: (Fair) Maryville, Tenn.
Bortz: (Fair) Tipton, Mo.; (Fair) Ozark 9-14.
Bremer Tri-State: Waukon, Ia., 4-8.
Bristol: Dierks, Ark.; Ashdown 9-14.
Brown Family Rides: Milan, Ga.
Buck, O. C.: Dunkirk, N. Y.; Clearfield, Pa., 9-14.
Buckeye State: (Celebration) Pocahontas, Ark.; (Fair) Grenada, Miss., 9-14.
Bullock Am.: Mountain City, Tenn.
Burke, Frank: Powell, Wyo.
Burke, Harry: Centerville, La.; Port Allen 9-14.
Burrell & Rust Am.: Strasburg, Ill., 4-7; Fulton, Mo., 10-12; Hardin, Ill., 13-15.
Byers Bros. No. 1: Monticello, Ill.
Byer Bros. No. 2: (Fair) Albany, Mo.; (Fair) Sweet Springs 10-14.
Capital City: Cedar Grove, W. Va.
Casey, E. J.: Dryden, Ont., Canada, 4-6.
Central State: Sylvan Grove, Kan., 2-5; (Fair) Beaver, Okla., 9-14.
Central Am. Co.: (Home-Coming) Pembroke, N. C.
Cetlin & Wilson: (Fair) Willow Grove, Pa.; (Fair) Reading 9-14.
Chanos, Jimmie: New Bremen, O.
Cherokee Am. Co.: Glasco, Kan.
Clark's Greater: Modesto, Calif., 3-8.
Clyde's United: Central City, Pa.
Coleman Bros.: (Fair) Schaghticoke, N. Y.; (Fair) Greenfield, Mass., 9-13.
Colley, J. J.: (Fair) Holdenville, Okla., 3-7; (Fair) Okmulgee 9-14.
Conklin: Quebec City, Can.
Convention: Buffalo, N. Y.
Cotton States: Morgantown, Ky.
Craff's 20 Big: San Diego, Calif., till Sept. 8.
Crowley United: Dodge City, Kan.
Crystal Expo.: (Fair) Rogersville, Tenn.; (Fair) Knoxville 9-14.
Cumberland Valley: (Fair) Petersburg, Tenn., 2-4; (Fair) Cookeville 5-7; (Fair) Sparta 9-14.
Cunningham's: Sistersville, W. Va., 3-7; Shinton 9-14.
Curl, W. S.: Peebles, O.; Blanchester 9-14.
Davis & Parrott: (Fair) Whitakers, N. C.
Dixie Belle: Austin, Ind.
Dodson's World's Fair: Timonium, Md., 1-12.
Down East Attrs.: Rowland, N. C.; (Fair) Lake View, S. C., 9-14.
Dudley, D. S.: Throckmorton, Tex.; Waurika, Okla., 9-14.
Dyer's Greater: (Fair) Ellsworth, Wis., 3-6; (Free Fair) Bloomington 7-9.
Elite: Clay Center, Kan.; Geneva, Neb., 9-13.
Elk Valley: (Fair) Murfreesboro, Tenn.; (Fair) Lexington 9-14.
Ellman: (Fair) Shawano, Wis., 3-5; (Fair) Black River 7-10; (Fair) Tomah 12-15.
Endy Bros.: Quebec City, Can.; New Haven, Conn., 9-18.
Endy's Expo: Pottsville, Pa.
Evangeline: Mountain View, Mo.; Hoxie, Ark., 9-14.
Fairly & Little: Joplin, Mo.; El Dorado, Kan., 9-15.
Fleming, Mad Cody: Talbotton, Ga.; Blue Ridge 9-14.
Florida Expo: Orangeburg, S. C.

Frisk Greater: (Fair) Fairmont, Minn.; (Fair) Jordan 12-14.
Funland: (Fair & Celebration) Williamson, W. Va.; Lynch, Ky., 9-14.
Fuzzell's United: (Fair) Audubon, Ia.
Gibbs, W. A.: Horton, Kan.; Waterloo, Neb., 9-14.
Gold Medal: Kankakee, Ill., 4-7; (Fair) Kentland, Ind., 9-13.
Golden West: Winona, Minn., 2-5; Mazepa 6-8.
Golden State: Emeryville, Calif.
Goodman Wonder: (Fair) Lincoln, Neb., 1-6; (Fair) Tulsa, Okla., 8-14.
Grady, Kellie: Tusculumbia, Ala.; Florence 9-14.
Great Bright Way: Parsons, W. Va.
Great Lakes Expo.: Lewisburg, Tenn.; Decatur, Ala., 9-14.
Great Southern: Pekin, Ill.; Flat River, Mo., 9-14.
Greater United: Pauls Valley, Okla.
Groves Greater: Litchfield, Ill., 1-5.
Hames, Bill: Paris, Tex.; Longview 9-16.
Happyland: (Fair) Alpena, Mich.; (Fair) Cadillac 9-14.
Heller's Acme: Crisfield, Md.; Franklin, Va., 9-14.
Heth, L. J.: Russellville, Ky.
Hoffner Am.: (Centennial) Altona, Ill., 4-7; (Fall Festival) Dixon 9-14.
Howard Bros.: Mannington, W. Va.
Hughey & Gentsch: (Fair) Ita Bena, Miss.; (Webster Co. Fair) Eupora 9-14.
Hyde, Eric B.: (Fair) Moundsville, W. Va.
Ideal Expo: (Fair) Roanoke, Va.; (Fair) Galax 9-14.
Imperial: Rantoul, Ill.
Island Manor: (Fair) Riverhead, L. I.
Jones, Johnny J.: (Fair) Indianapolis 30-Sept. 6; (Fair) Louisville 8-14.
Joyalnd: Fresno, Calif., 4-8.
Kaus Expo.: Charleston, W. Va.; Covington, Va., 9-14.
Kaus, W. C.: (Fair) Oakland, Md.; (Fair) Woodstock, Va., 9-14.
Keystone Modern: Moundsville, W. Va.; Tazewell, Va., 9-14.
Lagasse Am. Co.: (Fair) Northampton, Mass., 5-7.
Landes, J. L.: (Fair) Parson, Kan.
Lang, Dee: (Fair) Trenton, Tenn.; (Fair) Hope, Ark., 9-14.
Lawrence Greater: (Fair) Hatfield, Pa.; (Fair) Rocky Mount, Va., 9-14.
Lewis, Art: (Fair) Charlottesville, Va.
McGregor: Fennimore, Wis.
McKee, John: Mound City, Kan., 3-5; Blackburn, Mo., 6-7; Lockwood 11-14.
McMahon: Denton, Ia.
M. & M.: (Firemen's Convention) Schenectady, N. Y.; Vernon 9-14.
Mac's Caravan: Willow Springs, Mo.
Mid-West: (Fair) Ft. Yates, N. D., 5-7.
Mighty Monarch: (Fair) Clintwood, Va.
Magic Empire: Ames, Ia.; Ord, Neb., 9-12.
Miller Am. Co.: Springhill, La.
Miller Bros.: (Fair) Frederick, Md.
Miner Modern Midway: (Fair) Port Royal, Pa.; (Home-Coming) McClure 9-14.
Motor City: (Fair) South Whitley, Ind., 3-7; (Home-Coming) Bettsville, O., 10-14.
Nye's Four Star: (Fair) New Albany, Ind.
Page, J. J.: (Fair) Dayton, Tenn.
Pan-American: (Celebration) Sullivan, Ind., 2-5; (Legion Harvest Festival) Martinsville 7-14.
Paradise: Martin, Tenn.
Patrick's Greater: Toppenish, Wash.; Wenatchee 9-14.
Peach State: Lyons, Ga.; Mt. Vernon 9-14.
Pearson: Brownstown, Ill.
Penn Premier: (Fair) Pottsville, Pa.
Penn State: McConnellsburg, Pa., 2-7.
Rene Attrs.: Golden City, Mo.; West Mineral, Kan., 11-14.
Pioneer: Smeethport, Pa.
Prell's World's Fair: Pennington Gap, Va.; Leaksville, N. C., 9-14.
Pryor's All-State: Webster Springs, W. Va.
Reading's: (Fair) Santa Fe, Tenn.
Reynolds & Wells: Texarkana, Ark.
Rogers & Powell: (Fair) Sebastopol, Miss.
Rogers Greater: Crossville, Tenn.
Royal Expo.: Spartanburg, S. C.
Royal United: (Fair) Waynesville, N. C.
Savidge, Watler, Rides: (Fair) Wayne, Neb., 4-7; (Fair) Bloomfield 8-10.
Scott Bros.: (Fair) Waverly, Tenn.
Seccalum Park Rides No. 1: (Fair) Medina, O.
Seccalum Park Rides No. 2: (Fair) Croton, O.
Smith Bros.: Roff, Okla., 4-7.
Sol's Liberty: Webster City, Ia.
Southern States: Ocala, Ga.
Southern United: (Fair) Cherokee, Kan.
Sparks, J. F.: (Fair) Oneida, Tenn.; (Fair) Jasper 10-14.
State Fair: (Fair) Norton, Kan.; (Fair) McCook, Neb., 9-14.
Strates: Binghamton, N. Y.; Bath 9-14.
Stritch, Ed: (Fair) Manor, Tex.
Texas Kidd: (Fair) Grandfield, Okla.; (Fair) Tipton 9-11; (Fair) Henrietta 12-14.
Texas Expo.: Cairo, Ill., 2-8; (Fair) Hot Springs, Ark., 7-11.
Texas Longhorn: Marlow, Okla.; Duncan 9-14.
Texas: El Campo, Tex.; (Fiesta) Sugar Land 9-14.
Thompson Bros. Am.: Osceola Mills, Pa.
Tidwell, T. J.: (Fair) Miami, Okla.; (Fair) Anadarko 9-14.
Tilley: (Fair) Sandwich, Ill., 3-6; (Fair) Aledo 10-13.
Tip Top: Deseret, Utah.
Tom's Am.: Cordele, Ga.; Ashburn 9-14.
Wade, W. G.: Medaryville, Ind.; North Judson 11-14.
Wallace Bros.' Shows of Canada: (Fair) Bromo, Que., 2-4; (Fair) Granby 5-7; (Fair) Renfrew, Ont., 10-13.
Ward, John R.: Albion, Ill.
West, W. E., Motorized: Wewoka, Okla.; Stillwater 8-14.
West Bros.: Windom, Minn., 3-7.
West's World Wonder: (Fair) Du Quoin, Ill.
Weydt Am.: Hillsboro, Wis.
Williams, Ben: Lewiston, Me.
Wolfe Am.: Toccoa, Ga.; Seneca, S. C., 9-14.
World Famous: Bridgeton, N. J.
World of Fun: (Fair) Mathews, Va.
World of Mirth: Rutland, Vt.
Zeiger United: Torrington, Wyo., 2-4.
World's Fair Shows & Coe Bros.: (Fair) Fayette, Mont., 2-4; Baker, 6-7.
Wright United: Colonial Beach, Va.

CIRCUS AND WILD WEST

Anderson, Bud E.: Alamosa, Colo., 5; Walsenburg 6; La Junta 7.
Barker Bros.: Circus & Rodeo: Litchfield, Ill., 3-4; Mt. Vernon 10-11.
Coe Bros.: Corvallis, Ore., 3; Marshfield 4; Eugene 5; Klamath Falls 6; (Matinee) at Alturas, Calif., 7; Reno, Nev., 8; Marysville, Calif., 9; Stockton 10; Fresno 11; Visalia 12.
Dalles Bros.: Sycamore, Ill., 3; Rochelle 4; Dixon 5; Amboy 6; Bradford 7.
Gainesville Community: Ft. Worth, Tex., 4-6; Henrietta 13-14.
Gould, Jay: Belle Plaine, Ia., 4-5.
Lewis Bros.: Mexico, Mo., 4; Moberly 5.
Mills Bros.: Loudenville, O., 3; Shreve 4; Killbuck 5; Mt. Vernon 6; Fredericksburg 7; Mt. Gilead 9; Crestline 10.
Polack Bros.: Pawhuska, Okla., 2-4; Parsons, Kan. (Unit No. 1) 5-7; Sidney, Neb. (Unit No. 2) 6-7; Atlantic, Ia., 11.
Ringling Bros. and Barnum & Bailey: Kansas City, Mo., 3-4; Jefferson City 5; St. Louis 6-8.
Russell Bros.: Lewistown, Pa., 4; Huntingdon 5; Altoona 6-7.

GRAND-STAND AND FREE ATTRACTIONS

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

Armando & Lita: (Fair) Huron, S. D.; (Fair) Tulsa, Okla., 8-14.
Barnes, Harold: (Canadian Natl. Exhn.) Toronto.
Bernhardt, Bobbie Jeanne, & Co.: (Fair) Huron, S. D.; (Fair) Tulsa, Okla., 8-13.
Bernhardt & Kretow: (Fair) Glasko, Kan., 3-4; (Fair) Sylvan Grove 5-6; (Fair) Kentland, Ind., 11-13.
Bink's Circus Act: (Fair) Cassopolis, Mich., 4-7.
Blondin-Rellim: (Fair) Forsyth, Mont., 2-4; (Fair) Baker 5-7; (Fair) Jordan 12-14.
Bogash & Bardine: (Fair) Dunkirk, N. Y.
Calvin, Al & Margie: (Fair) Waukon, Ia., 4-6.
Cawdens, Aerial: St. Clairsville, O., 2-7.
Crazy Sailors, Four: (Fair) Dunkirk, N. Y.
D'Arcy Girls: (Fair) Port Royal, Pa.; (Fair) Vernon 9-14.
Doyle, Eddie & Amy: (Fair) Parkers Prairie, Minn.
Fishers, Five Flying: Leroy, Ill.
Fisher's, Bob, Fearless Flyers: (Fair) Maryville, Mo., 4-7; (Fair) Humboldt, Neb., 10-14.
Gates and Claire: (Fair) Pottsville, Pa.
Gordon, Buddy, & Shallee: (Fair) Black River Falls, Wis., 7-9.
Gory, Gene, & Roberta: (State Fair) Salem, Ore.
Hayworth, Seabee, Revue: (Fair) Wayne, Neb., 4-6; (Fair) Bloomfield 7-10; (Fair) Albion 11-14.
Kressells, Four: (Fair) Monticello, Ill., 4-5; (Fair) Sandwich 6-7; (Fair) Litchfield 9-10.
LaVola, Don, & Carlotta: (Fair) Torrington, Wyo., 2-4; (Fair) Douglas 6-7; (Fair) Scottsbluff, Neb., 8-9.
Lefever, H.: (Fair) Morgan, Utah, 4-6; Brigham 6-7.
Lerches, The: (Fair) Van Wert, O., 2-5; (Fair) St. Clairsville 6-7.
Lippincott, Magician: (Fair) Forksville, Pa.
Lorenzo, Paul, & Vicki: (Fair) Indianapolis; (Fair) Topeka, Kan., 9-14.
Reed, Betty: (Fair) Melvin, Ill., 4-7; (Fair) Mitchell, Neb., 11-14.
Roth, Joe: (State Fair) Salem, Ore.
St. Fanny, & Mule Abner: (Fair) Medina, O., 5-6.
ADDITIONAL ROUTES
(Received Too Late for Classification)
Campbell Sisters: (Moose Club) Johnstown, Pa., 2-7.
Chords, Three: (American Grill) Montreal, Que., 2-7.
Harts, Jack, Comedians: Greenwood, Ark., 2-7.
Jaxon, Ventriloquist: (Club 41) Oshkosh, Wis., 2-7.
Lake, Charles & Paula: (Fair) Reinbeck, Ia., 2-4; (Fair) Postville 6-9.
Nadine & Charles: (Henry Grady Hotel) Atlanta 2-7.
Schaffner Players: Dalta, Ia., 1-7.
Walters Comedians: Summerfield, Kan., 2-7.

GM DIESEL LIGHT PLANTS



Constant Money Savers! Cost Less Than 1c Per K.W. Hr. To Operate

CALL—WIRE—WRITE TODAY!
J. W. (Diesel) Clements
Southern Power Division of LEWIS SUPPLY CO.
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CANDY GIVE AWAY PKGS. and INTERMEDIATES Oriental Sweets NOW PACKED WITH 18 PCS.
100 to Carton 100 Pkg. \$3.50
500 Pkg. \$17.50
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These Packages Contain Assort. Caramel Kisses.
Send for FREE Illustrated Catalog, 20% Deposit With Order, Bal. O. O. D. 60 East 11th St., New York City.

DELIGHT SWEETS, Inc.

CONCESSION MERCHANDISE

Exclusive, unusual items with real sales value and eye appeal for PARKS CIRCUS CARNIVAL FAIR
Trade. When writing for catalog state business
TIPP NOVELTY CO., TIPP CITY, OHIO

INSURANCE Charles A. Lenz

"Showman's Insurance Man"
A788 Insurance Exchange, CHICAGO

WARNING

All indications point to a substantial increase in PRICES OF TRUCKS and PASSENGER CARS. Take advantage of the existing LOW PRICES—MOTORIZE.
Write CHAS. T. GOSS
With—Standard Chevrolet Company
East St. Louis, Ill.

CIRCUS BAND AT LIBERTY

For Fairs or Carnival Uniformed, reliable, organized White Band, any size. Salary in reason accepted. Own transportation and parade band truck.
Wire this week, Buffalo, N. Y.; next week, Dalton, Ga.
WALTER LANKFORD

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

LARGE STOCK OF

BEACON

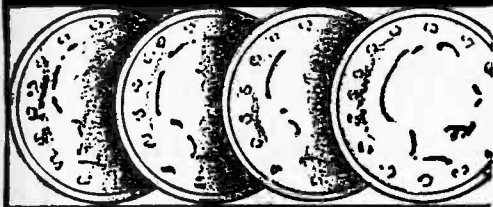
BLANKETS AND SHAWLS ON HAND FOR IMMEDIATE DELIVERY

WISCONSIN DELUXE CORPORATION
1902 NORTH THIRD STREET MILWAUKEE WISCONSIN

DAVIS & PARROTT SHOWS WANT

For ten Fairs in North Carolina tobacco fields. Shows—Minstrel, Funhouse, Motordrome, Unborn, Animal, Monkey Drome or Circus, Doo Willis, wire. Rides—Roll-o-Plane, Silver Streak, Chairplane, Wade, wire. Pony Ride Foreman, Kiddle Ride, Concessions—Cockhouse, Popcorn, Diggers, Ball Game, Penny Arcade, Cigarette Gallery, Wheels and Grind Stores. Legal Adjuster, Promoters and Bannermen. Anna Lee, Ted Miller, Sam Berger, wire.
DICK HARRIS, Mgr., Whitakers, N. C., Fair this week; then per route.

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.

Promotions — Vending machine trade needs to protect itself from various forms of unfavorable publicity

On August 14 and 15, 1940, Chicago newspapers published details of a juicy vending machine story. One Detroit newspaper at least gave front-page space to the same news report. Detroit is also a great vending machine center and the story naturally had direct interest to Detroit readers.

One phase of the vending machine "racket" stories is that the legitimate vending machine trade is compelled to stand by and hope that the noise will not cause too much injury to legitimate trade.

It would be possible, of course, for the legitimate vending machine trade to express its approval of the federal action against questionable vending promotion schemes. It might be an occasion for vending machine organizations to thank those civic and newspaper workers who have warned the public against the questionable promotions for some years.

Some such action should be taken after conviction is obtained. The Better Business bureaus in several cities and also Robert P. Vanderpoel, financial editor of The Chicago Herald-American, have been warning the public of the activities of the present group for a long time.

Some expression of thanks should come from the legitimate trade after conviction is duly obtained in the courts. At the present time the two principals and 29 salesmen of a well-known Chicago promotion are under indictment. The case will eventually be heard in court and the accused will be given a due hearing. They may not be found guilty. Enough evidence has been presented before a federal grand jury to lead the jurors to return an indictment, which means that the case now becomes of vital interest to the vending machine trade as a whole.

There is no desire to try the case in print before the courts have passed upon all the charges, but there is the necessity for the vending machine trade to be prepared for the shock of publicity that comes when such cases become public news.

For some reason the public, and many civic and newspaper men, are never careful to distinguish between a limited group that may be charged with violating the laws and that large group that is not charged with any violations—when it comes to anything relating to coin-operated machines.

Most of the Chicago headlines have been very fair in reference to this particular case. Only one news head referred to a "Vending Machine Racket." This is a consideration on the part of the Chicago papers that deserves real appreciation. It would have been so easy to feature "vending machine racket" in bold headlines.

Earlier in the year the automatic phonograph trade was subjected to the injustice of headlines which implied the industry was a racket when the conduct of only two operating firms out of more than a hundred was ever in question.

The present publicity may be viewed as considerate of the vending machine trade, and unless the later court proceedings bring unfair headlines, the present news is really vital to the public.

The promotional plans of the group under indictment have been known and widely discussed in vending machine circles for some years. The public might feel that the legitimate interests in the vending machine field should have made complaints, or have disciplined itself. But the vending machine trade, like other divisions of the coin machine trade, is not so well organized as to undertake self-discipline.

It is very doubtful that even a well-organized vending machine trade could have used discipline in the case which the federal grand jury has questioned. The group in question did not use the regular trade channels and as far as is known did not co-operate with existing trade organizations. In vending machine trade circles the methods used in selling the plan were referred to as high-pressure tactics. The vending trade in general looked on and wondered. A few may have thought of imitating the selling schemes in certain ways. High-pressure tactics have been widely used in the higher circles of business and it is not easy to say when such methods become illegal. The federal government uses the postal laws to make its case.

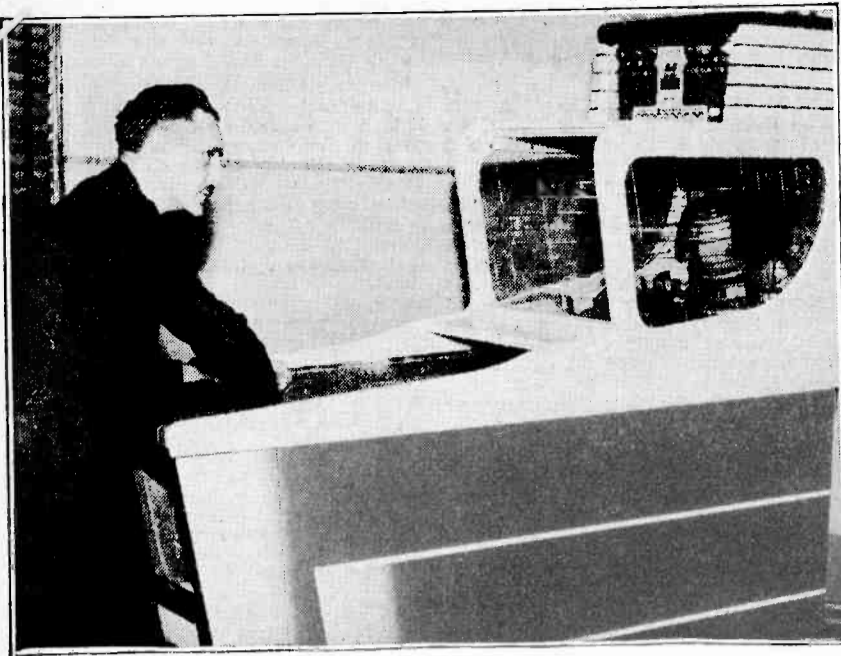
This is the second prominent vending machine fraud case which the federal government has initiated during 1940. Earlier in the year charges were made and filed in Texas against the sales practices of a firm that had operated in the vending field for many years. The case also related to penny vending machines.

The prominence of the two cases indicates that the federal government is keeping a careful check on vending machine promotional schemes, because there have been several cases to call attention to these promotions. As usual, the federal government may be slow in getting around to cases, but it does get around.

If morals may be pointed out, the legitimate vending interests are compelled to meet some publicity to their trade that may be unfavorable. The industry lacks the means for counteracting with favorable publicity, but organized effort would express appreciation to all newspapers and organizations that have shown consideration for the legitimate trade in reporting news of the questionable cases. It would be well to point out also to newspapers and business organizations the importance of making distinctions between the regular vending trade and those who do not use trade channels.

Because some have looked on with envy at the big sales made by certain promotional schemes, it might be well to examine all vending machine promotional and sales methods within our own ranks. Each firm could easily make its promotional methods comply with standard practice.

There has been entirely too much of a tendency among vending machine firms to try to find some promotion method outside the trade channels that would be a world-beater. Maybe it will be wiser to use the established trade channels and trade mediums for the long pull. The penny venders have a permanent place in our distribution set-up and it is unfortunate that unfavorable publicity comes about periodically. High-grade vending machines are also due for a big increase in usage, and questionable promotional methods would severely hinder their future.



JENNINGS' ROLL-IN-THE-BARREL is played here by Julius Gronner, of the Addison Novelty Co., Chicago. Gronner reports that the games are doing well on location.

Kirk Air Defense Attracts Interest

CHICAGO, Aug. 31.—“The demand for our new timely machine, Air Defense, has been the heaviest I’ve ever witnessed,” declares Claude Kirk, head of C. R. Kirk Company.

“Air Defense has attracted attention and created buying interest among coinmen throughout the country. We’ve had calls and correspondence pouring in to our offices in unusually heavy amounts since we first announced the release of Air Defense.

“We are now in production on Air Defense and will make shipments as soon as it is possible to do so. In the meantime the orders keep piling in.

“Air Defense is probably the most timely and most unusual and most realistic coin-operated machine that has ever been built. The action parallels that of actual planes now engaged in actual warfare. All action of the plane is controlled by the player, thus is 100 per cent skill and may be operated on almost any location. The action of the playing board itself is a tremendous urge to players to play game after game.

“As player dives and swoops plane down to contact switch at each airport, flying time is gradually diminished. Players enjoy trying to make as many airport landings as possible in the time allotted for flying.

“Mechanically, Air Defense is sound. Its timeliness and earning power are proven tops on test locations.”

FIGHT! FIGHT! FIGHT!

In most forms of business, you've got to fight competition tooth and nail. But not with PHOTOMATIC... because PHOTOMATIC has NO COMPETITION! It's the only machine of its kind... world famous... universally and profitably patronized. Get smart... get the amazing facts on PHOTOMATIC today!

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International Mutoscope Reel Co., Inc.
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BUY-SELL-TRADE

Free Play Games
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20 Special \$21.00
BALLY ALLEYS... PERFECT

Write for Complete Circular List
OVER 500 GAMES

B. & B. NOVELTY CO.
621 W. Main, LOUISVILLE, KY.

Florence, Colo., Passes Novelty Game Ordinance

FLORENCE, Colo., Aug. 31.—Citizens of Florence are now enjoying entertainment furnished by amusement games. The city's governing officials voted recently to allow the operation of novelty amusement games, but specified that such machines must not be gambling devices.

No limitation was placed as to what type of games may be operated except that they must be of the so-called legal type. The effective date of the ordinance was August 15, the measure having been passed August 5.

Anderson Tells Tot Success Story

CHICAGO, Aug. 31.—“Every week sees Western's Tot, the world's smallest token payout counter machine, become the world's largest in terms of sales,” reports Don Anderson, Western Products, Inc., sales manager.

“Naturally, we are happy that Tot has made a hit with coinmen, but we cannot say that we are surprised. For a long time we worked on this great little counter machine to perfect it and to incorporate as many features as we could possibly get into so small a machine.

“Upon inspection it is revealed that it has a cheat-proof coin chute which eliminates the possibility of coins on strings, shims or slugs being used to operate it. Tot has positive locking reels which eliminate risk from cheaters and it has a jar-proof safety catch on the token payout slide which further protects the operators and location owners from losses.

“These are but a few of Tot's many features that have helped make it the biggest selling counter machine available to operators. Its two-tone hammerloid finish makes it a welcome addition to any location and its action appeals to players everywhere.”

Rex Amusement Applauds Dixie

SYRACUSE, N. Y., Aug. 31.—“We've seen some pretty fine machines in our long experience in the coin machine business,” stated an official of the Rex Amusement Company, Syracuse, “but top honors go to the Chicago Coin Machine Manufacturing Company for turning out such big money-making machines.

“Chicago Coin games have always been the favorite of operators in this territory. We could name them one by one for years back, but the most important names to operators today are Polo and Skyline, and now a brand-new hit called Dixie. There's really a big treat in store for operators when they see Dixie.”

3 Reasons Why Keeney Operators Are the Nation's Most Prosperous Operators

Keeney's--- ANTI-AIRCRAFT MACHINE GUN

It's a legal, skill-amusement machine that is capturing the big play on locations everywhere—the hit of 1940!

Keeney's--- REMOTE SELECTOR WALL BOX

enables operators to earn more money than at any time in the history of the music business—200 to 700% increases—operates from booth, table or bar—24 selections

Keeney's Sensational Free Play Game

SPEEDWAY

The first really new scoring idea in years—the industry's different free play game. Now Shipping!

JOIN THE "KEENEY PROSPERITY CLUB"

SEE YOUR NEAREST KEENEY DISTRIBUTOR OR ORDER DIRECT!

J. H. KEENEY & CO. The House that Jack Built
2001 CALUMET AVE., CHICAGO



110 Volts AC Anywhere!

WITH KATOLIGHT PLANTS AND ROTARY CONVERTERS

Furnish standard 110 AC 60 Cycles for operating coin-operated music machines, motion picture, AC radios, electric organs, pin-ball games, etc.
Complete 350 Watt, 110 AC Light Plant—List \$ 97.00
Complete 500 Watt, 110 AC Light Plant—List 150.00
350 Watt Kato Rotary Converter—List 61.50

KATOLIGHTO, Mankato, Minnesota, U. S. A.

Boston Firm Hails "Chutes"

BOSTON, Aug. 31.—“Operators in this section are calling us Santa Claus after learning full details about the sensational new money-making Shoot the Chutes deal we are making available to them,” say executives of Boston's Atlas Coin Machine Company.

“We know that we are making a startling offer, but it is our complete intention to show operators the tremendous value of this product. We are convinced that this special deal on Shoot the Chutes will prove to all operators that their best buy is Seeburg.

“So unusual is this special deal that many operators were reluctant to believe it when we first explained it to them. We'd like to help all operators expand their operating and earn the biggest money possible without having to make any big investment.”

Monarch Gets Removal Results

CHICAGO, Aug. 31.—“One thing that we are completely convinced of is the fact that operators really read *The Billboard* carefully,” reports Al Stern, of the Monarch Coin Machine Company.

“We've said this before but the last week has convinced us even more completely. A week ago we announced that it is our intention to move our headquarters to another location and that we were going to conduct a removal sale of all machines now in our large stock in order that we would have less equipment to move when the time came.

“Well the rest of the story is simple. As soon as operators learned of our intention to move they began the terrific

rush of orders that has not subsided all week. When we decided to conduct our removal sale we figured that we could sell a large part of our equipment between now and the time we move. However, from the way we have been stormed for all kinds of equipment since our announcement last week it looks like all we'll have to move will be our desks and files.

“Every operator should take advantage of this unusual opportunity immediately, because the way machines are selling it looks as if the latecomers may be disappointed. In this group of machines are paytables, novelty games, free games, phonographs and all kinds of counter machines.”

Keeney Speedway In Big Demand

CHICAGO, Aug. 31.—“It's the new scoring idea incorporated in Speedway that has made it a sensational hit,” says Bill Ryan, sales manager of J. H. Keeney & Company.

“Speedway has been available to operators for only a few short weeks, yet it is in as great demand as many machines that have been on the market for months. We've added extra production forces and are turning Speedways out at a high rate of speed.

“It's a tough job to try to keep pace with orders for this sensational free-play type of machine, but we're doing our best. We're shipping Speedways as fast as we are able and hope operators will pardon any delays caused by the rush of orders for this popular machine.

“While Speedway is well on its way to becoming the king of the free-play type machines, Keeney's Anti-Aircraft Machine Gun and Keeney's Wall Box still are the top sellers in the legal novelty and music fields respectively.”

Gun Earnings Hit High Point

CHICAGO, Aug. 31.—"Never saw anything like Rapid-Fire machine gun for big steady profits," says Ed Ravreby, of the Owl Mint Machine Company, Boston. "After all, you expect a machine of this type to make money, but you don't figure it will beat other games' figures. And that is exactly what Rapid-Fire is doing."

"Repeat orders are coming in so fast that my big problem is getting delivery fast enough to keep the boys happy. However, I understand the factory has doubled production, and New England operators will be sure of immediate delivery starting right after Labor Day."

Enthusiasm for Pool Bowling

CHICAGO, Aug. 31.—"Confirming our opinion that Pool Bowling is the greatest newcomer in the amusement field, operators everywhere are showing increasing enthusiasm for this game," says Frank Schafer, sales manager of Pool Bowling Manufacturing Corporation. "Extremely favorable reports are pouring

in from all parts of the country and from every type of territory."

In line with Schafer's comments are the remarks of M. J. Feldman, head of Central Coin Machine Exchange, distributors for Pool Bowling in Michigan. "Pool Bowling is a blessing for all territory," said Feldman. "I have yet to find a game, whether coin operated or not, that has the player appeal Pool Bowling boasts. Our showroom is continually occupied with Michigan operators who play the game and register tremendous enthusiasm."

Allied Enthuses On Daval Game

CHICAGO, Aug. 31.—"There is no doubt about Daval's American Eagle being a machine the operators should come and get," says Harry Le Vine, official of Allied Novelty Company. "We confirm Al Douglas' belief that the new Daval machine is a winner."

"Our sales on American Eagle and Marvel have kept Allied Novelty Company busy filling orders. The reorders for American Eagles are the best proof that operators must be doing well with them. 'Come and get it' is a good slogan. We have another one too: 'When you need it we have it.'"

Golden Gate in Larger Quarters

SAN FRANCISCO, Aug. 31.—Al Armos, of the Golden Gate Novelty Company, reports that his firm's new quarters and sales are larger than ever before. "We have arranged one of the most beautiful showrooms and office set-ups the Pacific Coast has ever seen," he says. "Large, spacious showrooms where operators can see all the latest and best machines as well as enjoy their visit to the firm's quarters. The offices can handle all business rapidly and efficiently. The stockroom and repair department are modern, and repairs for all equipment are easily arranged."

Other reports regarding the firms new offices are enthusiastic. The general belief is to the effect that the new headquarters of the firm are bound to help coin machine conditions thruout this area.

Armos declares: "I want to take this opportunity to thank all of our many friends in the coin machine business for helping us to progress and for continuing to give us their complete co-operation." The firm is now located at 540 Turk Street, San Francisco.

Heiman Returns From Sales Trip

CHICAGO, Aug. 31.—Back from an extended trip thru the Middle West, Harry Heiman, sales manager of games of National Coin Machine Exchange, Chicago, is in high spirits.

"Everywhere I went operators received me with the warmest welcome," he said, "and I was glad to hear of their enthusiasm for the service we render. No matter what type of game they want we have it ready for delivery. That's what they appreciate."

"We maintain a large stock of reconditioned games as well as the latest releases. Our mechanical and shipping departments are keyed up to a high state of efficiency."

"In every way, we have the equipment, facilities, and stock to render fast and satisfactory service. We look for business to be more brisk this fall than in years."

Evans Introduces Its Jungle Camp

CHICAGO, Aug. 31.—"Answering the popular demand of operators for a game that fits any spot and can be relied on for a steady draw, Jungle Camp is creating a sensation everywhere it's shown," says R. W. (Dick) Hood, president of H. C. Evans & Company.

"Jungle Camp is a natural for any location," he continued. "Available in four models, free-play, free-play gum vender, free-play convertible, and pay-

out, it's ideal for any territory. Players are strong for the free-play angle. The mystery selection on the backboard builds interest and keeps them coming back."

"The machine occupies little space and it brings in more money per square foot than most coin games. Utilizing the famous Galloping Dominos mechanism, Jungle Camp is absolutely bug-proof. Its earning power makes it an attractive favorite. When you see Jungle Camp," concluded Hood, "you'll learn why it is just what the operators and distributors want."

Mayflower in New Quarters

ST. PAUL, Aug. 31.—Climaxing an expansion program of the past four years, the Mayflower Novelty Company, headed by Sam Taran, has moved into its new four-story structure at 2218 University Avenue. In announcing occupation of his new quarters, Taran said: "We are now reaching the heights in our business. As distributors for many leading manufacturers our business has grown to enormous proportions."

"Without a doubt we have in our new location one of the finest in the coin machine industry. The building is four stories high, with 60,000 feet of floor space. We have elevator service and our own loading docks and railroad trackage in the rear of the building. We feel we have the outstanding showrooms in the coin machine business."

"In addition, we maintain the Utility Finance Company, organized to assist operators in purchasing phonographs and other equipment on the time payment plan. Thus, with all these essentials under one roof, I venture to say that before long the Mayflower Novelty Company will step out as the leader of the coin machine distributing parade."

Schifren Joins The Baker Co.

CHICAGO, Aug. 31.—Harry Schifren, veteran coin machine salesman, has recently joined the Baker organization. Schifren, who has been traveling and selling coin-operated equipment for many years, has an enviable record, and at the same time enjoys the respect and admiration of his customers.

Schifren will open headquarters in San Francisco and represent the Baker Company on the West Coast. H. L. Baker, president of the company, announced: "This is another step in our program to place capable and well-liked representatives in the field with the purpose of offering a closer contact between our distributors and the factory and in this manner give the customers the best of service, create good will which will ultimately prove to our mutual benefit."



IT PAYS TO OPERATE MARVEL and HOW it pays!

WORLD'S GREATEST CIGARETTE REEL TOKEN PAYOUT COUNTER GAME

10 FOR \$275

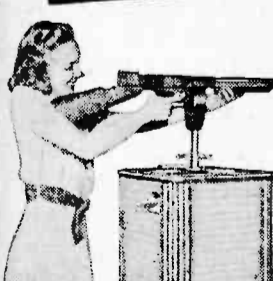

Sample \$32.50
Ball Gum Model \$2 Extra
AT ANY LIVE-WIRE DISTRIBUTOR

DAVAL, 2043 CARROLL AVE., CHICAGO
BRANCH OFFICE - MAC MOHR - 2916 W. PICO BLVD - LOS ANGELES, CAL.

Bally RAPID-FIRE

MACHINE GUN WITH DIVING U-BOAT TARGET

Fires 100 shots in 15 seconds. Actual collection reports prove earning power up to \$100 per week. Get your share—get RAPID-FIRE now.

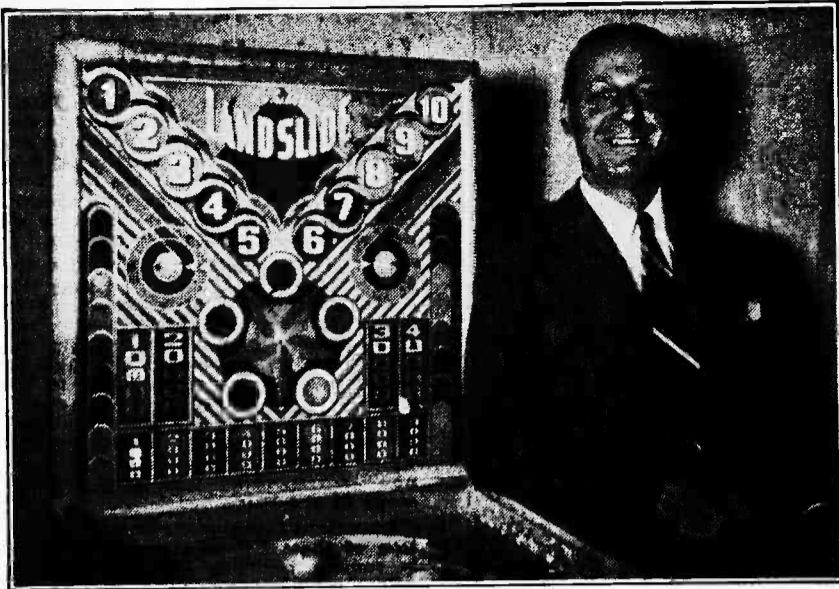
IDEAL NOVELTY CO.
1518 MARKET ST. ST. LOUIS, MO.

QUALITY SPEAKS FOR ITSELF		
FREE PLAY	FREE PLAY	
Bally Beauty \$69.50	Pot Shot \$22.50	Vogue \$24.50
Exhibit Bowling Game 39.50	Airport 19.00	Champion 17.50
Triumph 34.50	Big Six 17.50	Topper 17.50
Lucky 29.50	Batting Champ 17.00	Review Novelty 8.00
C. O. D. 29.50	Pyramids 17.00	Bubbles Novelty 8.00
4-5-6 24.50	Conquests 17.00	Stop & Go Novelty 8.00
Blackout 24.50	Major's 16.00	
Pickem 24.50	High Lite 16.00	PAYOUTS
Scoop 24.50	Chevron 16.00	Hawthornes \$89.00
Variety 24.50	Chief 10.00	Thistle-downs 89.00
Airliner 22.50	Sidekick 10.00	Seabiscuits 89.00
		Kentucky Clubs 47.50
	1/3 Deposit With Order—Balance C. O. D.	

MODERN AUTOMATIC EXCHANGE, INC.
2618 CARNEGIE AVENUE, CLEVELAND, OHIO



MUSIC SALESMANSHIP AT ITS BEST. Starring Seeburg equipment, the Regal Music Co., Milwaukee, got the bright idea of placing extension cords on Seeburg Wall-o-Matics so that girls could carry them to the parked autos at Ruthy's Dutch Mill in Milwaukee. As patrons make their orders, the wall box invites them to have some music. Speak-Organs broadcast the music to car guests.



TONY GASPARRO, OF WESTON DISTRIBUTORS, distributor for Exhibit Supply Co. in New York, reports a heavy demand for Landslide in his territory. Above he poses alongside the game which he praises.

Southern Automatic Now Handling Games

LOUISVILLE, Ky., Aug. 31.—In announcing that all four offices of the Southern Automatic Music Company will henceforth carry a complete line of amusement games, Leo Weinberger, company official, declared: "We have been in business in Louisville since 1923. In former years we were one of the largest games distributing organizations. However, since 1935, we have handled for the most part the Seeburg distributorship of phonographs in the States of Indiana, Kentucky, Tennessee, and Southern Ohio.

"In 1935 we opened our office in Cincinnati. The Indianapolis office followed in 1937 and in the early months of 1940 we established our office in Nashville, Tenn. These four convenient offices make it easy for operators in our territory to visit us. Also, they are convenient for use as bases for delivery.

"Sam Weinberger is in charge of the Indianapolis office, which handles all business in Northern Indiana. Our Cincinnati office is managed by Joe Weinberger and Monroe Stiebel," continued Leo Weinberger.

"Bernie M. Radford is in charge of our Nashville office, while Sid Stiebel and myself handle the Louisville office. L. E. Pippingner works out of the Louisville office, calling on all operators in Kentucky and Southern Indiana.

"While we have been handling games

at the Louisville office for some time, other offices have not. Operators have requested that we stock other offices so that they can do all their buying at one office.

"We have a fast over-night service in deliveries from Chicago to each of our offices. In this way operators will be assured of prompt delivery of all of the best games very shortly after they are released.

"We are proud of our reputation for giving operators our fullest co-operation in every way. Our games business shall get the same attention in all offices. At any time of the day or night operators can contact us for service and delivery.

"In our four offices at the present time we have 60 employees giving their entire attention to co-operating with the operator so that he can make more money. We do this because we feel that the operator must be a good one if the distributor and manufacturer are to benefit and do business.

"All offices will henceforth carry a complete line of new and used amusement machines, as well as our regular line of phonographs, parts and accessories, and other devices," concluded Weinberger.

Spin-O Plans Nat'l Expansion

MINNEAPOLIS, Aug. 31.—Announcement has been made here by Manny Levinex, head of the Spin-O Sales Company, that his firm is planning an expansion program that will include the opening of seven new offices thruout the country by September 15.

"With Spin-O sales moving along at the swiftest pace in the six-year history of the firm," Levine said, "we are ready to start marketing our product on a national scale. As a result we have divided the country into six parts and are going to open offices in New Orleans, Dallas, Boston; Albany, N. Y.; San Francisco, Los Angeles, and Denver. Headquarters, of course, will remain here in Minneapolis.

"Spin-O is in use in 38 States thruout the nation. The demand for our product has become so great that we have felt this expansion is absolutely necessary. We feel that thru our new branch offices we will be able to reach into territory not yet covered, and before long Spin-O should be in every State in the Union."

Hy-G Games Offering Gun

ST. PAUL, Aug. 31.—"We've said so from the start and we say it again that the sure profit deal that we're offering operators on Shoot the Chutes is the most liberal money-making opportunity ever made available to coin machine operators," declare Hy-G Games officials.

"It really surprised us how many operators took advantage of the marvelous offer immediately following its announcement. There are still some operators, however, who have not availed themselves of this sensational opportunity and it is to them that we say this is a once-in-a-lifetime offer.

To Whom It May Concern:

THERE ARE AND HAVE BEEN MALICIOUS RUMORS SPREAD AROUND AMONGST THE TRADE THAT THE ACME NOVELTY COMPANY IS AFFILIATED WITH ANOTHER NORTHWEST DISTRIBUTOR. THESE RUMORS ARE FALSE AND ARE ONLY INTENDED TO HARM. THE ACME NOVELTY CO. IS OWNED BY MR. THEODORE T. BUSH EXCLUSIVELY, AND OPERATES UNDER POLICIES SET FORTH BY HIM.

WE MUST MOVE 200 RECONDITIONED PHONOGRAPHS AT ONCE ALL WITH AN RG TAG OF APPROVAL

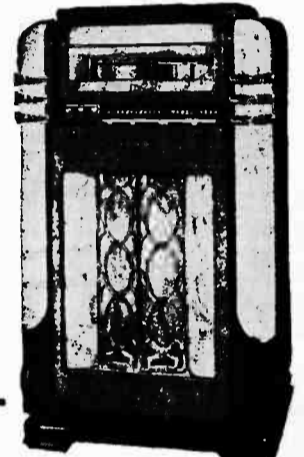
WURLITZER P-10	\$22.50	WURLITZER 616	SLUG PROOF MARBLE-GLO GRILLS	\$97.50
WURLITZER P-12	\$24.50	WURLITZER 616	DOME MARBLE-GLO GRILLS	\$109.50
WURLITZER 412	\$32.50	WURLITZER 616	HEAD UP SELECTOR MARBLE-GLO GRILLS	\$109.50
WURLITZER 312	\$32.50	WURLITZER 24	MARBLE-GLO AND GRILLS	\$109.50
WURLITZER 400	\$32.50	WURLITZER 600		\$149.50
ROCKOLA 16-32V	\$59.50	WURLITZER 600A		\$159.50
WURLITZER 616	\$59.50	WURLITZER 600	KEY BOARD	\$159.50
WURLITZER 616	\$89.50	WURLITZER 600A	KEY BOARD	\$169.50

TAKE ADVANTAGE OF THIS SPECIAL OFFER

GUARANTEED BY ACME NOVELTY CO.



RECONDITIONED BY FACTORY TRAINED MECHANICS



\$169.50 50 MODEL 500 WURLITZERS WITH AN O.K. THAT COUNTS ADD \$102.00 FOR 500A WITH SLUGPROOF MECHANISM

SATISFACTION OR NO SALE!!!

THOROUGHLY RECONDITIONED NOVELTY GAMES THOROUGHLY RECONDITIONED

GENCO BIG TOWN	\$39.50	GOTTLIEB'S LITE-O-CARD	\$39.50	SCORE CARD	\$39.50
BALLY TRIUMPH	\$32.50	BALLY SCOOP	\$32.50	HIGH FLIERS	\$39.50
EXHIBITS FLAGSHIP	\$32.50	LOTS O FUN	\$22.50	SUPER SIX	\$27.50
THRILLER	\$27.50	RE BOUND	\$19.50		

THOROUGHLY RECONDITIONED RG CONSOLES THOROUGHLY RECONDITIONED

FAST TIMES	\$99.50	EXHIBITS LONG CHAMPS SR	\$19.50
1940 PACE REELS	\$92.50	JENNINGS LIBERTY BELL	\$14.50
1939 PACE REELS	\$79.50	KEENEYS TRACK TIME	\$22.50
1939 SARATOGAS	\$69.50	EVANS 1937 BANG TAILS	\$22.50

THOROUGHLY RECONDITIONED RG PAYOUT TABLES THOROUGHLY RECONDITIONED

TRACK RECORD	\$80.00	GOLD MEDAL	\$49.50	DERBY TIME	\$19.50
BLUE RIBBON	\$59.50	PEDAL PUSHER	\$29.50	PARLEY VOUS	\$15.00

MISCELLANEOUS COUNTER GAMES

1939 WESTERN BASEBALL COMBINATION	\$69.50	JIFFY OR HEADS OR TAILS	\$11.95
KEENEY BLACK CABINET ANTI-AIRCRAFT GUN	\$115.00	TOKETTE (TOKEN PAYOUT GUM VENDOR)	\$12.95
GENCO SKILL ROLL FREE PLAY	\$49.50	BENNETS DOUGH BOY	\$4.95
BEAN IM BAG LEGAL ANYWHERE	\$29.50	GOTTLIEB'S GRIPPER	\$9.50
200 MILLS BLUE FRONTS	from \$29.50 to \$42.50	TOTALIZER	\$9.50
BALLY ALLEYS (like New)	\$39.50	DUVALS X RAY	CIG. REELS-TOKEN PAYOUT GUM VENDOR NEW \$19.95
EVANS TEN STRIKES	\$69.50		

ACME NOVELTY CO. 1124 HENNEPIN AVE. MINNEAPOLIS MINN.

Bally's
RAPID-FIRE
MACHINE GUN
WITH DASHING, DIVING
U-BOAT TARGET

IMMEDIATE DELIVERY
The Vending Machine Co.
205-15 Franklin St., Fayetteville, N. C.
Cable Address: "Coinslots"

1941 Show Jan. 13-16

"Bigger and Better Than Ever Before" adopted as convention slogan

CHICAGO, Aug. 31.—Announcement of the dates of the big 1941 Coin Machine Show and Convention has been received from Coin Machine Industries, Inc. (CMI), thru James Gilmore, secretary and manager. January 13, 14, 15, and 16, 1941, will find thousands of coinmen gathered at the Hotel Sherman to view the industry's offerings.

Gilmore announced that floor plans and exhibit contracts will be mailed in September. First mailing of contract forms will go to members of CMI and former exhibitors. A second mailing will follow to all other prospective exhibitors.

Forecast Big Show

The prospect for a "super-colossal" show, says Gilmore, could hardly be better. "Already we have had a number of prospective exhibitors clamoring for information and space contracts. Many," he continued, "are joining CMI in order to receive preferred attention as to space allotments."

"Bigger and Better Than Ever Before," is the 1941 Coin Machine Show and Convention slogan. A complete sell-out of exhibit space, a larger registration of operators, distributors, and jobbers than ever before is expected. Last year the total registration was 6,123. We are confident that this coming show's attendance will surpass this.

"Preliminary plans reveal that entertainment and banquet will be on a scale



"HIT, AHOY!" says ex-sailor George Ponser, of New York and New Jersey, as Leo Kelly, Bally Mfg. Co. sales manager, demonstrates revolving target on new Bally game, Fleet.

never before attempted. This one and only coin machine show is something that every coin machine man is looking forward to.

Make Reservations Early

"And, while I'm making this report, I may as well add the statement that the Hotel Sherman has already booked a number of room reservations for the 1941 Show. For anyone who desires to stay in the headquarters hotel I offer this advice—reserve your rooms as soon as possible."

Gilmore reports that committees on arrangements will shortly be named and that the "ball will be started a-rolling" to make the 1941 Coin Machine Show and Convention the biggest affair ever offered by the coin machine industry."

Supreme Has New Rebuilding Policy

BROOKLYN, Aug. 31.—Willie Blatt, the "Little Napoleon" of Supreme Vending Company, reports that his firm is featuring a new rebuilding policy which will convert used machines into modern ones.

"We have been experimenting and developing a new rebuilding policy for some time," said Blatt. "We have made a study of all the machines which have been presented for some years, and we feel we now have perfected the finest reconditioning method that has ever been employed in the industry."

"Not only are our men taking apart each machine which we recondition but they are resurfacing them and rebuilding them to equal the play appeal of the latest games."

"We are coming back into the field stronger than ever, as we are now in a position to offer the operators something which they never were able to obtain before."

Buckeye Official Recommends Game

COLUMBUS, O., Aug. 31.—According to Bob Warner, official of the Buckeye Vending Company, Columbus, O., there is a new machine available to operators which will make past earning records look small.

"It's the new Chicago Coin Machine Manufacturing Company release, Dixie," says Warner. "The fine reputation of

the Chicago Coin firm has been built on just such games as Dixie. Mechanically sound machines, packed with player appeal that assures operators of full cash boxes for long periods of time in operation . . . these are the criterions for the success of any machine. Chicago Coin machines always come thru with flying colors and Dixie is another good example."

Buckley System Eliminates Changes

NEW YORK, Aug. 31.—DeWitt (Doc) Eaton, who handles the Eastern sales and service for the Buckley Music System, reports upon his return from a trip around his territory that music machine operators have learned that the Buckley Music System eliminates machine changes on locations.

As Eaton explains it, "One of the problems which have always confronted the phono operator has been to check up on his locations ever so often and to arrange for machines to be moved from one spot to another. Many times a phono at one end of the bar will not get the play that it can get when moved to the other end. The same is true with phonos located in various other parts of the location."

"Now along comes the Buckley Music System and all this is eliminated. We make it easy to buy music, for the operator not only picks the best spot in the house for the wall box but the second, third, and fourth best spots. He can put them on the bar so that the customer with change in his hand need but drop it in to get the music he or she wants."

"That's one big reason why the Buck-

Big Arcade Year, Rabkin Reveals

NEW YORK, Aug. 31.—That Penny Arcades are rolling up new records this year was revealed by Bill Rabkin, president of International Mutoscope Reel Co. "Our two arcades at the New York World's Fair are attracting huge crowds. Machines are getting a terrific play all day regardless of weather," he said.

Official World's Fair figures for the take of the two Mutoscope Penny Arcades for the first 11 weeks was \$48,923.08. Biggest single week take was that of July 4, \$9,842.04, Rabkin declared. He pointed out that while these figures may sound phenomenal to the average operator they are being equaled and superseded on a comparative basis by other arcades throuout the country whose overhead and other expenses are nowhere near as great as those of Mutoscope at the Fair.

Important fact surrounding the revelation of these figures is that the public is coming back to Penny Arcades in droves. "Two weeks after opening one of our arcades at the Fair," Rabkin stated, "it was necessary to enlarge it to three times the original size. Even with this, additional space could have been used."

"Every type of machine if clicking," Rabkin continued. "People have found Penny Arcades economical playgrounds. Mutoscope's Sky Fighters are always blazing away. Photomatic picture taking machines are constantly in action, and post-card venders are going at top speed. Pin games are attracting much attention. Regular arcade equipment, such as punching bags, fortune tellers, basket-ball machines, love meters, K. O. boxers, and the like are getting a strong play. The three Photomatics in Arcade "A," the larger of our two set-ups on the fairgrounds, have had a take of \$4,047.70 for 11 weeks, an average of \$122.66 per machine gross per week. The two Photomatics, according to official World's Fair figures, in the newer and smaller arcade had a take of \$2,197.30, or an average of \$99.87 each per week. Other takes include \$3,574.69 for the penny Mutoscope post-card venders and \$1,824.03 for the Glamour Girl post-card vender. Some of the older machines at the fair are taking in more money than their cost per week. After 10 p.m. when the larger exhibits close Penny Arcades are jammed around the Sky Fighters and other machines.

"It's pretty hard to place your finger on just what made the public come back to Penny Arcades so strongly. Presentation of a truly modern arcade at the Fair is believed a major factor. Then again we believe the comeback was due to the fact that public has found that it can obtain clean, wholesome fun at low cost at these spots," Rabkin concluded.

where in the country. It's making music easy to buy and that's the big answer to why profits double and triple on the most ordinary locations with the Buckley Music System is catching on everywhere in the country," he concluded.

Pinball Machines for Revenue

(An editorial from The Yonkers (N. Y.) Daily Times of August 22. Editor, Thomas E. Kelly Jr.)

Sheriff George A. Case, we learn, gives Yonkers a clean bill of health as he orders a county-wide drive to eliminate illegal gambling machines—particularly of the pinball variety.

We know a lot of people who like to stand at pinball machines and match their skill against their friends' with the stakes the cost of the game, or a drink, or a package of cigarettes, or some other incidental wager.

To us—unless children are permitted to use the games for gambling—pinball machines are pretty harmless affairs. We never heard of a poor workingman losing his week's salary into the maws of the devices.

As a matter of fact pinball machines are no more harmful than the State-controlled mutuels betting, which as soon as you pass your \$2 across the counter appropriates for itself and the track about 22 cents.

And then with a \$2 ticket—now worth about \$1.78—clasped in your hand, anything is liable to happen as the horses go the distance of the particular race.

But what we started out to say is that we'd like to see the city institute some manner of pinball game control under which a tax would be levied on each machine installed. If we did that, patrons of grills, candy stores, stationery stores, etc., could have something to do other than drink, eat candy, or buy cigarettes.

And most important of all, the city could realize some needed revenue from a source heretofore untapped. If the city regulated pinball machines, and had control over their operation, excessive gambling could be eliminated.

We can't agree that playing for small stakes—loser pays or some other innocuous wager—should be considered as entirely outside the law.

But the idea may be worth a try and, aside from the increased revenue the city might realize, we'd at least eliminate the necessity for Sheriff Casey announcing, every once in a while, that he has to clean up gambling here and throuout the county.

DIVE RIGHT IN TO BIG PROFITS AGAIN WITH

DAVAL'S AMERICAN EAGLE

10 FOR \$275

Sample \$32.50
Ball Gum Model \$2 Extra

H. G. PAYNE COMPANY
312-314 Broadway, Nashville, Tenn.

DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES

Imps For Sale, \$12.50 each
Liberal allowance on Peanut, Gum or Counter Machine.

O'BRIEN
89 THAMES ST., NEWPORT, R. I.

"The House of Proven Winners"

NOVELTY GAMES		FREE PLAY GAMES	
Exhibit Airliner . . . \$ 7.50	Stoner Clipper . . . \$22.50	Exhibit Conquest . . . \$17.50	
Bally Vogue 17.50	Chicago Coin Roxy . . . 37.50	Baker Doughboy . . . 62.50	
Exhibit Avalon 7.50	Bally Scoop 24.50	Bally Triumph 49.50	
Bally Alley 29.50	Bally Dandy 10.00	Exhibit Congo	
Bally Spotted 5.00	Keeney Thriller 24.50	(1 or 5 balls) 47.50	
Bally Pickem 7.50	Bally Charm 59.50	Keeney Supercharger . . . 24.50	
FREE PLAY GAME	Bally Vogue 22.50	Bally Beauty 49.50	
Bally Victory \$49.50	Keeney Super 8 32.50	Exhibit Flagship 39.50	
	Bally Pickem 19.50	Bally Eureka 35.00	

One-Third Cash With Order, Balance C. O. D.—Wire or Mail Us Your Orders.

J. and J. NOVELTY COMPANY

4840 MT. ELLIOTT AVE.

(Plaza 1433)

DETROIT, MICHIGAN

Sales Taxes and "Use" Levies Aired at Parley of Experts

CHICAGO, Aug. 31.—The hodgepodge of State sales and "use" taxes resulting in the practice of people skipping across State lines to buy motor cars, typewriters, and the like, or using the mails to order groceries or farm implements from another State, had an airing at the University of Chicago campus recently.

Representatives of State tax departments and of business and manufacturing groups, all of them authorities in their fields, assembled under the auspices of the National Association of Tax Administrators to discuss a uniform rule for taxing interstate sales in States having sales taxes. Sessions were held at the headquarters of the Federation of Tax Administrators.

The meeting was called by John H. Hendren, attorney for the Missouri State sales tax department and chairman of the committee on uniform sale tax regulations of the National Association of Tax Administrators. The objective was a comprehensive tax program for submission to the legislatures of the various States for their consideration, with a view to eliminating discrepancies in sales taxes and to break up thereby the efforts to avoid the tax by crossing State lines.

Sales Tax in 23 States

Among the other delegates were Fred C. McClurg, chief counsel of the Indiana gross income tax division; Samuel Herman, supervisor of the rules and regulations division; Samuel Herman, supervisor of the rules and regulations division, Illinois department of finance; John H. Mulroney, assistant attorney-general of Iowa, and Lester Ponder, of the Arkansas department of revenue. Hendren acted as spokesman for the group.

"Twenty-three States now have the sales tax in some form," he said. "It ranges from 1 to 3 cents on the dollar. In some cases it involves only retail sales, in others it applies even to manufacturing and to professional services. The sales tax may be considered comparatively recent, most of the States having adopted it since the depression hit bottom, that is, in 1933. But West Virginia is credited with the first comprehensive sales tax law, which it passed in 1921.

"Necessarily, with the States working independently, a great variety of laws, rules, and regulations has grown up. This, coupled with the fact that more than half the States still have no sales tax at all, means discrepancies and evasions. Our group meeting here is attempting to establish a working basis of uniformity from which may eventuate a standardized sales tax program."

Hendren pointed out that the meeting is in no sense a promotional agency for the sales tax. It does not urge States without it to adopt it. But since the sales tax has become an established form of revenue, efficiency requires something of a common denominator.

"Most people understand what the sales tax is," continued Hendren, "but they may not be so familiar with the 'use' tax. That has been adopted by

several States to checkmate avoidance of paying its sales tax by residents who go across State lines to purchase and then bring back the article for use.

New York Decision Recalled

"For instance, Illinois has a sales tax. Wisconsin hasn't. People can go to Wisconsin to buy a car to avoid your 3 per cent sales tax. But Illinois, by imposing a 3 per cent tax for the 'use' of that car within its borders and refusing to issue a license for it until that tax is paid, would thus gain the same revenue, and the advantage to the out-of-State purchase would be voided. Oklahoma, Michigan, and California have such 'use' taxes.

"Our group has that under discussion, also the variances in sales taxes. In Illinois it is 3 per cent on retail sales, while across the line in Indiana is a gross income tax of 1 per cent, applying to retail sales, to manufacture of products, and even to professional services of lawyers and doctors.

"Just how far States can go on taxing interstate sales within their borders has become a major question following recent decisions of the United States Supreme Court permitting New York to impose its sales tax on interstate transactions. Also the question is important because of what the States and 'use' taxes amount to in the course of a year. For 1939 the 23 States had income, \$443,000,000, from this source."—From *The Chicago Daily News*.

A-A Guns in Maneuvers

NEW YORK, Aug. 31.—Epitomizing the dummy warfare maneuvers of the National Guard and regular army currently being held in several sections of the U. S., *PM*, New York newspaper, in its issue of August 21 pictured a soldier at a coin-operated anti-aircraft gun complete with the airplane on the screen and the legend, "15 shots for 5 cents."

hind. We are gradually working toward the time when we will be able to give immediate shipment on all orders as they are received and can only tell those operators and distributors who have been compelled to wait for their orders to be filled that we appreciate their patience."

Arcade Operator Praises A-A Guns

CANTON, O., Aug. 31.—Robert Wagner, veteran arcade operator of Puritas Springs Park, has purchased four new anti-aircraft guns for the season of Eastern Ohio fairs and celebrations. Four new machines are housed in a special tent and are proving a good draw at all stands, he said.

Where an arcade is already contracted, Wagner has been successful in contracting for his anti-aircraft concession, sending his arcade elsewhere. In this way he has been able to play more fairs and

NEW LOW PRICE
ON REBUILT MACHINES
\$39⁵⁰ \$39⁵⁰



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 Payout. 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 New Free Play Flat Top Bell-Console Model.

WATLING MFG. CO.
4640-4660 W. Fulton St.
CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770
Cable address "WATLINGITE," Chicago



EXPLAINING A NEW GAME CALLED AIR DEFENSE is C. R. Kirk (left), head of C. R. Kirk & Co., Chicago. Others in the picture, left to right, are Mr. Walker, of the Kirk firm; Bert Davidson and Carl Morris, advertising agency chiefs. Air Defense is termed "one of the most timely machines on the market." It will be available shortly, according to Kirk.

Report Demand for Genco Band Wagon

CHICAGO, Aug. 31.—"A strong demand for Genco's new game, Band Wagon, has been reported from every section in the country," declares a Genco, Inc., spokesman. "Operators were quick to become enthusiastic about this winner because first collection reports were amazingly high. In addition, being a Genco game has had a lot to do with the large initial demand, as Genco games have earned a reputation for their consistent record earnings."

"Band Wagon has a combination of features that seem to have unusual fascination for players. The action is fast and calls forth all the 'body English' at the player's command. Brilliant displays of flashing lights add materially to Band Wagon and the play theme is different, original, and decidedly alluring.

"The game has four ways to win and a thousand ways to thrill the player. "True to our policy of thoroughly pre-testing each new game on actual location before we even release it, we tried out Band Wagon on several average spots and found that collections spurted immediately. That assured us we had another hit in Band Wagon, and the wonderful response of operators throughout the country has more than borne out our faith."

Landslide Taxes Exhibit Production

CHICAGO, Aug. 31.—"Landslide continues to tax the capacity of our production department to keep up with the orders coming in, says John Chrest, sales manager of the Exhibit Supply Company.

"Attempting to keep our production facilities up with the orders received for this game has been a new experience for us," he continued. "While we have been fortunate in having large runs on other games, the demand was such that we were able to keep pace with orders received without being compelled to work our factory overtime for as long periods as we have in producing Landslide.

"Apparently, operators caught on to this game very quickly. As the samples were received by distributors and put on display, orders were placed with the result that before we could complete shipping samples to distributors we were swamped with orders from sections of the country which had already received samples.

"It now appears that even tho we have finally succeeded in getting the game into all of our distributors' hands, the orders still continue to flock in at such a rate that we are still several days be-

special events this year than ever before, he said.

At the present time Wagner has one arcade playing fairs, in addition to the gun concession, but shortly will add another arcade to take care of contracted spots, he said.

Assn. Warns of Iowa Sales Tax

ST. PAUL, Aug. 31.—Minnesota operators who have routes extending into Iowa have been informed by the Minnesota Amusement Games Association, Inc., that the State of Iowa has a sales tax which applies to games, etc. The association reports that it has received word that several operators doing business in Iowa had not made arrangements to pay the tax and had some trouble because they had not done so.

Inasmuch as these facts would not become known to Iowa out-of-State operators, the association issued a bulletin to members suggesting that all operators having machines in Iowa arrange immediately to take care of the sales tax. "Not paying this tax, whether it is intentional or not, can jeopardize the amusement business in Iowa. Take care of this matter today," suggested the association.

WANT TO BUY FOR CASH
MILLS' SQUARE BELLS
BAKER'S RACES
MILLS' VEST POCKET BELLS
ALSO PAYOUT CONSOLES
Wire or Write Best Prices.
State Serial Numbers.

WANT
FIRST-CLASS EXPERIENCED MECHANIC FOR PAY-OUT TABLES, CONSOLES AND PACE'S RACES. Give full details as to age, references, experiences and salary expected.
3147 Locust St.,
St. Louis, Mo. **MR. CALL NOVELTY CO.**

Special This Week TRIUMPHS, \$19.50 Each
Also Hundreds of Other Reconditioned Free Games at \$19.50 Each.
WRITE FOR COMPLETE LIST
1939 Wurlitzer Counter Models, \$79.50 Each
Anti-Aircraft Guns, Black Cabinet, \$95.00 Each
LEHIGH SPECIALTY CO.
2nd and Green Sts., Philadelphia, Pa.

NO MACHINES TO BUY
ADDITIONAL INCOME FOR OPERATORS
EXTRA MONEY — LEGAL
Big Profits Year Round. Postcard for details.
AUTOMATIC GAMES
2422 Fullerton, CHICAGO

HOME RUN

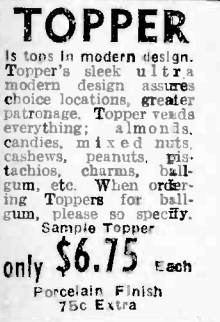


SCORES BIG PROFITS FOR OPERATORS EVERYWHERE

IT'S YOUR PROFIT INNING NOW with this time to the minute MONEY MAKER. For HOME RUN is entirely new in playing principal and operation, you actually BAT the ball thru the air in an effort to score a homer and the ball you bat is a BALL OF GUM, a clever innovation, isn't it? Locations may give awards for "Homers"—HOME RUN is no ordinary Vendor—it's a LONG, FULL TIME PROFIT MAKER ON ALL YOUR LOCATIONS. You'll be amazed at the big earning power of this remarkable combination Ball Gum Vendor and Amusement Machine. HOME RUN is operated with 180 count ball gum. Striped balls are used in HOME RUN the same as in ordinary Ball Gum Vendors. DON'T DELAY, ORDER YOUR HOME RUN VENDORS TODAY! HOME RUN in lots of 10 or more \$19.50 each. SPECIAL INTRODUCTORY OFFER SAMPLE HOME RUN—and approx. 5,000 Balls of Gum (sufficient for \$50.00 play). ALL FOR \$24.50.



ESQUIRE
The last word in vending perfection. Truly a great vendor—it is universal—vends all types of bulk merchandise including Ball Gum and vends them accurately, no additional parts necessary.
Sample Esquire only **\$6.95** Each Porcelain Finish 50c Extra

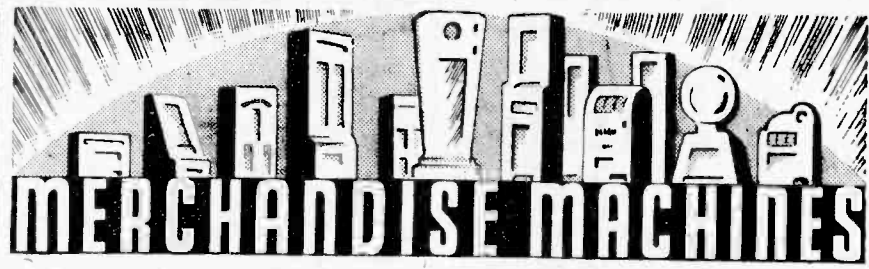


TOPPER
Is tops in modern design. Topper's sleek ultra modern design assures choice locations, greater patronage. Topper vends everything; almonds, candies, mixed nuts, cashews, peanuts, pistachios, charms, ball-gum, etc. When ordering Toppers for ball-gum, please so specify. Sample Topper only **\$6.75** Each Porcelain Finish 75c Extra



SPECIAL DE LUXE
Porcelain Enamel Finish only **\$5.25 ea.**
in lots of 24 or more. Sample, \$5.95; 6 to 11, \$5.75 ea.; 12 to 23, \$5.50 ea. Beautiful Tangerine Porcelain, trimmed in Chrome. All porcelain merchandise chute. Vends everything. 5 lbs. capacity. 1/2 cash with order, balance C. O. D.

Operators, Order This Coin Counter
Penny-Nickel combination slotted coin counter, polished aluminum, life-time guarantee. Only \$1.00 each prepaid cash with order. No C. O. D. All orders require 1/2 cash, balance C. O. D.
VICTOR VENDING CORP.
5711 W. GRAND AVENUE, CHICAGO



MERCHANDISE MACHINES
Mints Are Unable To Supply Unprecedented Demand for Coins

NEW YORK, Aug. 31.—Something has happened in America which makes Mr. and Mrs. Citizen carry more pennies, dimes, and nickels in their pockets than ever before in the history of the United States, according to significant facts reflected in the announcement of the director of the mint that two of the three U. S. mints are now on 24-hour production schedules and the third on a 16-hour coin-making stint.

Demand is so large for smaller coins that the mints produced 811,467,000 coins during the year ended June 30—and still did not satisfy demand. This is the largest output of coin in the history of the U. S. Not only did the mints produce this number of coins, but they depleted reserve stock by putting into circulation 43,374,000 coins which had been held in case of sudden demand.

Why the Demand?

The question arises as to what is responsible for this tremendous demand of coins and the shifting of the public's money habits. Altho experts in monetary fields are by no means in complete accord, there are various factors which are so obvious to the experts that there is no argument about them.

One of the most apparent explanations, it is said, is the marked rise in the use of vending and amusement machines operating upon the insertion of coins. Vending machines are now delivering a greater number of items to the public than ever before, according to observations of mint experts seeking the causes for greater use of coins.

A second important reason for the augmented demand for coins, it is said, is the shift from a credit to a cash basis for most of the food store business of the country. This transition in retailing has been going on for some time, until now by far the major portion of the retail food business of the country is done on a cash basis involving the use of millions of more coins.

Odd Price Influence

Another noticeable factor in the coin-

age demand situation is the price-making system of retail stores, which rarely mark prices at even figures. Fractional amounts and use of psychological figures such as \$1.99 and \$2.99 have greatly augmented the need for the making of small change.

Other factors are the increase in State and municipal sales taxes. Federal taxes on amusements and certain commodities also entail the use of more minor coins. Theaters in great numbers now schedule prices as odd amounts.

The fact that there could be a shortage of coins is the more astonishing when it is realized how great a quantity is already in circulation. At the end of June there were about \$400,000,000 in half dollars, quarters and dimes outstanding and \$169,000,000 in nickels and pennies. This is the equivalent of \$2.91 in halves, quarters, and dimes for each man, woman, and child in the country and \$1.29 in nickels and pennies.

There were some 46,000,000 standard silver dollars in circulation, but these are confined largely to the West. Over the years there has been a noticeable trend away from heavy coins. While the deliveries of the smaller coins increased, the demand for quarters and halves stayed about the same or slightly diminished.

N. Y. Cigarette Tax Cost to Smokers Is 23 Millions in Year

ALBANY, N. Y., Aug. 31.—New York State cigarette tax collections in the first year of operation cost smokers approximately \$23,235,000, according to figures just made public by the State Tax Commission. Cigarette tax stamps sold during the fiscal year ended June 30 covered 23,235,000,000 cigarettes, at a rate of 2 cents a package of 20. This sum is by far the largest ever yielded by any State cigarette tax. The New York impost has been in effect since July 1, 1939.

Assuming a State population figure of 13,380,000 based on 1940 census reports, the stamp sales represent 86 packs of 20 each a person. June cigarette tax collections surpassed the previous monthly record high receipts of May by \$31,000. June collections are reported as totaling \$2,046,742.52, and at the close of the first six months of 1940 collections totaled \$10,973,303.82.

Report Surplus Peanut Crop

WASHINGTON, Aug. 31.—A conference of peanut growers and trade representatives was held in the main auditorium of the United States Department of Agriculture here recently. Candy manufacturers who are users of peanuts took part in the discussions.

The purpose of the conference was to discuss the peanut situation and also a probable peanut surplus removal program for the 1940 crop, similar to the program operated in previous years.

Toledo Cigarette Vender Men Meet

TOLEDO, O., Aug. 31.—Toledo cigarette operators gathered recently in the home of Mr. and Mrs. A. H. Jamra, of the Jamra Company, Cleveland jobbers of cigarettes, cigars, tobaccos, and allied products.

Visiting in Toledo at the time of the party were Mr. and Mrs. Lou Golden, of Cleveland. Golden is president of the Ohio Cigarette Vendors' Association. During the course of the evening Albert Ture, vice-president of the association, paid tribute to Golden as president of the cigarette men's group.

Present as guests of the Jamras were Mr. and Mrs. Harry Gometz, Mr. and Mrs. Sam Levy, Mr. and Mrs. John Cannelli, Mr. and Mrs. Robert Ouci, Mr. and Mrs. Harry Rubin, James Jamra, Mr. and Mrs. Theodore Habbib, and Rose Gometz.

Golden, in an informal address, termed the gathering "a remarkable demonstration of the co-operative spirit of cigarette machine operators in Ohio."

Ohio Cigarette Men Attack Slug Use; Name Assn. Heads

CLEVELAND, Aug. 31.—Ohio Cigarette Vendors' Association will take steps to put an end to the slug evil which has become prevalent, according to Sam Abrams, secretary. Abrams, with Lou Golden and other members of the trade, attended the meeting of the association at Columbus, O., recently.

Permanent officers for the association were elected as follows: Lou Golden, of Ace Cigarette Service, Cleveland, president; Albert Ture, of A. H. Jamra Company, Toledo, vice-president; Steve Lederer, of the Cincinnati Cigarette Vending Machine Service, Cincinnati, treasurer, and Samuel L. Abrams, Cleveland, secretary.

Headquarters for the association are on the fourth floor of the Newman Stern Building, 1740 East 12th Street, Cleveland. The organization is affiliated with the Ohio State Tobacco Association, of which Abrams is also secretary.

Other business discussed at the meeting was one to improve the industry.

OPERATORS!
A SENSATION THAT'S SWEEPING THE COUNTRY LIKE WILDFIRE
Northwestern
39 BELL



- ★ BIGGER PROFITS
- ★ PEP UP LOCATIONS
- ★ SMASH COMPETITION

Whatever you do—don't pass up the hottest money-maker the bulk vending field has ever known. Locations everywhere are demanding this free play sensation. Here is your chance to really clean up—to get new locations—smash competition. But you must act right now! Write for our free trial offer today and see for yourself!

THE NORTHWESTERN CORPORATION
605 E. Armstrong St., MORRIS, ILLINOIS

LOW AS 50c MONTH NOW—TIME PAYMENT PLAN ON SILVER KINGS
Buy Legal Vendors, avoid trouble

CASH IN—**"King Jr."**
5 Lb. "SILVER KING," \$6.50
10 at \$5.50
FREE Cat. & Instructions. Write today for terms.
Newest, most modern money-maker for all locations. Just the right size for counter or booth. Vends peanuts and small candies, also all types of Breath Pellets. Capacity 2 lbs. candy. Blue Hammerhead finish.

TORR 2047A-SO. 68 PHILA., PA.

PROVEN Money Makers!



Experienced operators know the important thing is to get the Vendor into the location! Tom Thumb's got everything beat. Handsome, compact, it sets into taverns, waiting rooms, stores and restaurants closed to ordinary vendors. Thousands already placed; room for thousands more. Die cast precision machine; no comebacks. We'll match it against any others in the low priced field. Has 12 revolutionary features, including Magic Coin Selector, Yale Tumbler Locks, adjustable dispenser. Vends candy, gum or peanuts. 1 1/2 and 3-lb. sizes. Thousands of Tom Thumb Vendors now bringing real profits to operators. Don't wait. Write for full details, prices and money-back guarantee today. **FIELDING MFG. CO., Dept. 87, Jackson, Mich.**

Coming Events
Thirteenth Annual Convention of the National Tobacco Tax Conference, Providence, tentatively set for September.
National Newspaper Week, October 1 to 7.
Premium Advertising Association of America, New York, September 9 to 13.
New Jersey All-Industry Picnic, sponsored by the Amusement Board of Trade of New Jersey, Inc., on September 8.

Bulk Vending Biz Prepares for Fall Indoor Locations

If we mention fur coats in this weather we're liable to be tossed out on our ear, but you can count on the fact that there are thousands of women with fur coats on their minds these days. You've got to hand it to the weaker sex—they do have foresight.

That's what the operator needs, too, in order to keep his route up and coming. Right now they are enjoying good business from outdoor locations, but these spots aren't going to be earning money during the fall and winter months. It's time to be out scouting for the new locations which present themselves when the public moves back indoors for its diversion.

Order New Equipment Now

Not only does this afford the opportunity of securing new locations, but a chance to move machines by way of workshop and give them a thoro cleaning and check over before placing them in new spots so they will be in tiptop shape. Machines that have outworn their usefulness should be traded in.

Undoubtedly there will be some locations in territories that will call for new machines. It's not too early to start thinking about requirements in this line.

But the main thing right now is action. September is going to creep up in a big hurry and operators shouldn't be caught napping. Route earnings can be kept up to a par during this change of season by use of a little foresight now.

From *The Northwesterner*.

How To Win Friends—

CLEVELAND, Aug. 31.—The other afternoon an attorney was in the Guardian Building on business and over-stayed the hour permitted on the parking meter outside. Fearful of a ticket, he hurried out, and—sure enough, there was one on his door handle.

When he looked at the parking meter, however, he found to his surprise that he still had more than half an hour. This didn't make sense, because he knew he had been in the building at least an hour-and-a-half.

He untied the ticket. It wasn't a parking ticket, but a little jingle. He read:

We passed the meter and time was up.

We dropped a nickel, you saved a buck.

Standing Printing Company.

Union Commerce Arcade.

Investigation reveals that Leo Rucker, president of the firm, is the good Samaritan who goes about dropping nickels into parking meters for careless motorists.

"I got the idea," he says. "Two other fellows work with me, and we have to make a lot of trips around downtown in the course of a day. So we took a pocketful of nickels with us, and when we saw a meter with the red flag up, or just a minute or two to go, we'd drop in a nickel and leave one of these tickets. 'Several people have called up to thank us. Some of them even come in and offered to repay the nickel. I figure it makes us a lot of good will and may bring us some business.'"

Consulted on the matter, members of the Traffic Bureau said they had no objection to Mr. Rucker paying for other drivers' parking.

Tobacco Industry Is Fourth Largest Nat'l Advertiser

NEW YORK, Aug. 31.—The tobacco industry ranked fourth in advertising expenditures last year, according to a study on "National Advertising Expenditures by Classifications" issued by the research and promotion department of the Bureau of Advertising, American Newspaper Publishers' Association.

The study took in the four major media, newspapers, magazines, radio and farm journals, in which the combined tobacco expenditures amounted to \$33,938,103. Leading was the grocery field, which spent \$91,062,010, followed, in that order, by automobiles, toilet requisites, and tobacco.

Candy Sales Up 7.3 Per Cent for First Half Year

WASHINGTON, Aug. 31.—Sales of confectionery and competitive chocolate products during the first six months of the year were 7.3 per cent ahead of the figures reported for the corresponding period last year, according to a report released here by Director William L. Austin, Bureau of the Census, of the Department of Commerce.

A sales gain of only 1.6 per cent for June as compared with the same month last year is probably one of the factors for the failure to mark up the 10 per cent gain for the six-month period which had been anticipated in some quarters.

An increase of 0.9 per cent was shown during the first half of 1939 over the similar period of the previous year.

The total dollar volume for the 210 reporting companies amounted to \$99,416,000 during the first half of the year. This compares with \$92,618,000 for the first six months of 1939.

While each of the three groups of manufacturers reporting showed an increase during the six months over the 1939 period, the greatest relative gain was recorded by manufacturers of chocolate products, who chalked up an increase of 12.5 per cent. Wholesale manufacturers and manufacturer-retailers reported sales gains of 6.7 per cent and 1.3 per cent respectively.

Stoner Office in East; Meeks Head

CHICAGO, Aug. 31.—Hal R. Meeks, well-known and widely experienced veteran of the coin machine merchandising field, is now blazing the trail for Stoner's line of merchandise equipment, Univendor, thruout Eastern States. He is direct factory representative of Stoner and has just opened new offices at 33 West 60th Street, New York. Assisting Meeks is M. S. Starr, also thoroly seasoned in operation of merchandise equipment.

Meeks entered the coin machine business about 1926 as Eastern division manager for a large Chicago manufacturer with a staff of 90 salesmen covering 14 States. In 1939 he became president of a Massachusetts vending corporation specializing in vending chocolates. Leaving this position, he joined a large manufacturer of vending machines located in New York. Thousands of machines now in operation in New York subways were sold by Meeks.

"With his experience and knowledge of the merchandise field," said a Stoner spokesman, "he can be of tremendous assistance in helping operators to more profitable operation."

Meeks declared: "When an operator sees Univendor and has the opportunity to study its many outstanding advantages he cannot help concluding that it is a vender that he can profitably operate. Univendor's smart design and visual display of merchandise attracts attention and patronage. Assorted merchandise ranging in price, 5, 10, or 15 cents, stimulates sales by offering a wider selection."

"Large shelf capacity enables the machine to sell all kinds of candy bars. Other advantages are the number of shelves—there are 160 of them—trouble-free mechanism, ease of loading, and protection by a very positive slug rejector.

"I hope that all operators in my territory will feel free to discuss any operating questions that they may have because I want to render whatever assistance I possibly can," concluded Meeks.

Financial

ST. LOUIS, Aug. 31.—The National Candy Company and subsidiaries report for the six months ending June 30 a net profit of \$93,361, equal after dividend requirements on first and second preferred stocks to 13 cents each on 192,815 shares of common. This compares with a net profit of \$203,000, or 70 cents a share in the first half of 1939.

HERSHEY, Pa., Aug. 31.—The Hershey Chocolate Corporation here reports a net income of \$814,881 for the quarter ending June 30, after taxes and charges,

and compares with net income of \$758,856 in the preceding quarter after participating provisions of preferred stock and with \$1,051,396, or \$1.16 a share, a year ago.

For the six months the firm reported a net income of \$2,573,737, after taxes and charges, equal after participating provisions of preferred to \$2.64 a share, as compared with \$2,846,910, or \$3.04 a share, a year ago.

PORT CHESTER, N. Y., Aug. 31.—The Life Savers Corporation, this city, candy mint manufacturer, and subsidiaries report for the six months to June 30 a net profit of \$499,100, equal to \$1.42 each on 350,140 shares of capital stock. Earnings for this period do not include an exchange loss of \$38,741, or 11 cents a share, as the result of revaluation of net current assets of Canadian subsidiaries from Canadian to United States dollars. Net profit for the 1939 period was \$493,560, or \$1.41 a share.

Wholesale Tobacco Sales Rises 8.3 Per Cent

WASHINGTON, Aug. 31.—Sales of wholesalers were 6.1 per cent larger in June than in the same month last year, and sales for 1940, to date, were 7.7 per cent above the first half of 1939, according to the Census Bureau and the National Association of Credit Men. Twenty-six of 36 lines of business reporting showed sales during June exceeding those of the corresponding month last year.

Included in the above were figures for the wholesale tobacco trade which showed a gain in sales of 8.3 per cent this June over June, 1939, and an increase of 5.8 per cent over May, 1940.

Denver

DENVER, Aug. 31.—Reports from Denver operators indicate that altho business has not reached the heights of earlier expectations, profitable operation of many new devices has been experienced by Denver coin machine men. Favorites of these operators are the anti-aircraft guns, which, says Walt C. Jantz, secretary of the Automatic Phonograph Operators' Association of Colorado, "have been as much protection to the operators as their originals have been to besieged cities." All Denver operators are optimistic and foresee a definite fall and winter pick-up.

Automatic Phonograph Operators' Association of Colorado has been increasingly active the past few months. The association has 16 members, comprised of two distributors and 14 operators. Officers of the association are Milton A. Pritts, president; Walt C. Jantz, secretary, and Art Hopkins, vice-president. Other members are Walt Burkett, T. W. Bean, Gibson Bradshaw, Adam Lung, Wayne Miles, H. E. McGowan, Mike Minowitz, Arvin Minowitz, Bert Ruler, Gano Center, H. E. Walker, and E. W. Reagan.

Denver operators estimate that there are now approximately 765 automatic phonographs in operation in Denver.

Wherever people congregate you're sure to find coin-operated phonographs. Colorado is known for its countless scenic beauties, and one of the foremost is the Royal Gorge, located near Canon City. Among the other scenic attractions there can be seen the highest suspension

bridge in the world. Gibson Bradshaw, of Denver Distributing Co., Rock-Ola distributor, made a recent trip to the Royal Gorge and there at the cafe at the bridge gate, among the other beauties of the work of nature, was a Rock-Ola luxury light-up phonograph. Thousands of tourists visit the Royal Gorge every year, and for man-made entertainment after they have viewed the wonders of nature there is the old reliable phonograph.

Rosa & Sievert, operators of Rock Springs, Wyo., have gone into the music operating end with a purchase of Mills and Keeney equipment from Denver Sales Co.

Denver Distributing Co. has appointed Joe Briola & Co. operators in the county for Sky Fighter anti-aircraft guns. Briola recently placed an order for 20 of the machines and is lining up spots faster than he can get the machines, he says.

Jack Shuman, Cheyenne, Wyo., operator, is in a Denver hospital recovering from a recent operation.

Jim Gaddis, territorial salesman for Modern Music Co., has just returned from a trip to New Mexico and reports good business from that territory. Recent purchasers of Seeburg remote control equipment in that territory include Walter Cole, Carlsbad; Frank Todd, of Southwest Music Co., Carizozo; George Chandler, Las Cruces; W. L. Orr, Border Novelty, Albuquerque; Merrill Kill, Southwest Sales & Service, Gallup, and Dunn-Haas Music Co., Tucumcari. The last-named firm uses a remote control unit to provide music for its portable skating rink.

Jack Compton, of Clovis, N. M., has sold his operating business to Chester Moore, of Amarillo, Tex.

Gibson Bradshaw, of the Denver Distributing Co., and Mrs. Bradshaw celebrated their sixth wedding anniversary August 15. Bradshaw says he soon will have news of a new phonograph needle deal for operators. Denver Distributing has added Jim Smith to its service department to handle work on all types of remote control units.

Bert Alcott, formerly salesman with Modern Music Co., here, is now associated with Music Service Corp., Omaha.

A. C. Murphy, who operates a variety of vending machines in the Denver area, has been converted to a remote control phonograph enthusiast with a recent purchase from Denver Distributing Co.

O. L. Hanson, Seeburg factory representative, has returned from a Wyoming trip with reports of good business in that territory.

Reports are that John Branney, operator of Casper, Wyo., is going to town in his operations which cover practically the entire coin machine field.

Walter Cole, Carlsbad, N. M., operator, is building a new home which he hopes to have ready for occupancy within the next few months.

Mrs. Jim Gaddis, wife of the Modern Music Co. salesman, is vacationing in the Midwest. Mrs. Frank Todd, wife of the Carizozo, N. M., operator, has returned from a vacation at her home in Louisiana.

REAL BARGAIN!

USED CIGARETTE MACHINES — LOW PRICES

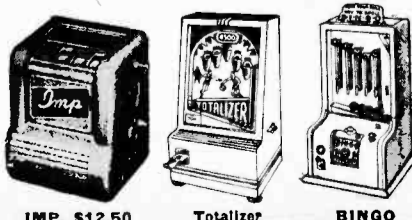
MASTERS—6 COLUMNS—CHROMIUM FRONT (With Metal Stand)	\$19.50
NATIONAL 6-26 (With Enclosed Stand)	19.50
NATIONAL 9-30 (With Enclosed Stand)	49.50

LOTS OF 10 SINGLE — \$5.00 EXTRA

1/3 DEPOSIT, BALANCE, C. O. D.

WURLITZER, ROCK-OLA, MILLS PHONOS, Perfectly Reconditioned. Low Prices. Write

BABE KAUFMAN (CIRCLE 5-9615) 250 W. 54th St., N. Y. C.



Used 1c Skill Games

Totalizer	\$12.00
Bingo	6.50
Criss Cross	6.50
Pistol Target with Gum Vendor	8.50

IMMEDIATE DELIVERY
CENT-A-TUNE
1c Selective Phone and 2 for 5c Phone

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N. Y.

MUSIC MERCHANDISING

Sam Kresberg Named to New Post With J. P. Seeburg Corp. in N. Y.

Kresberg moves up to become Eastern divisional sales representative for Seeburg as Modern Vending Company, New York, takes on distributorship

NEW YORK, August 31.—Sam Kresberg, known thruout the automatic phonograph world as president of East Coast Phonograph Distributors, Inc., of New York, revealed today his appointment as Eastern divisional sales manager for the J. P. Seeburg Corporation. His distributorship of the Seeburg line of phonographs has been taken over by Modern Vending Company, New York, one of America's largest automatic music sales agents. Kresberg, in his new post, will serve as the direct link between the Seeburg plant in Chicago and Seeburg distributors and operators all over the East. His work will be to facilitate distribution and act as general co-ordinator of Seeburg's interests here.

"It is with great pride and satisfaction," Kresberg stated, "that I assume my new position with the Seeburg firm. I will now be in a better position than ever to help operators by keeping the distributional machinery of Seeburg's great line of equipment functioning smoothly.

"Naturally I am happy that my distributorship is being taken over by Modern Vending Company, as Nat Cohn, Harry Rosen, and Irving Sommer are known far and wide for their record of helpful service to music operators. They have earned their uncontested reputation of leadership in the industry. With the wonderful new Seeburg equipment now being introduced, Modern's loyal legion of operators are assured of greatly increased incomes, far more solidarity in their business, and the knowledge that they will always be in on the ground floor of the latest in phonograph achievements.

"This marks a vital turning point in the cavalcade of automatic music, with the house of Seeburg pioneering in the new trend toward remote-control music—wired and wireless, the telephone system, and many more advancements that mean extra profits and definitely more consistent profits for every progressive phonograph operator."

Kresberg embarks on his new position immediately amid the congratulations of the many friends he has built up during his 25 years in the music industry.

Distrib Lauds Wall Boxes

NEW YORK, Aug. 31.—"I'd like to have a nickel for every Keeney Wall Box in this territory," says Dave Simon, executive of Simon Sales Company. "I'd have plenty of money if I did. Operators in this territory were quick to realize the value of Keeney Wall Boxes for their locations and began to install them immediately after they were announced several months back.

"Since that time these same operators have prided themselves on their good business judgment, declaring that Keeney Wall Boxes have increased their earnings tremendously. I'd venture to state that a majority of music operators in this territory have installed Keeney Wall Boxes on at least 10 of their locations. From reports this holds true in many other parts of the country as well."

Van Weiss, of Atlas, Is Back on Road

CHICAGO, Aug. 31.—Representing the Atlas Novelty Company, Chicago, in Northern Illinois and Iowa, Bob Van Weiss reports increasing numbers of installations of Seeburg wireless music systems with remote control.

Van Weiss is well known to operators in the Middle West and is commended by his employers, Eddie and Morrie Ginsberg, who say: "He is a tireless worker, his visits are welcomed by operators."

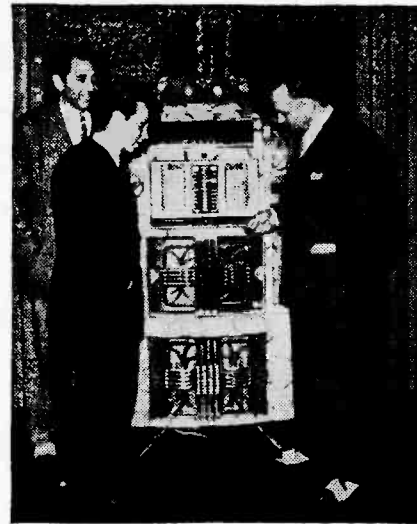
The Ginsbergs announce that Van Weiss will be on his way again after Labor Day, visiting another section of his territory.

Abe Lyman Is Host To Chicago Music Machine Operators

CHICAGO, Aug. 31.—Abe Lyman, well-known band leader, was host to a large group of Chicago operators and their wives Thursday, August 29, at a gala affair held at the exclusive Bon Air Country Club, beautiful night spot just outside of Chicago.

More than 200 operators and their wives attended the affair, enjoying the get-together with fellow operators and meeting Abe Lyman. During the evening Lyman discussed the automatic music business with operators. It is reported that Lyman learned much about the aspects of the business from the operators' viewpoint. Operators, too, found many interesting facts about the music business from Lyman.

The Lyman band, featuring the singer Jane Frohman, kept the entertainment



ABE LYMAN, left background, well-known band leader, visits the Rock-Ola Manufacturing Corporation plant, Chicago, and listens to the high fidelity tone of the Rock-Ola phonograph. He was well pleased, it was reported. Jack Nelson (right), vice-president of Rock-Ola, also listens attentively.

standard at a high all evening long.

Operators expressed their thanks for the evening and many indicated a new appreciation of Lyman's music. Lyman, on the other hand, is reported to have enjoyed acting as host to operators, many who have used his disks on their phonographs.

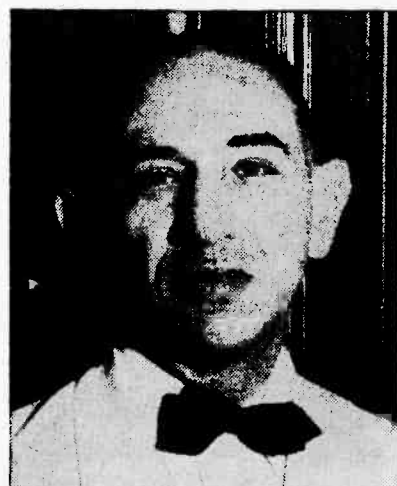
Prior to the affair, Lyman visited a phonograph manufacturing plant and viewed the manufacture of phonographs from start to finish.

Manhattan Distributing Co. New Wurlitzer Distrib in N. Y. Area

Joseph Eisen and David Margolin form new firm to distribute Wurlitzer equipment in metropolitan sector —will devote entire efforts to venture

NEW YORK, Aug. 31.—The Rudolph Wurlitzer Company, North Tonawanda, N. Y., has appointed the Manhattan Distributing Company as distributor for the metropolitan New York area. Temporary headquarters, with a complete display of phonographs and remote-control equipment, have been taken at the Park Central Hotel, 55th Street and Seventh Avenue. Permanent headquarters with a modern parts and service department, offices, and showrooms which will rate among the finest in the country will soon be opened at an address to be announced soon. The Manhattan Distributing Company will distribute Wurlitzer phonographs and remote-control equipment exclusively. The new firm is owned by Joseph Eisen and David Margolin, who organized the Penn Coin-o-Matic Company in Philadelphia four years ago and added Baltimore a year later. Since then they have built their Wurlitzer distributorship into one of the largest and most successful in the United States. Both partners will devote their entire time to the New York company.

Eisen and Margolin have had 15 years' experience in the coin machine business. Prior to their appointment, four years ago, as Wurlitzer distributors in Philadelphia, they were engaged in the operating end of the business in New York. (See Wurlitzer Distrib. on opposite page)



JOSEPH EISEN



DAVID MARGOLIN

Modern Celebrates Tenth Anniversary

NEW YORK, Aug. 31.—Celebrating 10 years of progress on Broadway, Nat Cohn, Irving Sommer and Harry Rosen, heads of Modern Vending Company, known as "the world's largest automatic music sales agents," bring to a climax the phenomenal growth and development of one of the most outstanding distributing organizations in the coin machine industry.

In relating the history of the firm, officials stated that 10 years ago Modern Vending Company opened on Broadway—the first distributing firm to ever open on the Main Stem—as distributors for the Daval line of counter games. Their first machine was the Daval gum vender. They followed this success with Daval's Chicago Club House and Penny Pack.

As the pinball game continued to grow in importance, heads of the firm, foreseeing its growth, took on the Rock-Ola line of games. Their first great success was the Jig Saw. This was followed by Rock-Ola's World Series. The sales record hung up by Modern Vending Company for this game is still acclaimed by the industry and many believe that it will never again be equaled.

All during this period Modern Vending Company continued to grow. They helped foster the growth and development of leading operator organizations. They spent a great part of their time carefully guiding their customers. They were among the first distributing organizations to arrange for gigantic parties and rallies for the trade. They presented one success after another.

Their slogan, developed with their insignia, has since become one of the outstanding coin machine trade-marks. The flying coin with three wings—each wing symbolical of one of the partners—the stars in the coin symbolizing their first successful products, and their slogan, "A Modern Product Is Always a Winner," are as well known to coin machine men in Europe and Asia as they are in America.

Following their great success of Jig Saw and World Series they presented the first ticket pinball games to the industry. From pinball Modern Vending Company turned to automatic music, a field they had been carefully watching. They noted its development, but they also noted that it lacked the proper promotion and guidance, and therefore stepped into this breach and hung up some of the largest phono sales on record.

Since then they have presented one successful plan after another to their customers. They have been responsible for the entrance into the automatic music field of leading operators. They have helped develop some of the finest automatic music operations in the country. They have continued their unusual growth by the service and the co-operation and the fair dealing which has always been their aim in this industry.

Today they are the threshold of their second decade in the coin machine industry and once again they present new products for their customers. As they explain, "We have carefully watched the development of the automatic music business, and know that the operator must have something entirely different from what he now has to assure his continued success. Therefore, we at Modern Vending Company have made the necessary change to create a new and better income for our customers. We are now showing the way to what they will call the new trend in automatic music to pave the way to bigger profits."

Nat Cohn, Irv Sommer, and Harry Rosen, who have become known as "the Eternal Triangle" to their many friends, are working harder than ever so that their many friends who have so carefully followed their advice during this first decade will now be assured the income that they have always enjoyed with Modern Vending Company, for, as the three partners say, "A Modern Product Is Always a Winner."

COINOGRAPHY

25 Years in Automatic Music

by

SAM KRESBERG

Eastern Division Sales Representative
for J. P. Seeburg Corp.

IT'S a great business, this catering to 130,000,000 different music tastes via automatic phonographs. A quarter of a century has whizzed by and, aside from a few gray hairs, it seems I've only started on this eternal quest of foreseeing the next trend. But don't get me wrong—I love phonographs—and they've done all right by yours truly.

My introduction into the world of business, at 16, was a part-time position with a John J. Monks, who did the trucking for most of the piano companies around New York. My duties were to make the rounds of the various piano companies and manufacturers to secure delivery instructions. Thus I soon became acquainted with the personnel of the respective companies, and the life and activity of the music business began to grow upon me.

Soon after, I became associated with a manufacturer who was also operating automatic music instruments in New York and my first job was to secure locations for operation and at the same time to sell coin-operated pianos directly to locations on the time-payment plan. I was a success in it almost overnight. I remained with the company until I was 21, imagining that I had at last found my life work.

In 1921, James H. Rand Sr. acquired the buildings, equipment and unfinished pianos of the defunct North Tonowanda Musical Instrument Works. There were hundreds of unfinished pianos and organs included in the assets of the company and, needing an experienced hand, Rand secured my services and sold me a half interest in the general distribution of automatic music instruments for the entire country. The first year I was associated with Rand I turned over \$1,000,000 worth of equipment.

About five years later, Rand Sr. merged with his son's business, then known as the Kardex Company, in Tonowanda. James Rand Jr. knew little or nothing of the music business and when he acquired the Remington Typewriter Company, which later became the Remington-Rand Company, he turned over to me the entire music business. I conducted it successfully for eight years until the coin-operated piano began to give way to the automatic phonograph. I thereupon adapted myself to the new order of things and went in for an extensive operation of coin-operated phonographs.

Between 1927 and 1929 I became a stock trader, dabbling heavily in Wall Street. I dropped a fortune of nearly half a million dollars, money I had earned the hard way in the music business while I was still not much more than a boy. In 1929 I found myself penniless.

With a few borrowed dollars I began all over again in the operation of music machines in the latter part of 1929. In less than three years I built up the most successful music operation in the country under the firm name of the Capitol Automatic Music Company. At one time we operated nearly 2,000 phonographs in the metropolitan area of New York. The operation that was begun with a mere \$4,000 was valued at \$1,000,000 in 1933, proof enough for me that coin-operated phonographs were a greater source of profit than pianos ever could have been.

From 1935 until the end of 1937 I distributed phonographs for a Chicago manufacturer, doing business to the tune of \$1,500,000 worth of equipment.

In January, 1938, I established my present connection with the J. P. Seeburg Corporation, becoming distributor for Seeburg Symphonolas in the East. Within the surprisingly short period of 10 months, motivated by a wonderful array of money-making phonographic equipment, the entire East became "Seeburg-minded."

G&G Story of
Phono Changeovers

CHICAGO, Aug. 31.—"An operator called on me the other day to purchase some new Heads-Up Selectors for his phonographs," reports Max Glass, of Garber & Glass, Chicago. "In my con-

Special Train From Chi
To Modern Vending Party

NEW YORK, Aug. 31.—A special train is being arranged by coin machine leaders in Chicago, Modern Vending Company executives were informed today, to arrive in time for the big 10th anniversary party the firm will hold September 5 and 6 at their showrooms at 656 Broadway.

This is one of the few times in the history of the industry where a special train was arranged by Chicago coin machine leaders to make a special trip to such a party.

Arrangements are under way to receive these coinmen, Modern officials stated, and everything will be done to make them comfortable and happy while here.

versation with him I learned some interesting facts.

"As we sat discussing changes that have occurred in the music business during the past several years he recalled that he made his first purchase from us, a phonograph, the first of a series which now numbers almost 100.

"Gradually changes were made in phonograph design and we offered equipment that would help modernize old machines. This operator was one of the first purchasers of G. & G. modernization equipment. First it was grilles, then louvers, then domes, then whole changeovers and now Heads-Up Selectors. This operator has gone right down the line improving his old equipment whenever he thought it necessary. As he says, the only old things left in his phonographs are the mechanisms themselves. But the mechanism is good and the machines still are operating profitably."

WURLITZER DISTRIB

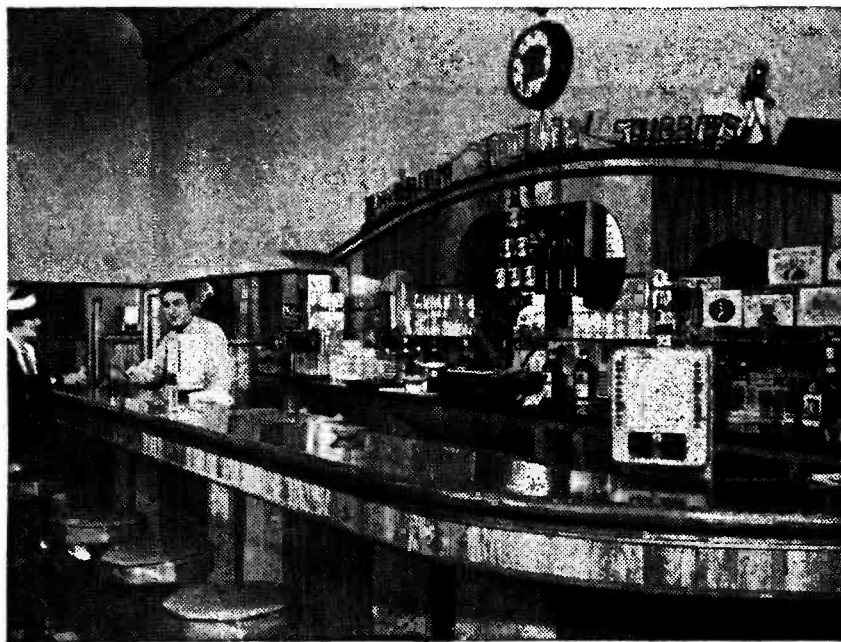
(Continued from opposite page)

They were also foreign distributors for important companies in the industry. As former operators here, which business they discontinued when they became Wurlitzer distributors, Eisen and Margolin understand the problems of the music merchants in the Greater New York area.

In commenting on the new firm and set-up, Joseph Eisen said: "We are glad to get back to New York and promise every music merchant in the territory our full co-operation. We will give them the best advice on business and financial problems and will do everything in our power to help make the smaller operator a bigger and more successful business man."

"We will never sell our customers merchandise that is unproved or impractical. We are satisfied that the types of phonographs and remote-control equipment made by Wurlitzer offer the music merchants a safe and sure road to profits."

"We tied up with Wurlitzer four years ago and have handled nothing but Wurlitzer since. Every day we are besieged with propositions pertaining to the



SEEBURG WALL-O-MATICS make Symphonola music available to bar patrons of the Depot Grill in Denver. Operator says the location is more popular and earnings have increased greatly since the installation of the Seeburg Music System.

DOUBLE YOUR PROFITS
WITH THE
BUCKLEY MUSIC SYSTEM

Here's the way to pep up lazy collections! BUCKLEY MUSIC SYSTEM has been acclaimed by ops everywhere as "The World's Finest" . . . because it has all the advantages! Utilizes any old equipment. GIVES POSITIVE ACTION. Profits SPURT TO NEW HIGHS with BUCKLEY. Write, Wire or Phone today—our factory experts will immediately contact you with all the amazing facts!!

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VERMONT
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information
on distributorships!BUCKLEY MUSIC SYSTEM INC.
680 BROADWAY - BROOKLYN - N. Y.

music business but turn them down because we know that the Wurlitzer company, with its vast engineering and research laboratories, has already investigated them and decided that such products are not worth while."

"I am confident that the music merchants in the New York area will like our policy of handling nothing but Wurlitzer products," said David Margolin. "By this specialization we can devote more time and attention to the problems of music merchants than we could if our efforts were dissipated over a number of different items."

"We have made a careful study of the possibilities for remote-control equipment and are in a position to advise our

customers which locations should pay, how much equipment a specific location will stand, what units to install, and which one of three Wurlitzer remote-control systems (wireless, two-wire or 30-wire) is best adapted to a given location. We also have given considerable attention to the counter model situation and have helped our customers increase their profits by the addition of counter model locations to their console model installations.

"By handling only Wurlitzer phonographs and remote-control equipment we can also give better service. This has proved a big factor in our success in Philadelphia and Baltimore. We will have the finest phonograph parts and service department in New York. Not only will we specialize on one line, Wurlitzer phonographs and remote-control equipment, but we will also specialize in one branch of the business—distributing. Our customers will never find us operating phonographs. We would not be honest if we told our customers that we wanted to help them build their business if at the same time we were out trying to take their business away from them."

Joseph Eisen and David Margolin are quiet, unassuming men who get things done and believe the automatic phonograph business is a sound, legitimate, stabilized enterprise. Eisen is 46 years old and married. He has a boy 11 and another boy 20, the latter now senioring at Penn State. His daughter, 23, is a graduate of New York University. Before entering the coin machine business Eisen was general sales manager for the Williamson Candy Company, Chicago.

Margolin also is 46 and married. He has two boys, one 11 and the other 20. Like Eisen, he was born and educated in New York. Both will make their homes in or near New York.

In commenting on the appointment of the Manhattan Distributing Company as distributor for Wurlitzer phonographs in Greater New York, M. G. Hammergren, Wurlitzer's general sales manager, said: "I am confident that the appointment of the Manhattan Distributing Company will prove the greatest forward move for the music merchants of the metropolitan New York area that Wurlitzer ever made."

WURLITZER

Announces the Appointment

OF THE

MANHATTAN

DISTRIBUTING COMPANY

with Temporary Headquarters in the

PARK CENTRAL HOTEL, 55th AT 7th AVE. NEW YORK CITY

SUITE 2440 — TELEPHONE, CIRCLE 7-8000

as Distributors for

**WURLITZER AUTOMATIC PHONOGRAPHS
IN METROPOLITAN NEW YORK**

The Rudolph Wurlitzer Company takes pleasure in announcing the appointment of the Manhattan Distributing Company owned and managed by Joseph Eisen and David Margolin, as Wurlitzer Phonograph Distributors for Metropolitan New York.

Both Joseph Eisen and David Margolin have had wide experience in the Automatic Music Business.

For the past four years they have been owners of one of the largest and most successful Wurlitzer Distributor organizations in America.

Their entire efforts will now be devoted to the Manhattan Distributing Company toward furthering the interests of Music Merchants in the New York market.

RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N. Y.—WORLD'S



Joseph Eisen seated signing the contract that made the Manhattan Distributing Company Wurlitzer Distributors for the New York Metropolitan area. At Left Joseph Darwin, Wurlitzer New York District Manager. Standing at right next to Mr. Eisen M. G. Hammergren, Wurlitzer General Sales Manager, and David Margolin, partner in the Manhattan Dis-

tributing Company. Said Mr. Hammergren, "I am confident that the appointment of the Manhattan Distributing Company will prove the greatest forward move for the music merchants in the Metropolitan area that Wurlitzer ever made."

A Personal Message

FROM

JOSEPH EISEN & DAVID MARGOLIN

We are glad to be back in New York, where we started in the coin machine business fifteen years ago.

Both of us cordially invite our many old friends and our many friends to be, to visit us at our

Temporary Headquarters at the

PARK CENTRAL HOTEL

where we will have a complete display of Wurlitzer Phonographs and remote control equipment.

Here, while our new offices and showrooms — which will rate among the finest in America, are being made ready — we will devote our entire time towards serving the interests of every music merchant in the New York Metropolitan area.

Please do drop in and see us. We want to meet you and understand your problems, because we realize that our success depends on the kind of job we do for you.

*Joseph Eisen
David Margolin*

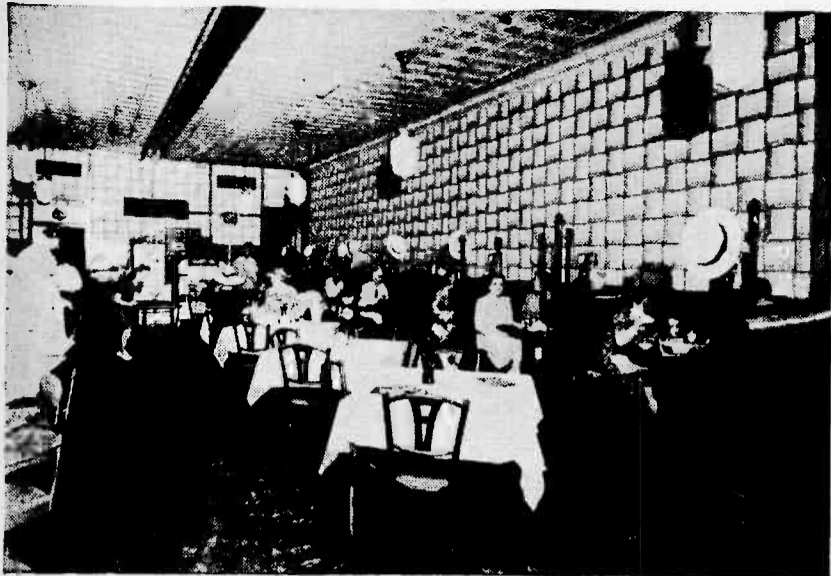


Joseph Eisen, Manhattan Distributing Company



David Margolin, Manhattan Distributing Company

LARGEST MANUFACTURERS OF AUTOMATIC PHONOGRAPHS



ALEXANDER'S CAFE AT HEISINGTON, KAN., has more than doubled its music receipts since the operator servicing the cafe installed Rock-Ola's Dial-a-Tune remote control system, the proprietor declares.

Acme Offers New Remodeling Service

NEW YORK, Aug. 31.—High praise has been accorded the new "on your own premises" remodeling service offered by Acme Sales Co., Sam Sachs, president stated today.

"With this service," he revealed, "we send one of our expertly trained factory remodelers to any operator within a 300-mile radius of New York to remodel phonographs directly on the operator's

own premises, at no additional cost. Music ops claim this saves them valuable time and makes an Acme remodeling job doubly advantageous.

"More than a dozen expert remodelers are available for this great service," Sachs went on, "and it is all we can do to fulfill demands. In fact, there has been such a great demand for our 'on your own premises service' that we haven't advertised it before. Now, however, more remodelers are being trained to do an expert job and we will be able to take care of more music ops who desire this service."

Sachs also revealed that in compliance with a great many requests, Acme's remodeling plant is being transferred to New York City from Brooklyn. "New set-up will be enlarged and improved," Sachs stated, "and offer operators the finest equipment and service available."

Cleveland

CLEVELAND, Aug. 31.—Pat's Amusement Sales Company will open September 1 at 3701 Euclid Avenue. Pat Fiorelle is the proprietor and is well known in the trade, having been connected with it for a number of years. Music boxes, pinball, peanut venders, and other coin-operated machines will be handled.

Ohio State Automatic Phonograph Association held its annual picnic Wednesday at Bessie Miller's on Broadview Road, Parma, O. There was a good attendance. A banquet was served in the evening, followed by entertainment. Homer Capehart was the special guest and gave a fine talk and got a rousing reception. The committee on arrangements was headed by Jerry Antel. Assisting him were Jack Cohen, George De Freize, and James Ross, all of whom did a splendid job in seeing that everybody had the best kind of a time.

M. M. Marcus, head of the Markepp Company, reports the company has taken on Tello-Tone wired music equipment. He has a demonstration outfit set up in the section called Markepp Music Hall.

Leo Greenbury is back with the Markepp Company, covering Northern Ohio. He is an old-time coin machine salesman and fully familiar with all phases in the trade and has a wide circle of friends among operators.

Phonos for Eskimos

MINNEAPOLIS, Aug. 31. — from *The Minneapolis Journal* comes this item: "Don Leary, the juke box specialist, yearly joins a Canadian railway tour into the Arctic regions of the Hudson Bay country. He forwards this tidbit: In nearly every Eskimo igloo in the Hudson Bay region you'll find a portable phonograph. They're as common as our radios. The phonographs are the old-type wind-up affairs, and the favorite records are polkas and schottisches." Don Leary is head of Automatic Sales Co., Minneapolis.



KEEP YOUR EYES OPEN FOR THE SEPTEMBER 28 ISSUE OF THE BILLBOARD

• A second and more beautiful edition of "Talent & Tunes on Music Machines" will be a part of the September 28, 1940, issue of *The Billboard*. This year the supplement will contain valuable information for the entire music machine industry — information that will be used in the months to come to help establish the music machine business as a definite part of the American scene.

AMERICA'S NEW INDUSTRY

For the first time the fascinating story of the birth and growth of the music machine industry is told completely and impartially.

JOB FOR MILLIONS THRU MUSIC MACHINES

In photographs the editor will vividly illustrate the thousands of weekly pay checks that depend upon music machines.

MUSIC MACHINES PROVE FOREMOST INFLUENCE ON RETAIL RECORD SALES

Herein are the results of a detailed study showing why the growing retail record business owes much to music machine operators.

COMPLETE AND USEFUL LISTS

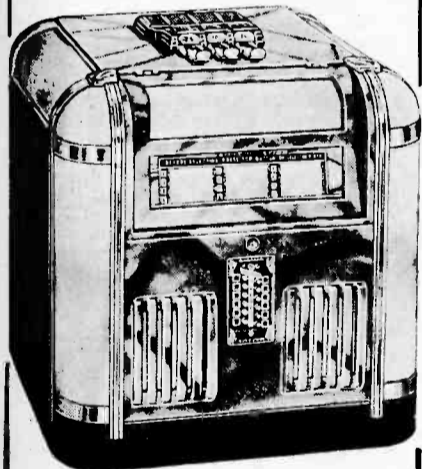
How would you like a complete and compact list of every popular record artist and the label for whom they record? Also a list of pertinent facts that besides giving you the latest releases of artists will give you data on their activities. The supplement will carry such lists.

• Here is an ideal opportunity for advertisers to boost their industry. The editorial material is designed to sell the music machine industry to all America. Manufacturers, jobbers and distributors can do their share by telling their own stories of employment. Write today for more information about editorial, circulation, special paper stock, etc.

THE BILLBOARD PUBLISHING CO.

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AMAZINGLY BEAUTIFUL COUNTER MODELS



From Your Old 12 and 16 Record Rock-Ola Phonographs!

WRITE FOR FULL PARTICULARS

Remodeling Parts for:	
Wurlitzer 616 (without dome)	\$21.50
Dome for Wur. 616	14.50
Wur. 24 or 24A	21.50
Wur. 412	19.50
Rock-Ola Imp. 20	21.50

We also supply complete Phonographs, lit-up and remodeled and ready for instant use. Write for our low prices.

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Automatic Music--Real Business

By H. F. REVES

ANYONE wishing to enter the music machine business will find it an interesting and, if properly conducted, a profitable activity. There is a certain attraction about music machines. It seems more like pleasure than work to select music for them. Who doesn't like to buy records? It certainly isn't a monotonous job; locations usually are places for recreation, and the operator checking over his machines comes in contact with a pleasure-bent public. And then there is the keen satisfaction of collecting the coins from the boxes—nickels, dimes, and quarters. But it is a business with many angles and requiring a heavy investment, thus due consideration should be given to all sides of it before entering the field.

The writer has for years made a study of coin-operated machines. Investigation shows that many new operators are constantly turning to the music machine field. Why does a business requiring such heavy investment look so good to the new or prospective operator? Here are some of the reasons:

1. Music attracts almost everyone. An old saying is that a man without music in himself is a man not to be trusted. Not all like the same kind of music, a fact that the wise music operator takes into consideration when selecting records for his various types of locations. The universal love of music has been the cause of many people becoming music operators. They feel a powerful attraction in being connected with a business that means pleasure and happiness to many.

2. Phonographs are everywhere today

—in restaurants, drug stores, candy stores, gas stations, hotel lobbies—in nearly every place where people congregate for any length of time. Thus the public is speedily becoming machine-minded, and enterprising spirits soon begin to feel that there is "gold in them thar hills." So they decide to go into the business themselves.

No Cure--All

Music machines are an excellent investment for the man who runs his business on good merchandising principles and exercises reasonable judgment in his operations, but they are far from being a cure-all either for the business misfortunes of a would-be operator or for the troubles that may harass an operator in other lines.

This article is in no sense an attack on music machines or music operators. The writer is heartily in favor of wider extension of the field in any practicable direction and believes in encouraging new blood in the business. But it is not good for men to come into the field too ignorant of what is required for success in it. Theirs will be one of two fates—disaster thru being "innocents" who do not realize the need of sound business sense in their doings, or a perhaps unintentional resorting to unethical trade practices that will finally either cause their own ruin or will precipitate a trade war in the territory.

It's Different

The music field is distinct from any other kind of machine operation. Here is where sound business principles come in. Amusement game operators have to depend almost wholly on their instinct as showmen for the type of games the public will desire in certain locations. Phonograph operators have to do the same thing, of course, but only for the records they place in machines. Operators of vending machines are more remote from the show business side of operating and must rely more upon ordinary business principles, the same as the operator of a grocery store.

Music business is not to be jumped into casually; the investment required is entirely too much to permit that sort of business decision. The small operator is the man who has around 25 machines. Routes smaller than that are scarcely full-time jobs for their owners under usual conditions of operation. With an initial investment of several thousand dollars necessary to make a good start, it would be folly for a new man to embark on such a venture recklessly. The stakes are too high for that. This fact encourages the man who is looking for a permanent and substantial investment. The size of the operation is restricted by the size of the territory available to the operator and by the financial resources he has available to put into the business. Industrialists with money to invest are attracted to the music machine field today.

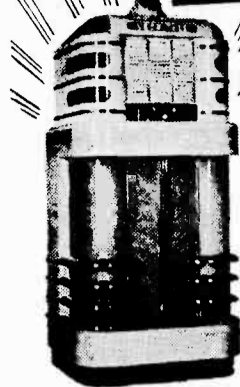
Sources of New Capital

The business has reached a state of rationalization that many other industries have long tried to reach. Associations are fairly well organized in most States and large cities. Music has grown up. It has grown away from its adolescent rambunctious grabbing of locations and cutting of margins. The process, of course, is not finished, but trade news for the past couple of years indicates that it is well advanced in most localities.

Since this is so, music machines have become an important new field for investment. This country suffers from a shortage of new fields for capital. Money has accumulated in banks and in private funds because the owners of money have not found a profitable and safe investment for it.

Music machines offer a splendid investment. Of course, there is a risk. No business is without risk. However, no longer is the risk so large in music machines if they are soundly operated. There have been plenty of cases of men coming into the business with half a dozen machines and ultimately losing their investment due to poor business practices. But the records show that few operators of a substantial number of machines have failed to make good. It is a fertile field for investment and,

PHONOGRAPH OPERATORS



Now! YOU CAN GIVE YOUR LOCATIONS 1001 Selections!

Revolutionizing the coin-operated phonograph field, VOCA-TELE gives the customer not one or two dozen, but AS MANY as 1,000 or more different musical selections to choose from.



GORGEOUS CABINETS
Modernistic, fluorescent lighted. Blends into the swankiest cocktail lounges.

UNLIMITED CHOICE
One record library serves 20 to 50 locations, giving the patrons thousands of selections to choose from. Constant attention by girl "operators" assures quality reproduction.

DOUBLES and TRIPLES INCOME
VOCA-TELE actually increases location income as much as 500% and costs operators no more than ordinary automatic phonographs. The friendly "personal touch" multiplies play tremendously.

PATENTED AND GUARANTEED
VOCA-TELE equipment is fully patented and protected, and is guaranteed for one year.

IMMEDIATE DELIVERY ANYWHERE
REGARDING EXCLUSIVE TERRITORIES, WIRE OR AIRMAIL.

VOCA-TELE

"WIRED MUSIC" SYSTEM
Here's how VOCA-TELE works. All VOCA-TELE location consoles are connected by direct telephone wire at nominal cost to a central office where a cheery girl presides over all turntables and records. Customers make selections over microphone atop console, and, without pressing a single button, he gets his favorite tune. Magically VOCA-TELE backs up its slogan, "You say it—we play it."

VOCA-TELE COMPANY
1107 North Highland Ave., LOS ANGELES, CALIF.

properly developed, can offer substantial assistance in relieving the present near-stagnation of investment funds.

The Keystone: Locations

The basic secret of success in this business is the proper selection of locations. Music machines cost several hundred dollars each and cannot be scattered about haphazardly just to see where they will work best. The large operator can always afford to try out a few machines, particularly the older ones, in locations about which he is dubious. By careful experimentation he may find some new types of locations that will prove profitable for him.

At first, in placing machines, the standard types of locations should be sought—restaurants, beer gardens, taverns, and candy stores. That about covers the more familiar types.

One thing must constantly be borne in mind—that the field is already partially covered by operators, who were in there first. According to an old business adage, competition is the life of trade, but this is one business where such a statement is apt to be misleading.

Returns Are Slow But Steady

Music machine returns are slow and steady. Pin-game operators are used to quick returns and then a quick drop until a new machine is substituted for the old in the location, but it is not so with music men. They know that a new machine placed on location may be good for several years, depending on the location. People don't play the machine just to see how it is different from the one they played before. They play it because they like to hear the records.

Records Are Merchandise

Music machines themselves are the "plant investment" or "furniture and fixtures" of the operator; the records are his stock in trade. They must be kept fresh as a grocer must keep his foods fresh. They must be as up to date as a style shop keeps its fashions up to date. They must be varied to encourage each customer to play a machine more than once. To have all Artie Shaw records on a machine or all rumbas would be a poor policy because patrons would soon tire

of either no matter how well they liked Shaw or a rumba.

A report showing the number of nickels played for each record on the machine is a good source of information. But the operator has to buy the records before knowing whether they will become popular and for this information he has to depend on reliable guides. Best of these is the detailed listing of records in *The Billboard*, in both the music and the coin machine departments, giving information on what operators in other parts of the country find popular. By studying all available sources the operator can determine what are likely to be the best record buys. The total investment in records is comparatively small, which causes too many operators to feel that selection of records is not important. But it is. Tremendously so. It's like an automobile—the cost of the car, like the cost of the phonograph, is big; but either is useless without proper attention to the final little detail—it's gasoline with a car, records with a phonograph.



E. E. COLLISON heads the engineering staff for Homer E. Capehart, president of the Packard Mfg. Co., Fort Wayne, Ind. "At all times our engineers are instructed to work along lines which will help music operators most," declares Collison.

100% MONEY-BACK guarantee

WURLITZER 500s
WITH KEYBOARDS \$159.50

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ROCKOLA STANDARDS,
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WATLING ROLATOPS,
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(understatement where the A side is concerned). *Smile* is played more or less straight, with *Maybe* having the better of it as regards superb arranging. Noble comes close to offering the most listenable waxings of any band recording today.

RAY KINNEY (Victor)

Island Serenade—FT; VC. *My Tane*—FT; VC.

Not as unusual as his first sides for Victor a couple of weeks ago, this double nevertheless offers the best Hawaiian stylings currently on the record market. Kinney himself takes the vocals on both numbers.

JOHNNY KAONOHI PINEAPPLE (Bluebird)

Kuu Home—FT; VC. *Tom Tom*—FT; VC.

Kinney competition on Victor's less expensive label for those who just like Hawaiian music regardless of how it's done. But Pineapple lacks the authority and the smoothness Kinney brings to this type of melody.

DUKE ELLINGTON (Victor)

My Greatest Mistake—FT. *At a Dixie Roadside Diner*—FT; VC.

It's not often that the Duke comes down to the level of an ordinary pop tune in his waxwork, but when he does it's usually a case of lifting up a weak song by its bootstraps. Ellington has a couple of only mediocre items to work with here, but his treatment makes them sound important.

SIX HITS AND A MISS (Okeh)

Never Took a Lesson in My Life—V. *Dry Bones*—V.

The impression engendered by every disk from this vocal group is typified more by the last word of its name than the second. Which is unfortunate, because the vocalizing is all right; it's just that this, like all their other platters, lacks that certain something that demands a second hearing. When the instrumental backing on a disk like this overshadows the star performers, it's time some corrective steps were taken.

TOMMY TUCKER (Okeh)

Rhythm on the River—FT; VC. *Ain't It a Shame About Mame*—FT; VC.

Side B is probably the best music machine bet of the week. A grand Johnny Burke-Jimmy Monaco novelty number from the score of the new Bing Crosby film (of which the A side here is the title song), it's treated by Tucker to a really entertaining all-vocal version, with the boys and Amy Arnell coming thru nobly. Excellent coin phono fodder.

BOB CHESTER (Bluebird)

Don't Let It Get You Down—FT; VC. *Practice Makes Perfect*—FT; VC.

With the band relying more on its own capabilities, which are many, Chester this time cuts a couple of distinctive sides, particularly the A platter. The throaty voice of Dolores O'Neill aids in making a full-bodied ballad from a new musical show (the Al Jolson *Hold On to Your Hats*, now trying out) sound even fuller.

FATS WALLER (Bluebird)

Stop Pretending—FT; VC. *Hey! Stop Kissin' My Sister*—FT; VC.

Usual Waller mock belligerency, but much less of it this time, with his small crew taking over for large stretches between rim and label on both sides. *Pretending* is getting a bit of a play in other versions, and Fats' fans should jump on his treatment. Reverse is ideally suited to the Waller style.

GRAY GORDON (Bluebird)

The Peasant Serenade—FT; VC. *Looking for Yesterday*—FT; VC.

Gordon's tie-toppers do nicely by this pair of numbers, with Art Perry handling the vocals with assurance and merit. *Yesterday* has hit potentialities as a song, and Gray's arrangement does justice to it.

BILL CARLSEN (Okeh)

Danny Boy—FT; VC. *Did Your Mother Come From Ireland?*—FT; VC.

A Roman—or rather, Irish—holiday for vocalist Mickey Dowd, but little else for the prospective record buyer. Musical portions are flat and uninspired, with only Dowd's pleasant warbling on the credit side of the ledger.

LEO REISMAN (Victor)

Ferry Boat Serenade—FT; VC. *Now I Lay Me Down To Dream*—FT; VC.

The combination of Reisman's music and Anita Boyer's vocal qualities means a lot of listening strength on a disk, and this one is no exception. Sides con-

On the Records

This column is designed to aid music machine operators in the selection of records for their machines. It gives a descriptive appraisal of the latest releases and an evaluation of their potential commercial value to phonograph operators.

(CONTINUED FROM PAGE 20)

trast a polka type of follow-up to *Woodpecker Song* and a better-than-average ballad. They have a lot to recommend them here.

CHARLIE BARNET (Bluebird)

I Don't Want To Cry Any More—FT; VC. *Pompton Turnpike*—FT.

Barnet may have a successor to Miller's *Tuxedo Junction* in *Pompton*, which is in the same vein and boasts a humorous trumpet-sax "argument" in addition. The best musical job from this band in some time, and a potent music machine bet. Companion piece is a ballad from the Crosby *Rhythm on the River* picture, made more distinguished than it might have been by an unusual rhythmic beat in the background.

BLUE BARRON (Bluebird)

Get the Moon Out of Your Eyes—FT; VC. *Sometimes I'm Happy*—FT; VC.

Barron's theme, *Sometimes I'm Happy*, finally gets a chance to grace a record in fuller form than as a mere modulation from chorus to chorus. In its entirety it sounds just like any other Barron effusion, no better and no worse. Plattermate substitutes cute bounce for real danceable rhythm.

GENE KRUPA (Okeh)

Only Forever—FT; VC. *Love Lies*—FT; VC.

Straight arrangements on a couple of good ballads that display this swing band in a quiet and reserved mood. *Forever* makes much of Howard Dulaney's vocalizing, and for the rest it's unexciting, mild, and danceable.

WILL BRADLEY (Columbia)

Orchids for Remembrance—FT; VC. *Love Lies*—FT; VC.

More straight versions of pop stuff, with Bradley doing the B side in the same restrained vein as Krupa and lending a treatment to *Orchids* to match the song's basic melodiousness.

MARGARET SPEAKS (Victor)

A House Love Made for You and Me—V. *Serenade and Sounds*—V.

Miss Speaks' forte seems to be digging up soprano fodder that is distinguished for its lack of melody or worthwhile ingredient of any kind. Only for those who swoon at the drop of a high B-flat.

MITCHELL AYRES (Bluebird)

I'm Waiting for Ships That Never Come In—FT; VC. *Sympathy*—W.

Ayres continues his fine record making with an oldie coming back into the limelight and the Rudolf Friml waltz favorite. With the alto sax that is the band's style increasingly in evidence, these two sides are another connecting

link in Ayres' chain of already successful and potentially successful disks.

EDDY HOWARD (Columbia)

I'll Never Smile Again—V. *Now I Lay Me Down To Dream*—V.

Howard does his usually competent work on *Smile Again*, and altho the side can't hope to mean anything against the smash Dorsey recording, there nevertheless are a lot of Howard followers who will be glad that he made it. Flip-over is equally well handled.

COOTIE WILLIAMS (Okeh)

Dry So Long—FT; VC. *Give It Up*—FT.

This coupling is purely and simply a jazz collector's item. Williams' voice and hot horn take up almost the entire A side, and the reverse is regular small band jive.

LIONEL HAMPTON (Victor)

Jivin' With Jarvis—FT. *Blue*—FT.

The same goes here, with Hampton's vibes and King Cole's piano on *Jarvis* the special attractions.

LARRY CLINTON (Bluebird)

Bolero in Blue—FT; VC. *Shades of Twilight*—FT; VC.

Both are smooth, slow arrangements in Clinton's most polished style, with Terry Allen contributing good singing to help matters along. *Bolero* background on the A side is effective and not heard much on current disks, which makes it doubly welcome. *Twilight* is another one of those adaptations from the classics, this time from the Rimsky-Korsakov *Scheherazade* suite.

CAB CALLOWAY (Okeh)

A Ghost of a Chance—FT. *Come On With the "Come On"*—FT; VC.

Calloway has an item on the first side here that is apt to cause much discussion, inasmuch as it's a sax solo rather than a band performance. Chu Berry's tenor horn is solely in evidence from the downbeat to the groove that runs into the label, with the brass and rhythm used only for backing. Companion opus is more in the usual Calloway style, with a typical vocal from the maestro and some nice drive from the band.

EARL HINES (Bluebird)

Call Me Happy—FT. *Blue Because of You*—FT; VC.

Unison saxes, brass figures, and Hines' general swing rightness stand out on this double, which has little commercial possibilities except as a coin phono number in colored locations.

TOMMY DORSEY (Victor)

I Could Make You Care—FT; VC. *The World Is in My Arms*—FT; VC.

Beautiful Dorsey trombone on the A side, two customarily excellent Frank

Sinatra vocals, and not much else on this release. *Care* is a melodic and lyrical weakie in the current scheme of things musical, with Tommy taking it in a crawling tempo that gives Sinatra half the disk.

HORACE HEIDT (Columbia)

One Look at You—FT; VC. *I Wanna Make With the Happy Times*—FT; VC.

Both tunes derive from the forthcoming film *A Night at Earl Carroll's*, with Heidt doing a commercial job on each. A glee club helps out on *Happy Times*, but while salable, neither side is a classic of brilliant song projection.

New Orleans

NEW ORLEANS, Aug. 31.—With water damage estimated as high as \$300,000,000 to property, livestock, and leading crops following recent daily rainfalls of as much as 20 inches in a 24-hour period, business is sure to feel some bad effects in the Sugar Bowl area of Louisiana. Thousands are homeless and hundreds of business establishments ruined. Help will come to the unfortunate but it will take another season of crop planting before trade conditions can improve. This condition is prevalent in about 10 parishes (counties) of the State and in two or three counties of East Texas, where heavy rains also followed the recent disastrous hurricane.

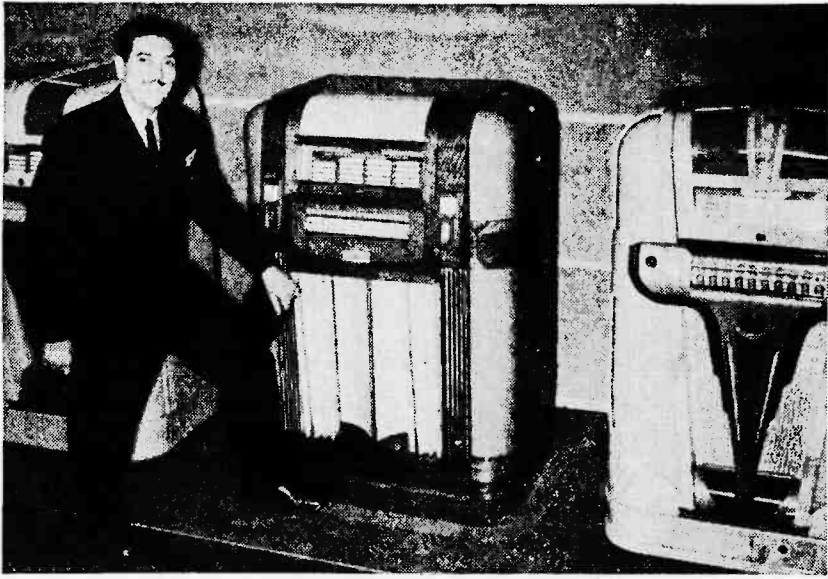
As further proof that music operations are improving in the Crescent City area, distributors of RCA - Victor, Decca, Brunswick, and other records report a marked pick-up in sales to operators since late July. R. N. McCormick, Southern sales manager for Decca Distributing Corp., and Ernie Oertle, general manager of Southern Music Sales Co., Brunswick-Columbia distributor, report August turnover ahead of a year ago.

Melvin Mallory, manager of the Louisiana Amusement Co., State Rock-Ola distributor, accompanied by Mrs. Mallory and their son, is enjoying a month's vacation in Alabama, Georgia, and North Carolina. Mallory left recently to pick up his family at Alexander City, Ala., his old home town, and they have gone to the mountains for a rest. In Mallory's absence, business is being directed at the local office by George Baker, assistant manager, who reports a sharp increase in sales of remote equipment, the firm having installed a half dozen such jobs in the past 10 days. Harvey Hood, Rock-Ola factory service man from Chicago, is spending some time in the New Orleans area teaching operators the principles of remote control.

Returning recently from a visit to Atlanta and Jacksonville branches, R. N. McCormick, Southern sales manager of Decca, reports the best August business in the South and Southwest in some time.

Louis Boasberg and Ray Bosworth, of New Orleans Novelty Co., have just returned from a trip to New York and the Chicago factories, including a visit at the plants of Bally, J. H. Keeney, Chicago Coin, Gottlieb, and Genco. Boasberg and Bosworth found New York in the midst of a heat wave and so spent most of their time seeing the baseball games. Boasberg leaves next week for San Francisco, where he will join Mrs. Boasberg and their daughter, vacationing on the Coast.

Enthusiastic interest by interior operators of Mills' new free-play bell for the fall and for Bally's automatic payoff pin game, Santa Anita, is reported by the Dixie Coin Machine Co. Bally's Vacation, Chico's Skyline, and Genco's Dude Ranch are attracting attention in the local field.



VOCALIST DICK GORDON, currently at the Bon-Air Country Club, Wheeling, Ill., brought one of his records to the Mills Novelty Co. offices to try it out on the Throne of Music. "Reproduction couldn't be better," he declared.

THE BILLBOARD GIVES YOU THE ONLY

WEEKLY

RECORD BUYING GUIDE

READ THE BILLBOARD EVERY WEEK

Records in the Park

A music box has been a main day-time attraction all season at the New Park Casino of Palisades Park, N. J. Until the regular band starts playing nightly at 9:30 p.m., Casino patrons play the latest tunes and listen to their favorite leaders. Leaders not scheduled for the spot were well represented in the music box, including such standard names as Glenn Miller, Mitchell Ayres, Tommy Dorsey, Jimmy Dorsey and Frankie Masters. Top song for the last month has been (you've guessed it) 'I'll Never Smile Again.

News Notes

The LeBrun Sisters, singing trio from Buffalo, have been signed by Columbia. They are set to make two records this week. . . . Morton Gould, composer, will record his most popular compositions in an album for Decca. . . . Lou Adrian, leader of the pit orchestra at the Chicago Theater, Chicago, directs the music for all Eddy Howard recordings. . . . Orrin Tucker and Bonnie Baker start work on their Paramount picture next week. . . . Title set is "You're the One." . . . Andrews Sisters are back in New York recording more popular songs for Decca. They are set for an engagement at the Paramount Theater, New York, starting September 11.

Mr. Blakeslee Reports

JAMES BLAKESLEE, of the Iroquois Amusement Company, Buffalo, is in good spirits these days, reporting that the new crop of recorded hits are doing wonders for him in his locations.

With the advent of "I'll Never Smile Again," writes Mr. Blakeslee, things have begun to look much brighter, and there

Minneapolis-St. Paul

MINNEAPOLIS, Aug. 31.—Spencer Otis, district sales manager for J. P. Seeburg & Company, was in the Twin Cities this week visiting local distributors for his firm.

William (Sphinx) Cohen, of Silent Sales Company, reports that orders are booked way ahead for Keeney's new Speedway game. Business for Silent Sales, reports Cohen, is on the upgrade. Daval's new American Beauty with star reels is doing well, too, Cohen reports. Mills Vest Pocket Bells, in new gold and blue and chrome finishes, have picked up considerably in sales, says the Sphinx, who reports on the arrival of Paul Bennett's new modernistic speaker, described as "the most beautiful small-sized speaker ever built."

Manny Levine, head of Spin-O Sales, has returned from his cabin at Emily, Minn., where he spent a week's vacation.

Hy Greenstein, head of Hy-G Games, is back from a business trip and reports business thruout the territory booming.

Sam Taran, Mayflower Novelty Company president, is in Chicago. Upon his return he plans to go to California on business. Taran reports Bally Rapid-Fire going well, with the same said for Bally's Fleet and Santa Anita. Mills' Spinning Wheel and Jumbo Parade are selling by the hundreds.

Harry Lerner, local Seeburg operator, has returned from a 10-day fishing trip to Northern Minnesota. From all reports, Harry had some excellent luck while fishing and sent back some good-sized samples.

Sam Carter, local operator, has been laid up with an infected foot.

Jack Ravine, of United Amusement Company, and Sam Beberman are doing a big job with Keeney's Anti-Aircraft gun they have installed at a concession at the annual Minnesota State Fair, it is reported.

Harry Galep, of Menominee, Wis., was a recent visitor to this area.

Silent Sales Company has received its first shipment of Genco's new Bandwagon game and, according to Benny Friedman, the new product looks to be another winner.

Mae Gallagher, for six years bookkeeper at the Silent Sales Company, is leaving to study accounting. Frances Ring, assisting Murray Kirschbaum in the firm's record department, is back on the job after a two-week honeymoon trip.

Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

is a very promising line-up of material which is slated for success. According to my experience, the sweeter, softer, more melodious numbers are much in the limelight, with only one or two records that go over despite their jazziness. We have noted a definite trend away from swing.

According to Mr. Blakeslee, records by Tommy Dorsey, Glenn Miller, Glen Gray, Bing Crosby, Dick Jurgens, Charlie Barnett, Frankie Masters, and Judy Garland go over big these days, listing as one of the reasons their swell arrangements of the current hit tunes.

His comment on patriotic records follows:

Patriotic records are not the biggest money-makers as yet, but they definitely are good for a steady flow of nickels anywhere and should be a good bet for all operators. "God Bless America" is way out front in the patriotic department, as recorded by Kate Smith and Bing Crosby. Gray Gordon's "I Am an American" is a second best.

This and That

JACK KAPP, Decca chief, is promoting Bing Crosby's latest picture, Rhythm on the River, among his record dealers and distributors. . . . Vic Schoen, arranger for the Andrews Sisters, also records with his own orchestra for Decca. One of his latest recordings, Hit the Road, is doing well in the New York area. . . . Benny Goodman, now recuperating from a long illness, is expected to be in action again early in October when he is slated to open an engagement with his new band at the Sherman Hotel, Chicago. A new member of the family expected to be in the band business at that time, incidentally, is Benny's 17-year-old brother, Jerry, said to be a good pianist. . . . Cab Calloway has a novel version of the Fifteen Minute Intermission tune. Record has both music and dialogue. . . . The Val Taro Orchestra Musette heard on Varsity records is the same outfit playing at the Val Taro Tavern, New York, and known as the Pietro Dal Grosso orchestra.

Territorial Favorites

Following is a list of reports from operators in various sections of the country who have mentioned artists and records as local favorites, in addition to the national leaders listed in the Record Buying Guide.



KEENEY WALL BOXES ON BAR BRACKETS have been installed at every possible and profitable music sales spot in the Bud & Brutus Wonder Bar, Fremont, O. The Findlay Music Company, Findlay, O., which made this installation, claims that the arrangement has increased receipts many fold. Both rooms of the location are shown above.

MIAMI:

Goodbye Little Girl. Dick Robertson.

Conspicuous by its absence from reports of operators in other cities, the trade here claims that the tune is in the same classification with such hits as 'I'll Never Smile Again' and 'I'm Nobody's Baby.' Robertson's recorded arrangement is liked best.

CHICAGO:

Can't Get Indiana Off My Mind. Bing Crosby.

Showing more life here, due both to popularity of Bing, which prevails thruout the county, and to wide publicity given the State of Indiana here recently in conjunction with the big Republican doings in Elwood. Operators have taken advantage of the timely angle and placed this tune on most of their locations.

DETROIT:

That's for Me. Bing Crosby. Glenn Miller.

A tune from Bing's latest film, Rhythm on the River, that's doing well even before the showing of the picture in this city. It will actually help grosses of the picture's future engagements, since movie exhibitors will play up all tunes used in the production. Crosby, naturally, is the winner with the vocal, while Miller has a good musical arrangement.

PHILADELPHIA:

Stop Pretending. Ink Spots.

The Ink Spots do well in the Philadelphia region with almost every record they make. The one mentioned above is one of their latest, but selling equally well on locations are Maybe and Whispering Grass, among others.

BUFFALO:

Where Do You Keep Your Heart? Jimmy Dorsey. Simmery Summery Day. Tommy Reynolds.

The first is one of the latest records by J. Dorsey, accepted favorably in the Buffalo environs. Leader is well known and well liked. The novelty played by Reynolds is building fast and many locations are hopeful of developing it into a leader.

Radio's Leading Songs

The following is a comparative list of 10 songs broadcast most often during week ended August 30 and the week before, ended August 23. The songs are

those heard over the networks and leading New York stations based on information supplied by Accurate Reporting Service.

This Week	Last Week
1. Practice Makes Perfect	6
2. I'll Never Smile Again	10
3. Sierra Sue	1
4. When the Swallows Come Back	4
5. Nearness of You	—
6. All This and Heaven Too	2
7. Blueberry Hill	—
8. I Can't Get Indiana Off My Mind . . .	—
9. Trade Winds	—
10. Love Lies	8

Mississippi

NATCHEZ, Miss., Aug. 31.—Coin machine operators hereabouts say business is not as good as it could be, but none are complaining out loud because they all realize it has been better than par all summer and that there must be some slack weeks. Anyhow, it's on the up and up and should be even better from now on.

Mrs. Sam McCabe, wife of owner of Seramac Company, is pinch-hitting for Reinette Fischel, society editor of The Natchez Democrat. Mrs. McCabe says she likes the work fine. Husband Sam is busy with machines.

J. O. Modisette is back on the run for his company after being laid up for several weeks because of illness.

Bill Eidt has returned from a business trip to Crosby, Miss., here he has a number of new and old locations.

The writer has recently returned from a tour of Texas. This is an operator's paradise. Plenty of profitable spots noted in Houston, Beaumont, Galveston, Freeport, West Columbia, Bay City, Alvin, and other Texas towns. In near-by Louisiana, Lake Charles is a swell machine center, and then there is the big oil refinery town of Port Arthur. Some of the best spots noted were at Port Cafe in Freeport, Ben Milam Hotel in Houston, and White Kitchen in Bay City, not to mention lots of others, including Fuller's Cafe in Port Arthur. Alexandria, La., is also a fine machine town.

Wall boxes predominate in all sections of Texas and Louisiana. Mississippi is still behind times with wall boxes, but there are many new locations getting the boxes. Tunes seem to swing to the patriotic side these days.

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Rockola Standard	149.50
Rockola De Luxe	189.50
Rockola Windsor	79.50
Rockola Monarch	82.50
Rockola Counter Model	114.50
Rockola Imperial 20 with 6 Grilles	79.50
Seeburg Royal	54.50
Seeburg Rex	57.50
Mills Do-Re-Mi	17.50
Mills Throne of Music (1939)	189.50

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 Chicken Sam (without Base) 49.50
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HIT PARADERS AND BEST SELLERS

... on Columbia

KAY KYSER

35627 Ferry-Boat Serenade
The Call of the Canyon

EDDY DUCHIN

35628 Trade Winds
It Was Music

RAYMOND SCOTT

35623 Now I Lay Me Down To Dream
And So Do I

THE CHARIOTEERS

35424 So Long
Gaucho Serenade

... on Okeh

GENE KRUPA

5672 Orchids for Remembrance
Blueberry Hill

TOMMY TUCKER

5684 I'm Nobody's Baby
Buds Won't Bud

ROY ACUFF

05638 The Streamlined Cannonball
Mule Skinner Blues

ORDER FROM YOUR DISTRIBUTOR TODAY

COLUMBIA RECORDS

DECCA

Hot Tips for Operators

PLAY THESE DECCA NUMBERS AND RAKE IN THE NICKELS!

- 2400 GOD BLESS AMERICA
THE STAR-SPANGLED BANNER
Bing Crosby
- 3133 SIERRA SUE
MARCHETA
Bing Crosby
- 3321 I CAN'T GET INDIANA OFF MY MIND
I FOUND A MILLION DOLLAR BABY
Bing Crosby
- 3310 I WANT MY MAMA (Mamae Eu Quero)
OH! HE LOVES ME
Andrews Sisters
- 3258 WHISPERING GRASS
MAYBE
Ink Spots
- 3346 I'LL NEVER SMILE AGAIN
I COULD MAKE YOU CARE
Ink Spots
- 3288 STOP PRETENDING
YOU'RE BREAKING MY HEART ALL OVER AGAIN
Ink Spots
- 3150 LITTLE CURLY HAIR IN A HIGH CHAIR
THE BREEZE AND I
Jimmy Dorsey and His Orch.
- 3152 BOOG-IT
SIX LESSONS FROM MADAME LA ZONGA
Jimmy Dorsey and His Orch.
- 3259 ALL THIS AND HEAVEN TOO
IF I FORGET YOU
Jimmy Dorsey and His Orch.
- 3268 McNAMARA'S BAND
SHE LIVED NEXT DOOR TO A FIREHOUSE
The Jesters
- 3306 NOW I LAY ME DOWN TO DREAM
WHAT'S YOUR STORY, MORNING GLORY?
Andy Kirk and His Clouds of Joy

Decca Records Inc.

Canadian Distributors:
THE COMPO CO., LTD.
LACHINE, MONTREAL
QUEBEC

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.

When the Swallows Come Back to Capistrano. After a slightly hesitant career as an up-and-coming song, this finally has thrown off the shackles of hesitation and lands solidly up here among the top phono items of the moment. Other songs have arrived with a bigger bang, and the manner in which this one makes it indicates a shorter life as a big-timer than other blue ribbon winners, but it's a strong number at present and that is the main consideration that puts it in this category. GLENN MILLER*, DICK TODD, and the INK SPOTS split the honors three ways here.

The Breeze and I. (7th Week) JIMMY DORSEY*, CHARLIE BARNET*, FRANKIE MASTERS*.

Sierra Sue. (7th Week) BING CROSBY, GLENN MILLER*.

I'll Never Smile Again. (6th Week) TOMMY DORSEY*.

Fools Rush In. (5th Week) GLENN MILLER*, TOMMY DORSEY*.

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.

I'm Nobody's Baby. This is straining hard to make the Going Strong classification, but to date its best efforts have not been sufficient to accomplish the feat. This is not to say that it is impossible for it to do it; it's a pretty generally liked addition to the music boxes, and it's quite possible for it to take a jump in another week or so that will boost it much higher. JUDY GARLAND'S disk still leads the parade, with TOMMY TUCKER* following, and BENNY GOODMAN* bringing up the rear.

I'm Stepping Out With a Memory Tonight. After a nice start, and a weak follow thru, this ballad makes up for lost time by stepping out with a vehemence rather than a memory this week. At the moment it looks plenty good for continued progress toward the real hit class, and even if it never makes it, operators can't afford to be without it currently. Altho there are a great many individual nominations for click records in the machines, GLENN MILLER* is the most consistent and widespread standard bearer for this one.

Blueberry Hill. Maintaining the nice pace with which it started a couple of weeks ago, this simple ballad is pointing for the top, but it's anybody's guess as to whether or not it will make it. Its easy, uncomplicated melodic line is in its favor for good music machine reaction, and it has an attractive title. It remains to be seen whether either or both can pull it to the top of the heap, or whether it will stay where it is now. GLENN MILLER* and KAY KYSER* divide phono patrons' attention on it.

All This and Heaven Too. It took some time after the release of this ballad, which finds its titular inspiration in the current Warner picture of the same name, for it to achieve anything along coin phonograph lines. Starting last week, it has climbed pretty steadily since, with CHARLIE BARNET*, JIMMY DORSEY*, and DICK TODD capturing the honors to date.

Trade Winds. BING CROSBY comes along with a recording that, as predicted for the past couple of weeks in "Possibilities," is beginning to carve out a career for itself on the phonos. A soothing, melodic tune complements the Crosby treatment to make a good example of an excellent machine number, which phono customers are starting to find out in increasing numbers.

Can't Get Indiana Off My Mind. Hoagy Carmichael's musical tribute to his native State is starting to get the attention from the nickel-droppers that the general quality of the song calls for. BING CROSBY, KATE SMITH, and BOBBY BYRNE* have the disks to create attention.

Whispering Grass. This number, in its INK SPOTS version, has been hovering on the brink of making this section for several weeks now. Until this week it has never been universally or generally popular enough to do so, but it finally shows up on enough reports to make its inclusion here necessary.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even tho they most probably will never climb into "Going Strong."

Six Lessons From Madame La Zonga. (9th Week) Mixed opinions; some ops say it's great in their machines, others claim it's almost thru. JIMMY DORSEY*, CHARLIE BARNET*.

Pennsylvania 6-5000. (7th Week) The same thing here. GLENN MILLER. God Bless America. (6th Week) Not too strong. KATE SMITH, BING CROSBY.

I Am an American. (5th Week) Like its compatriot above. GRAY GORDON*.

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.

That's for Me. From the score of Bing Crosby's new picture, *Rhythm on the River*, comes this number, as well as a couple of others that ought to hit the phono heights. *Ain't It a Shame About Mame?* and *Only Forever* are two other strong potentialities.

Pompton Turnpike. A swing item from CHARLIE BARNET in the same vein as *Tuxedo Junction*, with the added advantage of a few humorous touches in the sax-trumpet passages.

Ferryboat Serenade. A follow-up to *Woodpecker Song* that covers the same general pattern of tempo and melody. It might click despite the rule that sequels rarely do.

Fifteen-Minute Intermission. The CAB CALLOWAY* version of this is perfect music machine fodder, what with the easy, relaxed rhythm that goes in the boxes, plus a direct, at times conversational, approach to his hearers in Cab's vocalizing.

* Indicates a vocal chorus is included on this recording.

Double-meaning records are purposely omitted from this column.

The VICTOR-BLUEBIRD Call Board

Magnetize your machines with the music that nabs the nickels!

VICTOR "POPULAR" RELEASE NO. 387

- 26730 I Could Make You Care
I'm the Loneliest Gal in Town
Bea Wain with Orchestra
- 26731 Sepia Panorama
Harlem Air-Shift
Duke Ellington
- 26732 *Would You Be So Kindly?
*Don't Let It Get You Down
Leo Reisman
- 26733 You're Driving Me Crazy
Exactly Like You
Quintet of the Hot Club of France

BLUEBIRD "POPULAR" RELEASE NO. 293

LIST PRICE 35c

- B-10840 We're All Americans, All True Blue
Sweet Lorraine
Dick Todd, Baritone, with Quartet and Orchestra
- B-10841 *I'll Never Smile Again
*Stayin' at Home
"Fats" Waller and his Rhythm
- B-10842 *One Look at You
*There Shall Be No Night
Bob Chester
- B-10843 *The World Is In My Arms
*There's a Great Day Coming, Manana
Abe Lyman and his Californians
- B-10844 *Ain't It a Shame About Mame
*Rhythm on the River
Wingie Manone
- B-10845 *The Call of the Canyon
*Our Love Affair
Glenn Miller
- B-10846 Peaceful Valley
Reminiscing
Charlie Barnet
- B-10847 A Bird in the Hand
You Don't Know Nothin'
Deep River Boys, Male Quartet with Piano

RACE

- B-8509 Make Me a Pallet on the Floor
Sidney's Blues
Sidney Bechet and his Rhythm

*Vocal Refrain
Order RCA Victor Permo Point Needles from your RCA Victor distributor today.



Order these Records from Your RCA Victor Record Distributor Today!

ATTENTION—Phono Operators

Lawrence Duchow's

RED RAVEN POLKA Decca 2543

RED RAVEN WALTZ Decca 3022

Booking Address: HILBERT, WISC.

ARE YOU USING
The Billboard
"TRIPLE CHECK"
EVERY WEEK

SPECIAL ORDER FORM

The Billboard
25 Opera Place
Cincinnati, Ohio

Please send The Billboard for 30 weeks, for which I inclose ONLY \$2.

Name

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LEADERSHIP

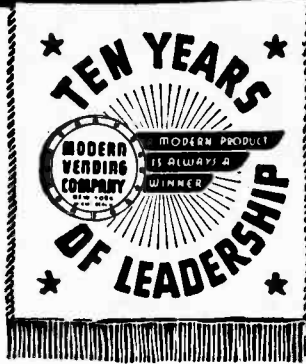
A MODERN PRODUCT
IS ALWAYS A
WINNER

MODERN
VENDING
COMPANY

NEW YORK
MIAMI BEACH



A Success Story of
MODERN'S TEN YEARS



HORATIO ALGER STORY IN MODERN STYLE . . .

A REMARKABLE RECORD OF 3 DYNAMIC PERSONALITIES



IRV SOMMER



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HARRY ROSEN

AND THEIR OUTSTANDING ORGANIZATION



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Gen'l Counsel



SYLVIA HERMAN



MARY F. HERSH



ROSE BROFMAN



SHIRLEY BARNETT



HELEN TANZER



IRIS KWALWASSER



GLORIA HOFFMAN



LILLIAN SCHONBERGER



MAURICE RUBEL



GILBERT WOLFE



ABIE MALECH



ROY HERSH



HENRY ZEICHNER



EDDIE HENDERSON



MAC LALLY



JAMES HICKS



ELMER JOHNSON



JOSEPH WASENECK



CHAS. BUDD



ART WEINBERGER



LEON HERSH



HENRY KOPETELSKY



JACK MARKS



MOE ZEICHNER



FRANK FOLEY

WE NATURALLY take great pride in sincerely complimenting you on your phenomenal rise in the coin machine industry, for we were the very first manufacturer to recognize your possibilities and to grant you exclusive distribution of any coin operated machine . . . the Daval Gum Vendor, followed by the Chicago Club House, Penny Pack and other outstanding successes. May you continue your great success for many, many years to come.

Al S. Douglis—Dave Helfenbein

THE DAVAL COMPANY, 2043 CARROLL AVE., CHICAGO



*"From pals to pals
we wish you well,"*

Paul and Max

GERBER & GLASS • 914 DIVERSEY • CHICAGO

MY sincerest wish is for your continued progress and success for many more tens of years to come.

MIKE MUNVES CORP.



593 Tenth Avenue, New York
555 West 157th St., New York
520 West 43rd St., New York

TEN Rousing Cheers to Three Grand Guys with whom doing business since their very beginning has been a real pleasure . . . and to whom I wish greater and greater success in the years to come.



Bill Rabkin

INTERNATIONAL MUTOSCOPE REEL CO., INC., LONG ISLAND CITY, N. Y.



BERT LANE SAYS

GOOD LUCK, GOOD HEALTH
AND GOOD GOING—HARRY,
NAT AND IRV.

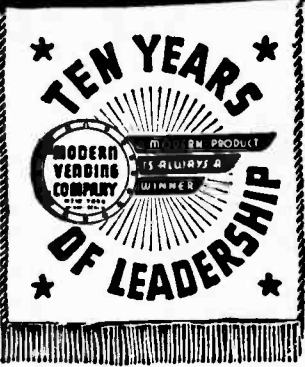
SEABOARD SALES, INC., 619 TENTH AVE., NEW YORK

*Congratulations to
Modern Vending Company*

from

BUDIN'S, INC.,

174 So. Portland Ave.,
Brooklyn, N. Y.



CONGRATULATIONS FROM

A SINCERE NOTE OF THANKS FROM ALL OF US FOR LEADING THE WAY WITH CONSISTENT MONEYMAKERS AND REAL SERVICE AND CO-OPERATION THROUGH TEN GREAT YEARS. AS MODERN GOES—WE ARE GLAD TO FOLLOW.

You have always shown a readiness and even eagerness to give and take. As you have given the operators help and courage when things were going up-hill, so, as president of the Automatic Music Operators' Assn., I take this opportunity to thank you for myself and on their behalf.

Ed Johnson
AUTOMATIC MUSIC OPERATORS ASSOC.

Fifty million Frenchmen sure were wrong—but fifteen hundred ops surely were right in dealing with Modern. Good luck, Harry, Nat, and Irv!

Ray Thomas

On this occasion, I want to wish Modern continued good luck and a long business career so that we operators can be favored with their able guidance.

Stanley Scott

Thank you, Modern Vending Company, for the progress I have made in the music industry. Through your guidance today I have a lucrative business.

Norma Parker

May I express the appreciation of my associates and myself to Modern, through whose untiring efforts the automatic music business is today one of the country's leaders.

W. B. Feldman

I have dealt with Modern for five years. In my opinion they are tops in their fair treatment of phonograph operators.

Albert Lery

My "Thank you" for all your favors is just this: I buy what Modern backs—I back Modern.

Norman Bush

We ops have learned to expect big things from Modern. So far we have not been disappointed and hope the future holds promises of even better products and greater accomplishments for Harry, Nat, and Irv.

H. Mirman

Thanks for your co-operation, encouragement and suggestions. They have helped build my operation into a growing business. Here's to you!

Charles L. Kelly

We assure you of our earnest desire to congratulate you on your tenth anniversary. Our business dealings have been a pleasure.

George Mittleman

Here's to three swell bosses, courteous employees, luxurious showrooms, and service department, all co-ordinated in the interests of phonograph ops' requirements at Modern Vending Co.

Kelley Lewis

Congratulations! As one of your satisfied customers we want to take this opportunity of thanking you for your many past kindnesses. Best wishes for future success.

Francis Graham
Hypocrite

Modern always has been and will remain my favorite automatic phonograph supplier.

M. K. Grossman

I have been dealing exclusively with Modern for three years, and sincerely recommend their service as the best in the State. Good luck!

Steve Kalman

We have done business with Modern since 1936 and have always had fullest co-operation. Wishing you every success.

David Long

The first ten years are said to be the hardest, but, thanks to Modern's help, they have been made very easy for us. Keep up the good work!

Joe Kelly

The continued co-operation of Harry, Nat, and Irv has aided my phonograph business tremendously. Good luck!

Achilles Helms

You suggested that I go into the phonograph business. I believed you then, I believe you now, and as long as Modern is in business I'll never be leaving you.

G. P. Nease

Your products have been swell, but you, Harry, Nat, and Irv, have been sweller. It's a genuine pleasure to do business with you.

Max Timote

We were with you yesterday, are with you today, and hope to be with you for many tomorrows.

S. H. Bonney

You lead and we'll follow. You've shown us in the past that you know what operators need.

Art Kabanoff

I can sincerely say that one of the pleasures this business has to offer is dealing with you. Congratulations!

Mark J. [unclear]

At this time we wish to express our thanks for your fine co-operation in helping us render topnotch phonograph service. Wishing you continued success.

Alvin [unclear]

From my past experience I know Modern is one distributor who works with the operator 100% at all time. Continued success to you—Nat, Harry, and Irving.

William [unclear]

Never mix business with pleasure is the old saying. But it's been such a pleasure to do business with you nice guys that you've taught us to stop believing in this old maxim.

Al Leeds

We wish to thank you for the fine co-operation you have given us at all time.

Max [unclear]

Buick says: "When better autos are built, Buick will build them. We know and the world knows—when better phonographs and accessories are built—Modern will sell them. Best wishes.

William [unclear]

To you, Harry, Nat, and Irv, my heartfelt gratitude for the many problems you helped us solve in carrying on our business. Best wishes!

Carl [unclear]

On this occasion we pay tribute to a company who never for a moment stopped bending its efforts to bring about a happy solution to all our problems.

Alta [unclear]

Ten years . . . it seems like yesterday . . . I've made dough with you . . . you've picked winners . . . so good luck!

Joe [unclear]

I'm sending you a carload of best wishes. May those carload days return with the celebration of your next anniversary.

Bob [unclear]

Modern is an outfit that looks out for the operator's interest. You've made it a better phonograph industry.

Joseph [unclear]

Thanks to Modern for their co-operation, I have found them ready, willing and able to meet us in our need for help and plans.

Stellman, W. J.

Congratulations and best wishes!

J. B. [unclear]

In the past five years, I have derived a great deal of pleasure from doing business with you. The name "Modern Vending Company" will always signify the best in quality, fair prices and courteous service.

Max Allen

Your every gesture for the past 10 years has been in the interests of the operators. All indications point to your continued success.

Sam [unclear]

Congratulations on your first decade. May the future be as profitable and successful as the past.

Edward [unclear]

Here's to Modern Vending Company—the finest distributors in the country, whose initiative and progress have certainly helped us ops.

Gilbert [unclear]

Irving, Nat and Harry. . . . No foolin' fellows—you deserve the greatest luck. Our problems were yours—we look to you for "leadership."

Max Hirsch

To a great measure we owe our present success in the automatic phonograph business to Modern's ability to guide us and their ever-present desire to assist us.

Martin Roth
Gilbert [unclear]

With emphasis born of profound gratitude, I lift my pen in praise to Modern for having started us in the right direction and shown us the way to phonograph profits.

Joseph [unclear]

To Nat Cohn, Harry Rosen, and Irving Sommer: I welcome this opportunity to extend my sincere best wishes to you. It is through your sound judgment and earnest efforts that my phonograph operation has proven successful.

D. J. [unclear]

You, Harry, Nat, and Irving, are primarily responsible for my entering the phonograph business, and I offer my congratulations on this occasion for the fine way you and your personnel have handled my account.

W. L. [unclear]

Glad to be with you on the 10th Anniversary. May I have the privilege of joining you on the 15th and even the 20th?

Harry [unclear]

Just a few words of appreciation to Modern. Their service, co-operation, and consideration for the operators' needs is to be especially commended.

Lois [unclear]

To Modern and the Gang: They say blood is thicker than water. I feel our relationship for 10 years is thicker than anything I know. What more can I say?

Edward [unclear]

I have been dealing with the Modern Vending Co. since the opening of their office in New York City, and I am still with them 100%.

W. B. [unclear]

Congrats to Modern and continued success in the future!

Jim [unclear]

APPRECIATIVE OPERATORS

A product is as good as the distributor who sells it. Practically every product Modern has handled so far is excellent. Good luck!

Walter R. Conrad

It is indeed a great pleasure to do business with Modern. I am sure that it is due to the efforts of your company that ops like myself have benefited.

Charles H. Wilson

The merchandise you have sold, the manner in which you merchandise it, the service you have rendered the operator all spell "well earned success" in a big way.

Pearson A. Kelly

It was to you we always turned for guidance when confronted with "problems" in our phonograph business. We wish you the best of everything.

M. J. H. H. H.

Ten years ago when Modern opened its doors on Broadway you gave me my start. Thanks, and thanks again for everything.

Phil Skelman

Opportunity! I needed it—you gave it to me. I'm looking for further opportunities from the "BIG THREE." Good luck!

Bob K. K.

One motto I have found a good one is "Watch Modern." I have followed this practice very profitably. Good luck!

Mitchell H. H.

I extend my congratulations to Modern and wish them continued success.

Alfred M. M.

We wish Modern Vending Company all the success in the world. They certainly deserve it because they have done business in the right way.

Raymond G. G.

History always repeats itself. I repeat: We'll stick to Modern for bigger and better things in the music industry. Best wishes!

James L. L.

This is a good time to express sincerest appreciation to Modern for the many helpful things they have done for us.

Fray H. H.

I cannot emphasize too strongly the profound debt of gratitude we owe Modern for carrying us over the rough spots. Many more successful years to you!

Edith G. G.

Who can challenge that Modern is not making history in the music industry? If you sell it, I'll buy it—that's good enough for me.

Hubert S. S.

Forever is a long time, but it represents exactly our feelings as to how long we would like to continue to do business with Modern.

Paul J. J.

Recently we were asked "To what one element above all others in this business do you attribute its phenomenal success. Our answer unhesitatingly was "Modern Vending Co." Need we say more?

Max H. H.

Congratulations to Modern Vending Co. and continued success in the future.

Guthrie H. H.

On this occasion we wish you everything that you wish yourself and more. You've been real pals and helpmates.

Ernest C. C.

My hat's off to Modern and their progressive foresight in the phonograph business.

Laura H. H.

Manhattan Music Co. extends its compliments to Modern. We started with you and will continue with you.

Thomas H. H.

"Music Hath Charms"—and so have you, Nat, Irving, and Harry. Best wishes for a continued long and prosperous career.

L. Thomas H. H.

Pardon my modesty—I wish I could say the nice things you guys are justly entitled to—but all I can say is "Thanks for being swell"—and good luck!

William B. B.

Let me add my best wishes for a successful business future. If anybody has earned it, you boys certainly have.

John L. L.

I'm willing to be led by Modern. I've never gone wrong yet. Good luck!

Joseph K. K.

My sincerest gratitude to you for your successful and splendid efforts in furthering my interests. Continued good luck.

George G. G.

Commercial De Luxe Music Co. wishes to express its appreciation to Modern for all the courtesies extended to us. As Modern goes, so will Commercial.

Leo M. M.

You sell it and we'll buy it. Past experience has stamped Modern as a keen judge of operators' requirements.

Thomas G. G.

Your good deeds of yesterday are not forgotten; your co-operation of today is naturally with us; but our abundance of good wishes to you for many successful tomorrows tops everything.

William F. F.

At this time let me express to the boys at Modern my sincerest wishes for their continued success. It's a pleasure to deal with them.

Charles S. S.

The phonograph business is a good game, and you can rest assured that we'll play ball with Modern as long as you sell anything with a coin chute.

Swing K. K.

We are extending our thanks to you for your whole-hearted co-operation and sincere advice in enabling us to reach our present position in the industry. Here's to your continued success.

Charles S. S.

A million thanks for your constant advice, which has always proved very sound.

Charles E. E.



I will continue to vote "Yes" for a company whose ownership has never permitted success to go to their heads, and I know that hundreds of operators share my sentiments.

Harry H. H. - Robert G. G.

We have never received better service and co-operation from any one else—and, in our opinion, Modern has been the guiding influence in the automatic music industry from its very inception. Good luck!

James H. H. - Charles S. S.

You started by helping the operators in order that we might all succeed together. Congratulations! You've done a swell job.

Edna K. K. - Myra S. S.

If it was service, it was Modern . . . if it was finance, it was Modern . . . if it was for picking winners, it was Modern. I'm riding with you!

Sam S. S.

All the best to three of the best!

Alfred S. S.

In and out of the City of New York you've made and kept legions of friends. There certainly is a reason! Good luck!

Harry H. H.

Scientists have found a way to conquer land, sea and air, but we ops have yet to find another organization that has done anything more for music than Modern. Best wishes and long life to you!

Felix C. C. - The J. J. J.

Whether it is the 10th, 20th, or any other anniversary, I fail to see anything but success on the horizon for Modern.

W. H. H.

For your past success, I salute you; for your friendship, I am grateful; for your intelligent choice of winners, I respect you. Here's to continued success!

Albert W. W.

I was up—I was down—you helped me "Up" again. Success to Modern—Succeed with Modern. We're with you 100 per cent.

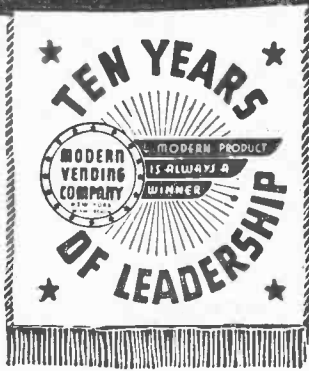
Vincent B. B.

Long life to Modern Vending Co. and best personal wishes to Irving, Nat and Harry.

Sam S. S.

As an operator, I want to thank Nat, Harry and Irving for their kind co-operation in helping us with our problems at all times. I wish them many more years of good fortune.

Sam S. S.



*Our
Sincerest
Congratulations*

*Joe Eisen
Dave Margolin*

PENN COIN-O-MATIC

PHILADELPHIA • BALTIMORE

GOOD LUCK IS MY
REAL, HEARTFELT SENTIMENT FOR
EVERYONE AT **MODERN** ... BECAUSE YOU'RE
EVER READY
TO OFFER A FRIENDLY HAND;
I'M GLAD OF THIS CHANCE TO WISH
NAT, HARRY AND IRV
GREAT AND CONTINUED
SUCCESS.

*Morris Hankin
Atlanta, Ga.*

*Thank you for your
marvelous cooperation*

Decca Records

Best Wishes

for your continued success

*Everett Masterson
Elizabeth, N. J.*

*Compliments of
Times Appliance, Inc.*

*Exclusive Wholesale
Distributors of . . .*

*Columbia
Brunswick
Okeh
Records*

*From Leaders
to Leaders*

*BRUNO-NEW YORK, INC.
Wholesale Distributors for
VICTOR RECORDS*

Eddie Ross

*sure wishes you
the Best!*

ORIOLE
COIN MACHINE CORPORATION
ORIOLE BLDG., BALTIMORE, MD.



WE WELCOME this opportunity to extend our heartiest congratulations on your Tenth Anniversary. You're a credit to this industry — Nat Cohn, Irv Sommer and Harry Rosen.

*O. D. Jennings & Company
Chicago*

"A Name Famous for Forty Years"

SINCEREST congratulations from the organized operators of Greater New York

*Amalgamated Vending Machine
Operators' Association, Inc.*



*Greater New York Vending Machine
Operators' Association, Inc.*

My sincerest congratulations---John A. Fitzgibbons

WHEN
GOOD
FELLOWS
GET
TOGETHER
THEY'RE
NAMED

*Nat
Harry
and
Irv*

*MAXINE'S
CABARET
2062 Jerome Av.
Bronx, N. Y.*

**GOOD LUCK,
MODERN,**

MAY THE NEXT TEN YEARS BE FILLED WITH GREAT SUCCESS.

WE WISH YOUR NEXT VENTURES TURN OUT TO BE AS GREAT A BUNCH OF HITS AS OUR MARBLITE REMODELING HAS MADE WITH THE PHONOGRAPH FIELD.

GOOD LUCK. GO AHEAD.

BEST WISHES

*Commonwealth
Remodeling*

Success is like a Hotel . . . there's always room for more . . . so may you have many more good years —

*Nat—Harry
and Irv*

HOTEL EVANS

*Loch Sheldrake,
N. Y.*

*Miami Beach,
Fla.*

On this, your Tenth Anniversary, I can only wish that the succeeding years will bring you as much success as the preceding ten years.

*Maxwell
Schare
C. P. A.*

HERE'S
WISHING
YOU
110 YEARS
OF
EVEN
GREATER
PROGRESS

Sidney H. Levine

BEST WISHES
FOR CONTINUED
SUCCESS TO 3
REGULAR FELLOWS
NAT COHN
IRV SOMMER
HARRY ROSEN

FROM

*George Kuhin
Harold Kahn*

**VARSITY
Entertainment
Bureau
1564 Broadway
New York**



Heartiest congratulations
from every one of our members
to MODERN VENDING COMPANY.

Automatic Music Operators Assn., Inc.
New York

My sincerest and heartiest and
warmest congratulations,

Lee S. Rubinow

Congratulations to three
regular fellows —

Marvin and Joe

IF OUR GOOD WISHES WERE ONLY
AIRPLANES—YOU'D BE RIDING HIGH FOREVER

Charley Aronson and Bill Alberg
BROOKLYN AMUSEMENT MACHINE CO.
660 BROADWAY, BROOKLYN, N. Y.

BEST WISHES! Keep up the good work!!

DALE RADIO CO., INC., 1780 BROADWAY, N. Y.
Wholesale Distributors for HY-GRADE LAMPS
and SYLVANIA RADIO TUBES

May your future road be as smoothly
traveled as your past.

Al Schlesinger, Morris Silverstein.



WEST GREETE EAST

with sincerest and heartiest
best wishes to my friends,
Modern Vending Company.

S. H. Lynch and the
entire personnel of

ELECTRO-BALL COMPANY

DALLAS • HOUSTON • MEMPHIS



The picture which this tenth anniversary brings into focus is but a panel in that great moving panorama by the master of masters, Father Time. To one who has watched its varied features take form there is a certain thrill; for it is a vivid portrait of adventure, courage, friendliness and integrity of three Masterful Coin Machine Merchandisers.

Let Time paint or sculpture another and another such panel, each bearing the legend "A Decade of MODERN Merchandising." It's fifty-fifty we'll be with you again in 1950.

HARVEY CARR, Publisher
THE COIN MACHINE JOURNAL 328 S. Jefferson St.
CHICAGO, ILL.

ADD THIS!!

TEN GOOD YEARS + 8 GOOD HEARTS
(Nat—Harry—Irving)

MODERN VENDING COMPANY

Long may you reign!

Harry Pearl — Jack Kay

ACE VENDING CO., Newark, N. J.

We sincerely extend our very best
wishes for your continued success, and
our appreciation for your excellent co-
operation.

PFANSTIEHL CHEMICAL COMPANY
Waukegan, Ill.
"The Pfanstiehl Needle"

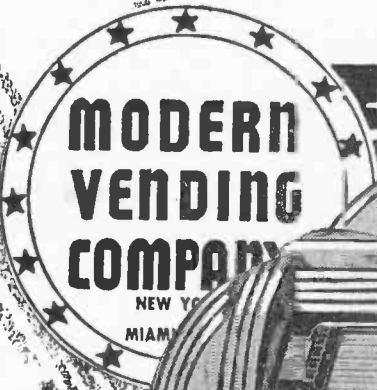
**AND NOW...
A SPECTACULAR
NEW STEP
FORWARD!**

**THE CHAPTER CLOSES ON MODERN'S
PAST TEN YEARS AND THE PAGE
TURNS TO THE NEXT — — — —
WITH A STARTLING ANNOUNCEMENT
THAT BRINGS UNPRECEDENTED NEW
HIGHS IN EARNINGS TO EVERY
MODERN OPERATOR — — — —**

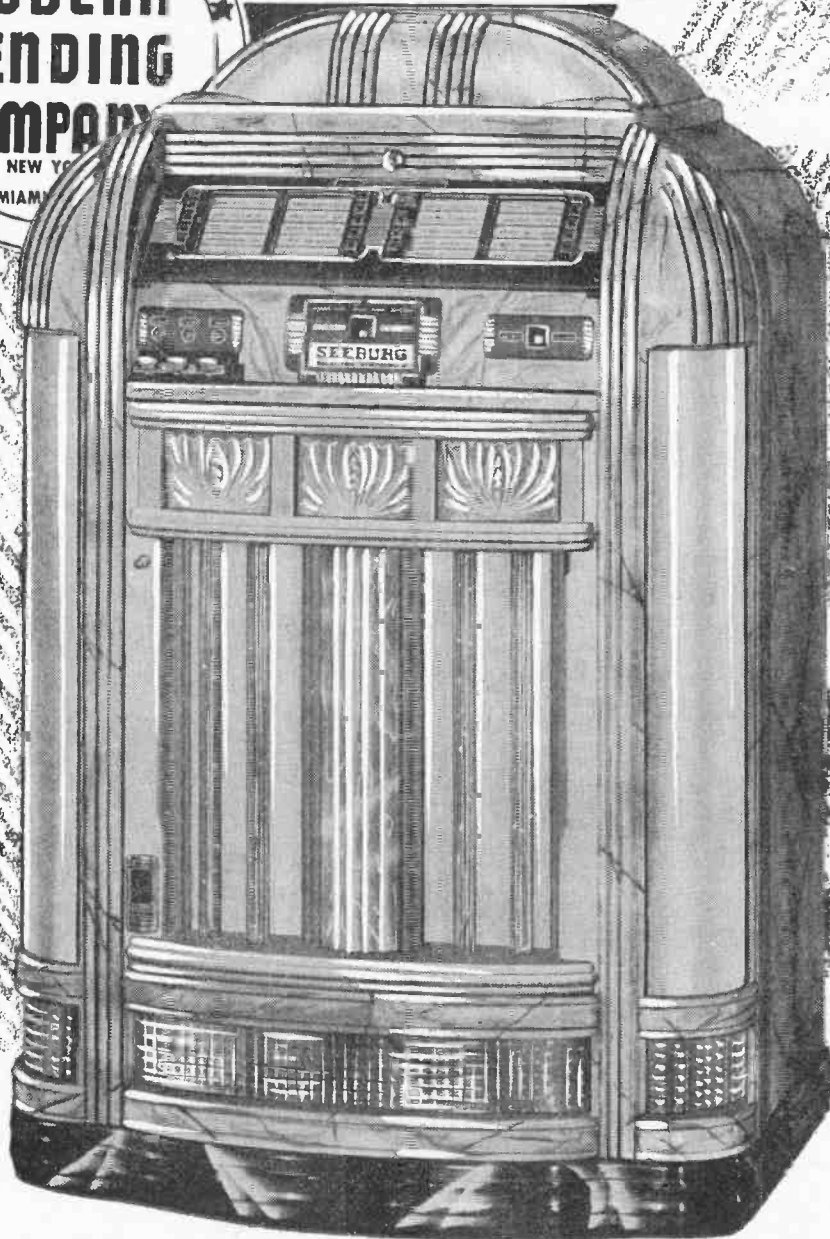


MODERN

World's Largest Automatic Music Sales Agents



A MODERN PRODUCT



GOES SEEBURG

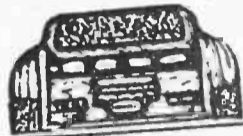
• • • we of Modern Vending Company are proud and happy to accept the distinction of our new appointment, effective immediately, as eastern sales agents for the J. P. Seeburg Corporation of Chicago.

• • • the Seeburg distributorship means that Modern's friends will benefit by greatly increased profits and the assurance that they will always be in on the ground floor with the newest and best in phonograph achievements.

• • • with a renewed pledge of sincere cooperation and an honest belief that this marks the most important milestone in our career — MODERN . . GOES . . SEEBURG!



... GO TO IT,



EAST COAST PHONOGRAPH DISTRIBUTORS, Inc.

TELEPHONE
Circle 5-5125-6-7-8-9

Seeburg SYMPHONOLAS

CABLE ADDRESS
EASTCOPHON

455 WEST 45th STREET • NEW YORK, N. Y.

September 5th, 1940

Irving Sommer :
Nat Cohn : The Modern Vending Company
Harry Rosen :

My dear Friends:

As I now turn to serve the J.P. Seeburg Corporation in new, different and wider capacities --- I want to extend to you my heartfelt congratulations on taking over the reins of East Coast's phenomenal three year Seeburg distributorship.

This epochal change comes at a vital turning point in the cavalcade of automatic music --- a new trend pioneered and lead by Seeburg, that establishes far greater solidity and the highest standard of consistent profits ever known to music operators.

You - Nat, Harry and Irv - have served the industry for ten years. I have been in there punching for twenty five years. It's a great business, and, I hope and sincerely believe, a great combination.....offering unparalleled service, cooperation and moneymaking assurances to the entire music trade.

Go to it, boys --- good luck and Godspeed!

Sincerely yours,
EAST COAST PHONOGRAPH DISTRIBUTORS, INC.

SAM KRESBERG, PRESIDENT

SK:led

BRANCHES: TROY, N. Y. • ELIZABETH, N. J. • PHILADELPHIA, PA. • BALTIMORE, MD

MODERN VENDING COMPANY

FEW firms in any industry reach the high places. And fewer reach them as quickly and retain their leadership as indisputably as that up-and-at-'em, go-and-get-'em combination of topnotchers—the Modern Vending Company.

To have Nat Cohn, Irving Sommer and Harry Rosen now representing Seeburg in the East is a fine and natural thing, for it indicates the swing of America's smart music distributors and operators toward Seeburg.

So we say, "Hello, boys — mighty glad to have you with us."

As Modern goes — so goes the nation!

Marshall Seeburg
H. T. Roberts

YOU'LL FIND THE SOLUTION TO THE MUSIC PROBLEMS THAT HAVE PUZZLED YOU THESE PAST FEW MONTHS AT THE EYE-OPENING "NEW TREND" CELEBRATION September 5th and 6th AT MODERN'S SHOWROOMS!



MARSHALL SEEBURG



H. T. ROBERTS

SEEBURG DISTRIBUTORS



GREETINGS, MODERN! THE NATIONAL SEEBURG DISTRIBUTING ORGANIZATION . . . MOST PROGRESSIVE NETWORK IN AUTOMATIC MUSIC . . . IS PROUD TO WELCOME ONE OF AMERICA'S GREAT SALES FORCES TO ITS RANKS.

ACME PHONOGRAPH CO.

6210 Euclid Avenue
Cleveland, Ohio
922 Monroe Street
Toledo, Ohio

ATLANTA NOV. MACH. CO.

151 Nassau Street
Atlanta, Ga.

ATLAS AUTO. MUSIC CO.

2982 E. Jefferson
Detroit, Mich.

ATLAS COIN MACHINE CO.

780 Commonwealth Avenue
Boston, Mass.

ATLAS NOVELTY CO.

2200 N. Western Avenue
Chicago, Ill.
1901 Fifth Avenue
Pittsburgh, Pa.

ATLAS PHONOGRAPH CO.

1669 Main Street
Buffalo, N. Y.

**EAST COAST PHONO.
DIST., INC.**

455 W. 45th Street
New York, N. Y.

**AUTOMATIC
AMUSEMENT CO.**

919 N. Broad Street
Philadelphia, Pa.

ELECTRO-BALL CO., INC.

1200 Camp Street
Dallas, Texas

SOONER NOVELTY CO.

409 W. 7th
Little Rock, Ark.
405 N. W. Second
Oklahoma City, Okla.

ELECTRO-BALL CO., INC.

1706 Fannin
Houston, Texas

H. W. THOMPSON

415 Carolina
San Antonio, Texas

SOUTHERN MUSIC SALES CO.

325 Barrone Street
New Orleans, La.

ELECTRO-BALL CO., INC.

680 Union Street
Memphis, Tenn.

FRANCO NOVELTY CO.

24 N. Perry Street
Montgomery, Ala.

GORMAN NOVELTY CO.

85 Genesee Street
Utica, N. Y.

HY-G GAMES CO.

1641 Hennepin Avenue
Minneapolis, Minn.

MAGIC CITY MUSIC CO.

508 N. 16th Street
Birmingham, Ala.

E. T. MAPE MUSIC CO.

284 Turk Street
San Francisco, Calif.
1517 W. Pico Blvd.
Los Angeles, Calif.

MIAMI SCALE CO.

172 N. E. 96th Street
Miami, Fla.

**MILWAUKEE
COIN MACH. CO.**

1455 W. Fond du Lac Avenue
Milwaukee, Wis.

MODERN MUSIC CO.

1318 11th Street
Denver, Colo.

JACK R. MOORE CO.

413 S. W. 13th Street
Portland, Ore.
7 N. Bernard
Spokane, Wash.
100 Elliott, West
Seattle, Wash.
63 W. Second Street
Salt Lake City, Utah

MUSIC SERVICE CORP.

617 W. Douglas
Wichita, Kansas

MUSIC SERVICE CORP.

1418 S. 16th
Omaha, Neb.

C. S. PIERCE MUSIC CO.

Brodhead, Wis.

SHAFFER MUSIC CO.

514 S. High Street
Columbus, Ohio
122 E. Washington
Charleston, W. Va.

SOUTHERN AMUSEMENT CO.

470 Riverside Ave.
Jacksonville, Fla.

**SOUTHERN AUTOMATIC
MUSIC CO.**

542 S. Second Street
Louisville, Ky.
312 W. 7th
Cincinnati, Ohio
620 Massachusetts
Indianapolis, Ind.
425 Broad Street
Nashville, Tenn.

SPARKS SPECIALTY CO.

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UNIVERSAL NOVELTIES

1023 King Street
Alexandria, Va.
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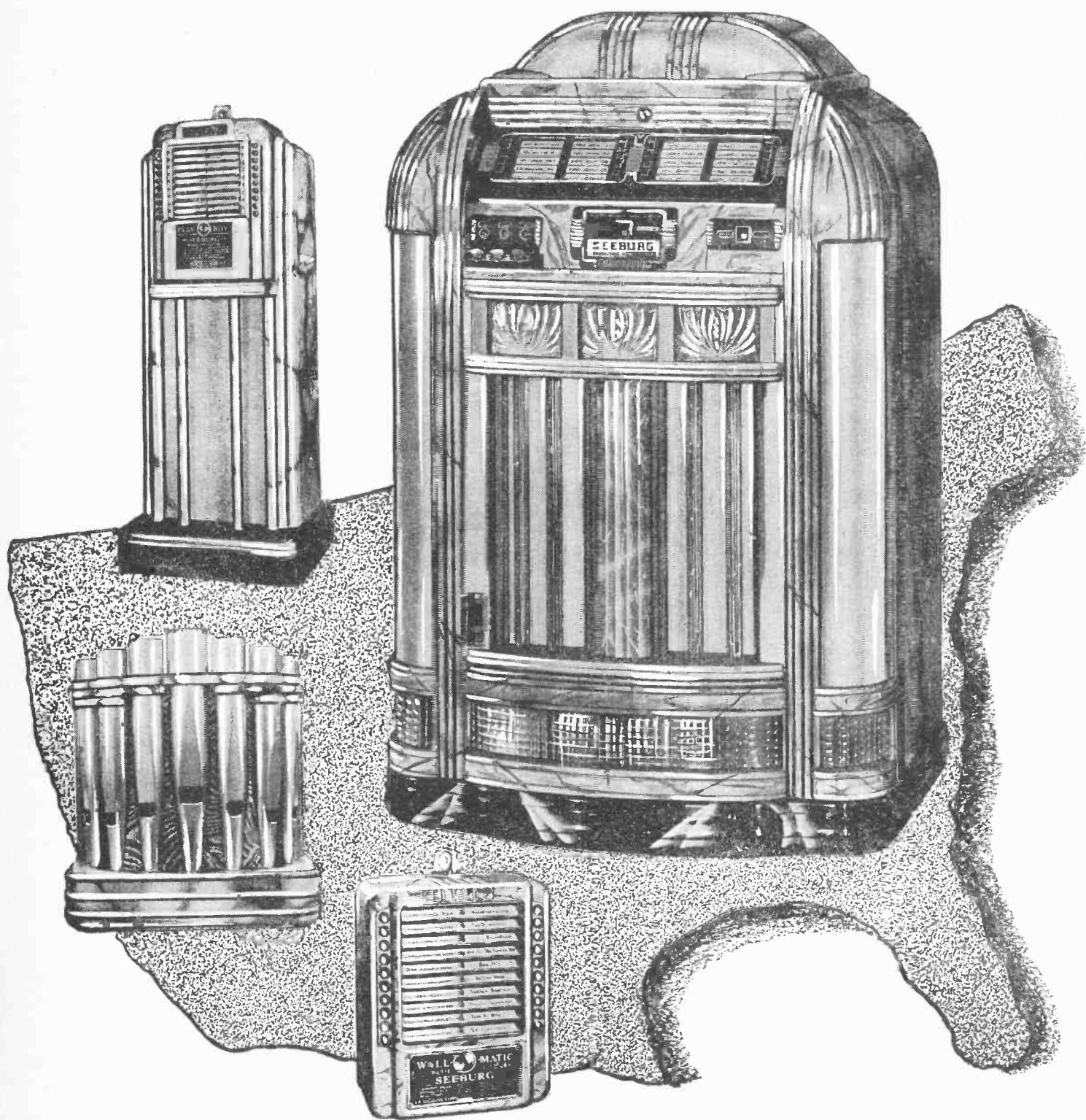
W. B. NOVELTY CO.

1903 Washington Street
St. Louis, Mo.
3105 Gilham Road
Kansas City, Mo.

A. L. WHIPPLE

912 S. Tryon Street
Charlotte, N. C.

WELCOME MODERN



**FROM BORDER TO BORDER AND COAST TO COAST
IT'S SEEBURG ALL THE WAY!**

FOOD AND FUN! STARS AND SURPRISES! AND
DON'T MISS THE "NEW TREND" CELEBRATION
... IN THE MODERN MANNER!

CELEBRATE WITH US
TWO GREAT MILESTONES
IN THE HISTORY OF
MODERN VENDING COMPANY

To convey our heartfelt appreciation for the industry's magnificent gesture honoring our Tenth Anniversary . . . and to announce and display, for the first time anywhere, SEEBURG'S SPECTACULAR, TRULY EPOCH-
MAKING STARTING SIGNAL FOR A COMPLETELY NEW AND
MORE PROFITABLE TREND IN AUTOMATIC MUSIC . . .
the answer to all the problems that have been puzzling
music operators for the past few months.

*You are Cordially Invited
to Join in our Gala*

**TENTH ANNIVERSARY
SEEBURG APPOINTMENT**

**PARTY OF PARTIES
ALL DAY THURSDAY & FRIDAY, SEPTEMBER 5th, 6th, 1940**

Food and Fun! Stars and Surprises! PLUS the really BIG news!
Come and have the greatest, grandest, rip-roaring time of your
life at this DOUBLY IMPORTANT "New Trend" celebration . . .
done in the MODERN manner!!!

MODERN VENDING COMPANY
656 BROADWAY . . . NEW YORK, N. Y.

Gardner Shows Fall Products

CHICAGO, Aug. 31.—Operators were guests of Gardner & Company, Chicago punchboard manufacturers, at a special fall preview August 23 to 25. The firm's fall line of merchandise was on display.

Irwin Feitler, president of Gardner, reported that they had not anticipated quite the large turnout which they enjoyed. "Operators from all parts of Middle West attended," he said, "and we found that they were well pleased with our new fall products. Especially well received were the boards containing our new symbol tickets. These are political symbol tickets and the new blonde, brunette, and red-head girl symbol tickets. Each new ticket is being used in a complete line of boards.

"The showing was also the occasion of opening our new showrooms which have been established for the convenience of operators. All operators have our earnest invitation to make use of these facilities when they are near the Gardner plant."



R. W. PROCTOR AND FRED "WHITEY" LEHMBUHL, of the W. L. Amusement Co., St. Louis, are all smiles as Frank Merkle, sales director of the Herbert Corp., Chicago, snaps their photo. The photograph was taken shortly after the W. L. Amusement Co. had placed a large order for the Mel-o-Tone phonographs and had been appointed distributor for this territory.

Gottlieb's Newest Is Three-Score

CHICAGO, Aug. 31.—"Flying in especially to look over our new machine, Three-Score, George Ponsler was convinced that we have a real winner on our hands," says Dave Gottlieb, president of D. Gottlieb & Company. "Ponsler is considered one of the shrewdest distributors in the country and his opinions really carry weight.

"Three-Score has everything vital to machine success," continued Gottlieb. "Its action is fast and new and its constant come-on makes players wild about the game. They go for the eight-way winning possibilities in a big and paying way. From every angle Three-Score points to bigger earnings for everyone concerned."

Bally Doubles Gun Production

CHICAGO, Aug. 31.—"The government arms program has nothing on us," commented Ray Moloney, president of Bally Manufacturing Company, discussing the outlook for fall business.

"We have already been forced to double our gun production and are getting ready for another increase in output. I am referring, of course, to the Rapid-Fire machine gun, which is proving to be the most sensational hit we ever created. To the many operators who are clamoring for delivery we say that we expect to be in a position to take care of all orders immediately after Labor Day. At that time another big section of the plant will be turned over to Rapid-Fire production."

plant. Machines galore of all types, each required to fashion a particular part of Groetchen's Imp, as well as other Groetchen machines in production, rumble along as one walks down the long aisles between rows of precision machines making precision parts.

"It is no wonder to me after viewing the Groetchen plant that operators swear by Groetchen machines as to mechanical dependability. Too, I can understand their liking of the quiet operation and visual pleasure of good-looking machines.

"Imp is the favorite at the present time and it is a fine machine from what I observed. Quiet operation, smallness, positive-action reels and other features get the vote of myself and operators everywhere."

Squirts, Aquatic Game, Tried Out

SAN FRANCISCO, Aug. 31.—A policeman from San Mateo, Calif., thought this one up. It's a game called Squirts. Is a competitive game involving two players who try for goals by use of a power-driven water gun. The playing field is some 1 1/2 by 3 feet in size, upon which a ping-pong ball is propelled thru bumper obstacles. The game is fast and requires skill for proficiency.

"Local trouty testify to its crowd-drawing and fun-giving qualities," say its makers. "First official territory test-

Miraben Counter Cabinets Available

CHICAGO, Aug. 31.—"Miraben counter phonograph cabinets are now available for 16-record mechanisms as well as for the 12-record mechanisms," reports Ben Lutske, head of The Miraben Company, Chicago, which recently introduced a counter phonograph cabinet in which old phonograph mechanisms may be installed.

"After buying new phonographs for the top locations, many operators have a problem of increasing profits on locations on which it would not be profitable to place new phonographs. In order to increase their profits, they are now installing the old mechanisms in new Miraben cabinets, both console and counter models.

"Some locations are big money-makers and some are just average. It is to increase the earnings on these average locations that Miraben has designed these attractive cabinets. Increased earnings on average locations will aid in the purchase of more new phonographs in a few months. Lifting oneself by one's boot-straps would be a good statement in describing the process of modernizing old phonographs to earn more money so that more new phonographs for expanded routes may be purchased.

"Our new phonograph cabinets are beautifully designed and will be a credit to any location. The counter models are in special demand in locations where space is at a premium and owners do not like to have too large an instrument."

Southern Music Enjoys Heavy Biz

NEW ORLEANS, Aug. 31.—"The special deal that we are offering on Shoot the Chutes certainly has met a big welcome from operators in the South," comments Southern Music Sales Company.

We feel that by making Shoot the Chutes available to operators on this deal we are giving them an opportunity that is extremely rare in any business—an opportunity to boost their earnings; reduce operating cost per unit by making it possible for them to operate more units; and to do it all without any material increase in their investment."

ing will be in the Los Angeles area. Lou Wolcher and Mac Saunders are making the arrangements. If proved satisfactory in these quarters, approach will be made in other closed territories, of which there are some 50 in the United States. The competitive angle and the new principle of play take it out of the ordinary pin-ball classification."

Barrett & Hilp, San Francisco, are the builders for Aquatic Amusement Games, patent holders.

EVERYBODY WILL WANT
'GOD BLESS AMERICA'
HIT BOARD OF THE YEAR!

NEW POLITICAL SYMBOL TICKETS! Cash in NOW on the strongest surge of patriotism this country has ever known! "God Bless America" gives you timely appeal plus really exciting new and the most "5c play" ticket of all time! 5c Jackpots; two step-up awards; 2400 holes; \$25.00 top award; 25 Jackpot winners; 169 consolation prizes; plenty of consolation winners; Board sparkles with brilliant red-white-blue color scheme! Average profit No. 4 \$51.95! Average profit \$41.75!

No. 2—\$41.75! BE SURE TO WRITE AT ONCE FOR CIRCULARS SHOWING LATEST GARDNER HIT NUMBERS!

Imp Production Stepped Up

CHICAGO, Aug. 31.—Imp is being produced in ever larger daily production quotas at the Groetchen Tool Company, in order to satisfy operator demands, it is reported. Zoom, upright game and currently a Groetchen favorite, is also in heavy production.

"Massive machines delicately forming the precision parts for Imp impressed me most when I visited the Groetchen plant," said a visitor. "I enjoyed watching the assembly lines carefully assembling the minute counter games from the beginning to the end where they were carefully tested for correct action. I was impressed by the fact that each Imp performed perfectly when it came off the line.

"Seldom," continued the visitor, "have I seen such a wonderfully equipped



"ANOTHER BIG AMERICAN EAGLE AND MARVEL ORDER," reports Bill Marmer, of Sicking, Inc., as a Cincinnati operator signs on the dotted line. Marmer, sitting facing the camera, declares: "American Eagle is the world's greatest money-maker."

3 BIG BARGAIN SPECIALS!

- 1. Western's BASEBALL 1940 Model F. P. Pay. Comb. \$ 99.50
- 2. Keeney's Black Cabinet ANTI-AIRCRAFT GUN 124.50
- 3. Seeburg's CHICKEN SAM 64.50

CHOICE OF 914 FREE PLAYS

Airport ... \$24.50	Follies ... \$44.50
Big Show ... 42.50	Oh! Johnny ... 59.50
Big Six ... 21.50	Scop ... 34.50
Baseball (Stoner's) ... 84.50	Spottem ... 19.50
Chevron ... 24.50	Summertime ... 57.50
Congo ... 39.50	Supercharger ... 32.50
Fantasy, J.P. ... 39.50	Super Six ... 39.50
	Triple Threat ... 17.50
	Variety ... 27.50

PAY TABLES

Breakneck ... \$17.50
Across the Board ... 17.50
Stables ... 22.50
Derby King (J.P.) ... 59.50

TITLE STRIPS
40c PER 2,000

Selected PHONOGRAPH Bargains!

SEEBURG'S	WURLITZER'S
MODEL A—12 Records.. \$ 29.50	P-12—12 Records \$ 29.50
MODEL B—12 Records.. 32.50	24—24 Rec. Illum. 99.50
MODEL C—12 Records.. 34.50	61—1939 Counter Model. 87.50
CASINO—20 Records .. 144.50	312—12 Records 37.50
K-20—20 Records 79.50	412—12 Records 34.50
GEM (1938)—20 Records 127.50	500—24 Rec., Keyboard. 159.50
REX (1939)—20 Records 82.50	600 A—1939, Slug Proof, 24 Records 154.50
PLAZA (1939)—20 Rec. 154.50	616—16 Records 59.50
CLASSIC Marbled—(39)182.50	716—16 Records 54.50
ROCKOLA'S	MILLS'
LUXURY LIGHTUP '39 \$148.50	DANCEMASTER—12 Rec \$17.50
REGULAR—12 Records .. 29.50	STUDIO—1938, 12 Rec. 49.50
STANDARD—20 Records 144.50	Illuminated Grills—\$8.50
Latest Counter Model ... 99.50	

SEND FOR COMPLETE BARGAIN GUIDE! America's largest selection of coin controlled machines, reconditioned to operate and look like new! Terms: 1/2 Deposit, Balance C. O. D.

GARDNER & CO. 2307 ARCHER AV. CHICAGO, ILL.

BARGAINS FROM DAVE MARION

Trade for Liberty Bells, Imp, Mercury.	
AUTOMATICS	Penny Phone .. \$49.50
Grand Prize ... \$15.00	Wurlitzer 61 .. 67.50
Fleetwood ... 19.50	Bally Alley ... 49.50
Quinella ... 24.50	Dial 5c F.P. ... 14.50
Hialeah ... 14.50	Shoot-a-Lite ... 22.50
Flicker ... 10.00	1c Little Duke .. 12.50

Write for August List—Now Out.
Jobs—Write Us for Quotations—All Types
1/2 Deposit Required—Bargains Every Week.

Write for Complete Bargain List.
MARION COMPANY, Wichita, Kansas.

2200 NORTH WESTERN COINMEN'S Famous Door TO GREATER BARGAINS

ATLAS NOVELTY CO.
The House of Friendly Personal Service
2200 N. Western Ave., Chicago—America's Largest Distributor
ASSOC. ATLAS AUTOMATIC MUSIC CO., 2982 E. JEFFERSON ST., DETROIT
OFFICES: ATLAS NOVELTY CO., 1001 FIFTH AVE., PITTSBURGH

Bally FLEET
 HI-SCORE & FUTURITY
 New REVOLVING TARGET feature
 BUILD UP BUMPERS
 CANNON-FIRE ACTION
\$104⁵⁰
 CONVERTIBLE
 FREE PLAY OR NOVELTY
BALLY MFG. COMPANY 2640 BELMONT AVENUE
 CHICAGO • ILLINOIS

The Novelty Pinball Game

By SAMUEL WOLBERG
 Executive, Chicago Coin Machine Mfg. Corp.

Part I—The Novelty Pinball Game and the Community

NOT so many years ago, so recently, in fact, that the memory is yet fresh, a struggling infant industry hitched up its diapers and set out to make its fortune. From the start a narrow-minded but powerful minority public opinion chalked up two strikes against the youthful newcomer.

To the misinformed and short-sighted, Bagatelle or slot machines—indignant names for the new industry's product—was an "evil that threatened the morals of the nation." It was vile gambling that struck at children, robbing them of their lunch money. It was the "stronghold of vicious racketeers" and the "source of corruption among government officials." Newspapers took up the cry when news was scarce and made the pinball industry in all its branches the target for editorial attacks and the butt of editorial jokes.

Relaxation for Thousands

Yet in spite of such odds the novelty pinball game grew in popularity not only among men and women seeking relaxation from the cares of the troubled world, but also among the thousands upon thousands of storekeepers all over the country who saw in the novelty pinball game financial salvation at a crucial time in our economic history. It is not strange that the pinball game industry grew to raw, robust maturity during a time when big business was staggering under the blows of the ill-famed depression. Money grew scarce and employment decreased as time went on and the expenditures made by the average man for personal amusement grew smaller and less frequent.

Welcomed Enthusiastically

The novelty pinball game was welcomed enthusiastically by the general public. For almost nothing (there were penny games) it gave a man several moments of healthful distraction. It provided an outlet for energies that had been pent up thru lack of sufficient money to enjoy accustomed amusements and games. The simple yet fascinating action of those first novelty pinball games lifted many a man out of de-

spondent brooding over his troubles. Just what was it about the bouncing action of 10 little glass or steel balls on a board clustered with pins and perforated with holes that should strike the fancy of harried minds? Perhaps it had the same relaxing effect as playing with model trains has for some of our best business brains.

At any rate the novelty pinball game became one of the centers of interest within the "social clubs" of the depression era—the drug store, the lunchroom, the cigar store, the barber shop—places where men and women purchased the necessities and paused to discuss matters of mutual interest with their friends and neighbors—places where they gathered for the only social intercourse that many could afford.

Helps Local Merchants

What this meant to the shopkeeper is obvious. His share of the novelty pinball game revenue was, in many instances, a lifesaver. With business conditions as they were, it was difficult for him to make ends meet and the extra income often helped him to stay in business. This became progressively true as the playing theme and construction of the novelty pinball game grew more complex and more interesting with consequently greater play. The graduation from 1-cent to 5-cent play, with corresponding increases in profits for operator and location, attracted additional manufacturers. Competition led to improved manufacturing methods which, in turn, led to a wider horizon for pinball game operating.

Altho experience was polishing the rough spots in manufacturing, distributing and operating techniques, there was another and more serious problem which threatened the entire industry. That was the problem of getting and maintaining public and legal sanction of pinball game operation. Hardly a business exists that, at some time or other has not been the target of legal actions. As a result, operating in many territories was hampered and restricted. Operators' associations were formed to work with a national manufacturers' association in promoting the legalization of coin-operated machines. Efforts in that direction were and are intensive and

Save Money! Buy From Brooklyn Amusement!

FREE PLAY GAMES

Triumph	\$22.50
Super Six	25.00
Big Town	32.50
Mascot	37.50
Red Hot	24.50
Short Stop	42.50
Brite Spot	55.00
Dandy	17.50
1/3 With Order, Balance C. O. D.	

SPECIAL!

Evans' 1940
TEN STRIKE
 Scores up to 150 Points.
 Excellent Condition!
 \$74.50

Evans SKEE BALL
 Write for Price!

WURLITZER PHONOGRAPHS

Model 616A with Illuminated Grille...\$55.00
 Model 24... 95.00
 Write TODAY for our complete Price List of all new and used machines!

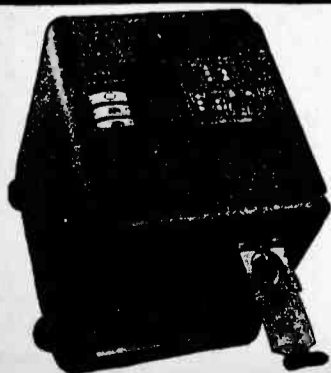
BROOKLYN AMUSEMENT MACHINE COMPANY
 660 BROADWAY, BROOKLYN, N. Y. (All Phones: EVergreen 8-4732)

TORR TIME PAYMENT PLAN

Effective at once, a new liberal time payment plan will be available to responsible operators allowing up to 10 months to pay for counter games or merchandise vendors. You are not restricted to buying only one model, you can make your selection from over 250 winners manufactured by 31 leading factories in the U. S. A.

Operators, Write for Full Details Today—NOW!

TORR 2047A-SO. 68
 PHILA., PA.



THE MIRACLE OF COIN MACHINES Mills Vest Pocket Bell

Completely Automatic Cash Payout
 Midget With Gigantic Earning Capacity.
ONLY \$44.50

THE MARKEPP CO.
 3328 CARNEGIE AVE., CLEVELAND, O.

Write for Price List Complete Mills Line,
 Also List of Reconditioned Games All Makes.

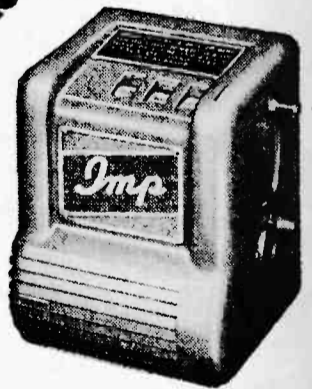
MORE PENNIES



pass thru the Coin Slots of Imps
 than any other game in America.

Cigarette or Fruit Reels Gum
 Vender—Smart Styling.

Try a Case of 6 Imps for 67.50.



GROETCHEN, 130 N. Union, Chicago

IMP

\$12.50 Each 6 For \$67.50

Your Choice

FRUIT REELS CIGARET REELS NUMBER REELS

1/2 Cash With Order.

NATIONAL DISTRIBUTOR

RUSH YOUR ORDER TO TORR 2047A-SO. 68
 PHILA., PA.



HOMER CAPEHART AND PACKARD SALESMEN at their first sales meeting to discuss plans and policies for Packard Manufacturing Corporation's new products. Standing, left to right, Earl Reynolds, Walter Gummershimer, Don Kennedy, Charlie Fishel, Bill Simmons, Ott Kramer, M. J. Smith, and Fred Mann. Seated are Homer Capehart, Rudy Greenbaum, and Ralph Rigdon.

unceasing, just as are the self-policing activities of the members of the industry.

Many Cities License

While many communities have licensed the operation of coin-controlled amusement games, many others are backward in that respect. Where legalized operating is in effect, communities have realized comparatively large tax revenues and in almost every case legalization was effected thru the medium of the novelty pinball game whose play is based on skill and is honestly innocent of elements that by no stretch of prejudiced imagination might be construed as subversive to morals. Many other types of games have continued in operation, carried along on the sanction earned by the novelty pinball game.

The novelty pinball game has definitely earned an important place in the American social and economic scheme. Beginning as a comparatively crude box on legs, it has progressed to an impressive, electrically operated and lighted product of engineering genius. Its place in the life of the community is no longer questioned, nor is it any longer questionable as a form of amusement. The eagerness with which the public greets each new game testifies to its lasting popularity. Increasing numbers of territories in which novelty pinball game operation is being licensed indicates that permanent stability has been practically achieved.

Communities Benefit

On the economic side the novelty pinball game must be taken most seriously. From the very beginning communities benefited directly and indirectly from the earnings of the novelty pinball game. Local and federal tax revenues, employ-

ment, factory investments in men, machinery and materials served in their small way to offset depression losses. Now the pinball game industry spends annually in salaries, equipment and taxes a total sum that runs well into millions of dollars.

And in the center of all this activity, guiding and overseeing, is that indispensable figure, the novelty pinball game operator.

(Next week Mr. Wolberg will discuss the place of the novelty pinball game operator in the American communal and economic life.)

Pfanstiehl Adds New Distributor

PHILADELPHIA, Aug. 31.—Artie Pockrass, head of the Universal Amusement Company, Philadelphia, is now known throuthout his territory as the Pfanstiehl Man. This title grew out of the recent announcement of his appointment as distributor for the 4000-play Pfanstiehl needle.

"Pockrass is certainly pepped up over the Pfanstiehl needle for, in his opinion, it is one of the major advancements in recent years," said a Pfanstiehl spokesman.

"The no-break point," said Pockrass, "is a well-liked feature. And the no break-in feature certainly saves the operator money when you consider this further reduction in record wear.

"When I tell an operator that with the Pfanstiehl needle he is assured of over 4,000 perfect plays he will hardly believe me until he has tried the needle, and then the orders come in!"



Monarch

"SNAP UP BUYS" WHILE THEY LAST

Wurlitzer 1939 Model 500 Phonograph —Keyboard. Perfect **\$159.50**

Rock-Ola 1939 Deluxe Luxury Light Up Phonograph—Excellent Condition... **\$149.50**



MISCELLANEOUS LEGAL EQUIPMENT

Keeney Anti-Aircraft Gun (Black Cabinet)	\$129.50	Bally Racer	\$34.50
Bally Bulls Eye Ray Gun	84.50	Seeburg Hockey	29.50
Seeburg Chicken Sam Console	77.50	Groatchen Skill Jump With Base....	22.50
Wurlitzer 1939 Counter Model Phonograph With Beautiful Stand	92.50	Planetellus Horoscope	64.50

SLOT MACHINES

Mills Vest Pocket Bell, Blue & Gold, Like New	\$39.50	Mills Future Play, 5c or 10c Play....	\$42.50
Mills Blue Front, S.J. 390,000 Serial, 5c or 10c	44.50	Mills Smoker Bell	39.50
Mills Melon Bell, 5c or 10c, 425,000 Serial	52.50	Mills Q.T. Late Model	34.50
Mills Cherry Bell 5c, 425,000 Serial ..	54.50	Groatchen Columbia, 1c-5c-10c-25c play	32.50
		Watling Cherry Bell, 5c-10c-25c....	39.50

ONE-BALL FREE PLAY SPECIALS

Cottlieb Track Record Console	\$84.50	Bally Sport Special	\$125.00
Bally Gold Cup Console	79.50	Bally Eureka	44.50
Mills 1-2-3	64.50	Exhibit Congo	42.50
		Bally Arrowhead	22.50

WRITE FOR LARGEST LIST OF FREE PLAY NOVELTY GAMES IN THE COUNTRY
TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

MONARCH COIN MACHINE CO.

1731 BELMONT AVE., Cable "MOCOIN" CHICAGO, ILL.

TRIUMPH

FUTURITY SCORE • BUY-BACK FEATURE TAKES FROM 5c TO 25c EXTRA PER GAME NOW! REVITALIZED BY VEMCO!

\$21.50 EACH

UNTIL MIDNIGHT, SEPTEMBER 15th
OR UNTIL STOCK EXHAUSTED

- ★ 5-BALL FREE PLAY WITH BUY-BACK!
- ★ ALIVE WITH THRILL-ACTION!
- ★ PAYS FOR ITSELF QUICK!
- ★ DOUBLES PROFITS ON ANY LOCATION!
- ★ OPENS NEW LOCATIONS TO BIGGER TRIUMPH EARNINGS!
- ★ WIRE OR PHONE NOW!

QUICK—RUSH YOUR ORDER

THE VENDING MACHINE COMPANY
205-15 FRANKLIN STREET, FAYETTEVILLE, N.C. Cable Address COINSLOTS

3 REASONS WHY YOU SHOULD BUY

AMERICAN EAGLE FROM ATLAS

1. 10 DAY MONEY BACK GUARANTEE

2. 10 For \$275 Sample \$32.50. Ball Gum Med. \$2 Extra

3. 50% OF YOUR PURCHASE PRICE BACK IN 90 DAYS!!

ATLAS NOVELTY CO.

2200 N. Western Ave., Chicago.

ASSOC. OFFICES } 1901 Fifth Ave., Pittsburgh, Pa.
ATLAS AUTOMATIC MUSIC CO.,
2982 E. Jefferson St., Detroit, Mich.



DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES

IF IT'S COIN OPERATED * WE HAVE IT

FREE PLAY			
Airport	\$19.00	Lucky	\$30.00
All Baba	22.00	Lucky Strike	30.00
Big Show	39.50	Lite o Card	45.00
Big Six	25.00	Lot a Fun	22.00
Big Town	40.00	Majors	22.00
Big League	45.00	Miami	30.00
Cadillac	59.00	Ocean Park	28.00
Chips	30.00	O Boy	39.00
Chiefs	14.00	Variety	30.00
Cowboys	25.00	Pylon	65.00
Champions	29.00	Pickem	30.00
Contacts	14.00	Rebound	20.00
Chevrons	19.00	Request	12.00
Circus	14.00	Red Hot	40.00
Conventions	65.00	Rippy	45.00
Drum Majors	35.00	Score Champ	49.50
Follies	65.00	Stop & Go	12.50
Fifth Inning	19.00	Supreme	12.50
Gottlieb Bowling	37.50	Super Six	39.50
Home Runs	55.00	Short Stop	45.00
Headliners	19.00	Super Charger	35.00
Hold Title	22.00	Sports	30.00
		Thriller	\$25.00

Half Deposit With Order—Balance C. O. D. Write for Complete Price List.

CLEVELAND COIN MACHINE EXCHANGE, 2021-S PROSPECT, CLEVELAND, OHIO

WESTERN'S SURE GOT A WINNER!



ONLY \$ **24**⁹⁵ F.O.B. CHICAGO

TOT

BELL FRUIT SYMBOLS and CIGARETTE REELS FREE PLAY TOKEN 1c OR 5c PLAY

1 YEAR GUARANTEE

WESTERN PRODUCTS INC. 925 W. NORTH AVE. CHICAGO, ILL.

Anniversary of Social Security . . .

WASHINGTON, Aug. 31.—The fifth anniversary of Social Security has revealed a stupendous development as a result of the law. It recalled that the United States was about 20 years behind most nations in passing social security laws.

The old-age pension movement has brought the recommendation that amusement games be licensed to help provide revenue.

Today under Social Security there are around 64,000,000 accounts on record and about \$3,000,000,000 has been disbursed to members. Nearly 3,000,000 needy old people, dependent children and needy blind receive monthly aid from the fund, according to a review in The New York Times, of August 11.

Go Getter To Market New Card

TYLER, Tex., Aug. 31.—An official of the Go Getter Jar Company here reports that the firm will soon introduce a new all-year-round baseball card. It is reported that tryouts of the card have been successful, with some locations selling as high as eight cards in a day.

"This is a money-making deal," the official declared, "and we feel that it will far outstrip anything heretofore introduced. It will be available shortly," he concluded.

St. Louis

ST. LOUIS, Aug. 31.—Carl F. Trippe, owner and general manager of the Ideal Novelty Company, returned Tuesday of this week from a vacation trip with Mrs. Trippe, which took him thruout the West and along the West Coast. Trippe is also giving all of his employees, including his route men, a week's vacation with pay. He reports business excellent, and upon his return found that his office force, headed by Jack Rosenfeld, did a land-office business during his absence.

Olive Novelty Company, since moving into its new and enlarged headquarters at 2625 Lucas Avenue two months ago, has increased its business about five times of what it formerly was when the firm was located on Olive Street. At their new headquarters, they have a display of 50 pin games hooked up and ready to play at all times for the convenience of the operators. In addition they have a special phonograph display room. Al Haneklau, owner and general manager, is at present on a vacation in Wisconsin, during which time his able assistant, Ben Axelrod, is managing the establishment.

Wilkes-Barre, Pa.

WILKES-BARRE, Pa., Aug. 31.—Joe Papp, service man for Roth Novelty Company, became the daddy of his second child, a son, the other day. Mother and son are doing well, but Joe is still a bit excited.

With the advent of cold weather urban locations for phonographs and pinball machines are beginning to feel a pick-up in business.

Lou Unterberger and Sam DeMuro, of Rex Novelty Company, made connections for a lively spot for Seeburg machines in a popular Public Square restaurant (Embassy). They installed wall boxes and the machine has been getting a grand play ever since.

More local automatic music machine operators are dally joining in co-operative newspaper advertising with newly opened locations. John Moran, of near-by Pittston, Pa., was the latest.

Xavier Cugat's *Rumba Rumbero* and Bing Crosby's *I Haven't Time To Be a Millionaire* were the top records in one local restaurant. . . . The reason . . . Whenever the proprietors, George Carelas and Gus Meligonis, thought they needed a little music they invariably would pick the Crosby and Cugat disks.

Mayor Fred J. Hueter of near-by Scranton announced that police would regulate records played in public places to the extent that suggestive songs would be outlawed.

Seattle

SEATTLE, Wash., Aug. 31.—With the fall season approaching, the various distributors along the line have been on the jump. Many operators in the city and a number of operators from out of town have been keeping the distributors busy filling their orders for new equipment besides getting their old equipment in good running condition.

Murdo Macdonald, manager of the Embassy Ballroom, Vancouver, B. C., has forwarded his order for new fall merchandise.

Dan Miller, of Tacoma, Wash., was a welcome visitor along the line the last few days.

A call for new equipment brought Wilbur Sandner and R. W. Larson, of Yakima, Wash., to town last week.

Another British Columbia visitor of the past week was J. Shaner, of Eburne.

A. W. Lasko, of Portland, Ore., was in town purchasing new games.

George Brewster, of Mount Vernon, Wash., has made several trips to town the last week getting his equipment lined up for fall.

Several operators from Tacoma, Wash., were callers last week. Fred Nobel, Ralph Desimon, Frank Jacobs, Louie Di Dent, and Chester Brown were the buyers.

And Now—
Blitzkrieg Distrib

ALBANY, N. Y., Aug. 31.—John Christopher, Abraham Reiss and Joseph Curreri, of New York, are the promoters of the Blitzkrieg Amusement Corporation, of New York, granted a charter of incorporation here by the Secretary of State. The company has a capitalization of \$10,000 and will deal generally in coin operated machines.

Boston

BOSTON, Aug. 31.—Congratulations are being extended the former Estelle Varroll, secretary to Ben Palastrant, of the Supreme Amusement Company, who was married recently to Sol Bickoff, department store buyer.

Boston coin machine men generally experience a slight decline in business around the Labor Day season but are looking forward to what promises to be a good winter. The defense program activity is the chief topic of conversation, with some convinced it will mean a business increase possibly amounting to as much as 75 per cent over last year's figures. The consensus seems to be that the benefits of the program will not be felt until about the first of October, but that after that time business should rise swiftly.

Ed Adams, of Mills Automatic Merchandise Corporation, reports Mills new candy machine is going over big on locations. Adams made a flying trip thru New Hampshire last week-end and was favorably impressed by the way in which many small factories are operating. "I saw some mills working late Sunday night," Adams said, "and I understand that several factories have opened after being closed for quite a while." Adams

feels the program will have an immediate effect on candy vending.

A feature on the music machines will shortly appear in one of the Boston Sunday papers, according to several operators, who claim they have been approached by a writer seeking complete data on the field.

Everyone is showing great interest in reports that the State legislature may license pinball games when it reconvenes in January. State house circles feel the move will come as a result of a desire for increased revenue by State officials.

Several days of cold weather hampered resort business thruout the New England area last week. Many resorts reported

that as much as 40 per cent of the summer visitors had hurriedly departed for home as a result of the bad weather break. The unseasonable weather hampered all types of locations, even indoor arcades. Temperatures in some cases dropped to the 40's. Many arcades had planned remaining open long after Labor Day but the weather has made some ops decide to call the season off by September 10th at the latest.



ANOTHER ROCK-OLA DIAL-A-TUNE remote control installation in the nation's capital. The Hollywood Grill in Washington, owned by C. C. Colev, has an installation consisting of 10 Dial-A-Tune wall boxes and a Rock-Ola Master Rockolite phonograph. Music income has increased considerably with this installation, it is reported.

Reconditioned Slots

Pace DeLuxe Melon Bell, 5c	\$55.00
Pace All Star Comet, 5c, 10c, 25c	30.00
Pace All Star Comet, 50c	50.00
Pace Kitty, 5c, 10c	40.00
Pace All Star Gold Award, 10c	30.00
Mills Blue Frt., Double J. P., 5c, 1c	35.00
Mills Blue Frt., Single J. P., 5c	45.00
Mills Q.T., Blue Front, 5c	25.00
Mills Dewey with Jackpot, 5c	75.00
Jennings Chief, 1c, 5c, 25c	35.00
Gallie 7-Way A. C., 5c	45.00
ONE-BALLS	
Dead Heat	\$85.00
Feed Bag	45.00
Hey Day	45.00
Quinnella	45.00
Stepper	45.00

1/3 Deposit Required With Order
Automatic Coin Machine Corporation
340 Chestnut St., SPRINGFIELD, MASS.



IN A HUDDLE ON BUSINESS MATTERS are Meyer Marcus, of the Markepp Company, Cleveland, and Dennis Donohue (right), assistant to the president, Mills Novelty Company. Donohue was recently presented with a plaque by United Air Lines for 100,000 miles of air travel. Altogether he has over 600,000 air miles to his credit.

West Coast Strong For Chi Coin Dixie

CHICAGO, Aug. 31.—“Always popular with operators and players on the West Coast, the Chicago Coin Machine Manufacturing Company makes another bid for an even stronger friendship with a new release called Dixie,” declare Long Beach Coin Machine Company officials.

“Chicago Coin has built another big hit. We haven't been far wrong in the past and we are even more enthusiastic over our present prediction that Dixie will hit the top in earnings. We think that Dixie will cement the relations of Chicago Coin and operators not only here but thruout the country. Dixie is one of the finest machines ever released by Chicago Coin.”

Detroit

DETROIT, Aug. 31.—Louis Eston has joined the Lincoln Amusement Co., new jobbing house established by Russell Trilck and Frank Staffe, with headquar-

ters at 12842 Woodrow Wilson Avenue. Firm will distribute amusement, vending, and music machines.

Stanton Welsh, operator of the penny arcade, sportland, and a battery of Races games at Jefferson Beach, is a candidate for re-election as State representative in the coming election.

A Keeney anti-aircraft gun installed this season at Flint Amusement Park, Flint, Mich., is proving one of the most successful concessions in the park, according to L. H. Firestone, of the park management. There is frequently a crowd waiting to play the gun from opening of the park until closing time, and plans are being made for further gun installations, Firestone said.

Jacob Schreiber, formerly operator of a circuit of theaters in Detroit, is planning to enter the coin machine field here.

Joseph Brilliant, of the Brilliant Music Co., is back from a business trip thru Michigan.

Ben Robinson, head of the Robinson Sales Co., active with wall boxes and music machines, made a flying trip to Chicago recently to inspect new machines.

Barney Greenberg, of the Atlas Novelty Co., reports plenty of activity in this territory in Shoot the Chutes and in the wall box type of phonograph.

Sol Boesky, of the S. & B. Novelty Co., is busy putting the new Bally Rapid Fire in a number of better locations in this territory.

Dallas Utter, who operates in South-eastern Michigan, is busy installing four new units of Rock-Ola remote control equipment in Monroe, Mich.

William Raack, up-State operator, using the name of the Williams Specialty Co., is swinging from standard phonographs to remote control, putting in his first Rock-Ola job of this type in Dearborn, Mich.

Michael A. Angott Jr., of the Angott Sales Co., is busy selling quantities of both Mills Vest Pocket and Bally's Rapid Fire.

Joseph H. Lang, who manages the J. & H. Music Co., Dearborn, Mich., for Harold C. Hannay, has dropped the bowling alley and amusement machine line to concentrate on phonograph operation.

Ely Rose and Joe Stewart, both of whom formerly operated independently in their own names, have teamed up as the Hamtramck Coin Machine Co. They plan to specialize in the industrial suburb of Hamtramck. Stewart is also a partner in the Metropolitan Novelty Co. with Max Baskin.

double up
with
Double Feature

\$104⁵⁰

5c
10c

Big Extra Double Feature Awards
Special Awards • Extra Awards
Plenty of Ways to Win • Don't Miss It

Stoner Corporation
AURORA ILLINOIS

MOSELEY'S SPECIALS

"The machines listed below are slightly used and offered subject to prior sale. 2/3 certified deposit with order, balance C. O. D."

- 5-BALL FREE PLAY**
- 1 Keeney Super Six\$37.50
 - 1 Bally Pick Em 22.50
 - 1 Bally Champion 18.50
 - 2 Bally Dandy 17.50
 - 1 Exhibit Jumper 18.50
 - 1 Stoner's Baseball 18.50
 - 1 Bally Gold Cup (Table Model) .. 49.50

FREE PLAY GAMES

- 1 Bally Sport Special, Table Model \$100.00
- 1 Bally Sport Special, Console Mod. 107.50
- CONSOLE & AUTOMATIC PAY**
- 1 Skill Time, 1938 \$ 77.50
- 1 Bally Royal Flush, 5c Play 87.50
- 1 Pace Reel Jr. Fruit Reels 77.50
- 6 Mills Jumbo Parade, F.P. 110.00
- 1 Pace Pay Day, Like New 100.00
- 1 Pace Races, J.P. Cash 175.00
- 1 Pace Races, No. 6022, Cash 30-1, 5c 127.50
- 1 Pace Races, No. 5328, 5c, Cash 30-1 114.50
- 1 Baker Pacer, 25c, Cash 20-1 .. 157.50
- 2 Rays Track, X Sep. 15.00
- 1 Lucky Star, Cash 77.50
- 1 Mills Spinning Reel, Like New .. 97.50
- 3 Mills 1-2-3, Late Model C.P. ... 27.50
- 1 Bally Klondike 14.50
- 2 Keeney Anti Aircraft, Black Cab. 99.50
- 1 Mills 4 Bells, 5c 210.00

MISCELLANEOUS

- 1 Evans Ten Strike, Like New\$59.50
 - 1 Exhibit Vitalizer 35.00
 - 2 Mercury 1c Token Payout 17.50
 - 1 Poker Face 8.50
 - 1 Columbia Bell, G.A. 47.50
- The above prices are effective September 7, 1940. Write and ask us to put you on our mailing list and also write us for your price on any coin operated machine brand new that has been released by the respective manufacturer.

MOSELEY VENDING MACHINE EX., INC.
OO BROAD ST., RICHMOND, VA.
Day Phone 3-4511 - Night Phone 5-5328.

WILL TRADE

Western Baseball DeLuxe Comb., F.P. & Automatic, \$107.50; Chicken Sam, \$77.50; Penny Phone, \$59.50. Want Sport Page, Hawthorne, Thistle-down or Mills Blue Front and Pace Mystery Bells. We Buy, Sell or Trade.

MARION COMPANY
WICHITA, KANS.

LOOK OVER THESE NEW LOW PRICES AND SAVE \$\$\$

All Reconditioned Ready To Operate. 1/3 Cash With Order, Balance C. O. D.

Seeburg Classic Marbleglows	\$179.50	Wurlitzer 500s	\$159.50
Seeburg 1938 Crowns	139.50	Wurlitzer 600s	129.50
Seeburg 1938 Regals	129.50	Rock-Ola 1939 DeLuxe, Late Model	159.50
Seeburg 1938 Gems	119.50	Rock-Ola 1939 DeLuxe, Early Model	149.50
Seeburg 1938 Plazas	139.50	Rock-Ola '39 Standard Late Models	144.50
Seeburg Rexes	64.50	Rock-Ola Imperial 20s	49.50
Rock-Ola Monarchs	99.50	Wurlitzer 616s	59.50
Rock-Ola Windsors	79.50	Wurlitzer 412s	39.50

Write for Our Special List Listing Over 500 Reconditioned Machines

BADGER NOVELTY CO., Milwaukee, Wis.

Export Figures for July, 1940

Country	Automatic Phonographs		Commodity Vending		Others Except Vending	
	No.	Value	No.	Value	No.	Value
Canada	32	5,641	103	11,692	426	18,429
Guatemala	3	346	—	—	—	—
Panama (Rep. Only)	10	2,483	11	378	8	567
Mexico	117	22,713	114	1,440	83	9,550
Jamaica	1	301	—	—	—	—
Trinidad and Tobago	1	190	—	—	—	—
Cuba	3	709	—	—	9	610
Argentina	1	72	—	—	19	168
Brazil	11	2,592	—	—	3	175
Colombia	24	8,170	—	—	—	—
Peru	6	2,187	—	—	—	—
Venezuela	2	439	—	—	—	—
Philippines	31	8,608	—	—	2	45
Union of South Africa	—	—	25	153	2	197
Chile	—	—	—	—	45	2,985
Australia	—	—	—	—	11	470
Total	242	54,451	253	13,663	608	33,176



**ORDER
LANDSLIDE
NOW!**

**THE GAME THAT
THOUSANDS OF
LOCATIONS
HAVE PROVED
TO BE THE**

**BEST
MONEY
MAKER
ON THE
MARKET**

**FREE PLAY
\$104.50
CONVERTIBLE**

THE EXHIBIT SUPPLY CO. 4222 W. LAKE ST.
CHICAGO, ILL.

**EASTERN
FLASHES**

NEW YORK, Aug. 31.—In the opinion of experienced coinmen here, the coming fall months are going to be the best in many years. Many of the leading manufacturers are preparing to come here during the next few weeks to show their wares, and rumors from the Coin City state the boys will see some real money-making equipment.

COMINGS AND GOINGS . . .
Plenty of coinmen going in and out of the Big Town these days . . . George Ponsler flew to Chicago, spent two days looking over manufacturers' offerings and then hopped back here on the Stratolliner. "Take it from me," he stated on his return, "with some of the new equipment now in production in Chicago, operators are going to have the greatest season ever" . . . Back from his vacation comes Charley Aronson, of Brooklyn Amusement. Now Bill Alberg, who has had his nose to the grindstone during Charley's absence, has a chance to let up. Charley ran into a spell of bad weather on his holiday and couldn't even get in one swim.

Jack Mitnick, of the George Ponsler forces, looks none the worse for that Southern hurricane he was in during his sojourn down that way . . . Off to Chicago flies Al Simon, of Savoy, to arrange for carload shipments of Chicago Coin's new game, Dixie. "After Polo and Skyline it hardly seems possible that a company could build such a great game as Dixie." Al stated before leaving, "but it's true, for this game is a real winner." . . . Tony Gasparro, of Weston Distributors, also pulls out for the Exhibit factory in Chicago to see if he can't get a sufficient number of Landslides to fill the orders on file . . . Stopping at the Edison is Sol Gottlieb. However, he's spending most of his time in the lobby of the New Yorker, where most of the coinmen congregate . . . While Marvin Liebowitz is on his vacation, Joe Fishman is rushing around more than ever.

AROUND THE TOWN . . .
Source of biggest interest is Modern Vending's 10th anniversary party. Everyone is looking forward to this celebration, it seems. "When Irv Sommer, Nat Cohn, and Harry Rosen plunge into something as wholeheartedly as they have into this party," one leader stated, "you can bet it's going to be something to write home about" . . . Milton Miller, cigarette and phono operator, is on his way to South America again. Miller has a good-sized operation down there and commutes back and forth about a dozen times a year . . . In New York for a spell is Jack Rose . . . Sam Sachs reports his offer to send his own men anywhere within a range of 300 miles to remodel phonos has brought such a wealth of response from those just beyond the 300-mile limit that he's extending it to 500 miles . . . Louis Goldberg, of the Amalgamated Ops' Association, reports conditions are improving all down the line for operators and that he expects the coming season to be the best in a coon's age. Incidentally, Louis has become a philosopher and tells a story about time standing still that's a corker . . . Over in Brooklyn Saul Kelson is also in the midst of association activities. Saul believes conditions have righted themselves and that coinmen are facing their most profitable era.

FAST FLASHES . . .
Jack Fitzgibbons reports that operators are really going for the special deal he's arranged on Bally's Rapid-Fire machine gun. He states that this deal is



BAKER'S PACERS
Aristocrat of Consoles!

A proven money-maker for operators who demand high-class games for consistent profits! Streamlined, modern, 1940 features, absolutely unequalled!
7-Coin Play! Equipped with Flashing Odds.

THE BAKER NOVELTY CO., Inc.
2626 Washington Blvd., Chicago.

**AMERICAN
EAGLE**
IS THE GREAT AMERICAN HIT!
SAYS CARL TRIPPE

**10
FOR
\$275**

SAMPLE \$32.50
Ball Gum Model
\$2 Extra



IDEAL NOVELTY CO.
1518 Market St., St. Louis, Mo.

**IF IT HAS A PAY-OUT
UNIT—WE HAVE IT!**
Win Real Money With
BALLY Record Time
San Anita
Ready for Immediate Delivery

**EVANS BANG TAILS
KEENEY TRACK TIME**
And all make Free Plays
Palisades Novelty Dist.
655 Palisades Avenue
Cliffside, New Jersey



**A HIT!
SINK-A-SHIP**

**GREATEST
MECHANICAL BOARD
IN THE HISTORY OF THE INDUSTRY!**

You can't miss on—SINK A SHIP—2100 holes
MECHANICAL FEATURE: Ships in "Sink A Ship Section" capsizes when hole is punched directly below the ship. Winners bear reproductions of a submarine. Losers employ naval warfare terms. Approx. average profit \$40.00 on each board. Write for details on this "hit" board.

SUPERIOR PRODUCTS 14 NORTH PEORIA ST.
CHICAGO, ILL.

**NEW GAMES
WHICH WE HIGHLY RECOMMEND
ON HAND**

FOR IMMEDIATE DELIVERY
MILLS JUMBO PARADE (Free Play and Payout Models)
MILLS 1-2-3 FREE PLAY
DAVAL AMERICAN EAGLE
GROETCHEN IMP—KEENEY SPEED-
WAY—EXHIBIT LANDSLIDE—
GOTTLIB SCORE-A-LINE—GOTT-
LIEB TRAPEZE—GENCO DUDE
RANCH—GENCO BAND WAGON—
CHICAGO SKYLINE

Distributors for
MILLS PHONOS, GAMES AND SLOTS.
ALSO OTHER MANUFACTURERS.
OLIVE NOVELTY CO.
2625 Lucas Ave., St. Louis, Mo.
(Phone: Franklin 3620)

SUMMER CLEARANCE

Evans 10 Strike \$57.50
Bally Alley 37.50
Wurlitzer 412 27.50
Wurlitzer 616 47.50
Rotary Merchandiser 42.50

All Machines in A-1 Condition.
Send 1/3 Deposit—Balance C. O. D.

PEERLESS DISTRIBUTING CO.
301 W. 9th St., Kansas City, Mo.

**KEENEY BLACK CABINET ANTI-AIRCRAFT
11 MACHINE GUNS \$99 EA.**
In A-1 Condition

SILENT SALES
635-637 "D" St. N. W.
WASHINGTON, D. C.

You Can Always Depend on JOE ASH — ALL WAYS

Red Hot \$29.50	SPECIAL!	Roxy \$29.50
Super Six 22.50	Keeneey Gun, Like New,	O'Boy 26.50
Big Show 29.50	Serial Numbers Around	
Airport 12.50	3,000, Black	SPECIAL
Follies 29.50	Cabinet \$109.50	Wurlitzer 412 . . . \$24.50
Malors 12.50	1/3 DEPOSIT WITH ORDER, BALANCE C. O. D.	

ACTIVE AMUSEMENT MACHINES CORP.
900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.

ALLIED BARGAINS

FREE-PLAY GAMES	
Mills 1-2-3	\$64.50
Brite Spot	54.50
Score Card	44.50
Follies	42.00
Big Show	39.50
Bowling Alley (Gottlieb)	39.50
Triumph	39.50
Super Six	39.50
Baseb.(Sto.)	34.50
Scoop	34.50
Super-charger	\$32.50
Big Six	31.50
Airport	33.50
Avalon	33.50
Fifth Inning	33.50
Chevron	31.50
Spottem	31.50
Flash	31.50
Thriller	31.50
Ragtime	17.50

WESTERN BASEBALL FREE PLAY AND PAYOUT COMBINATION, LATE MODEL\$104.50

AUTOMATIC PAYTABLES	
Grandstand	\$82.50
Thistledown	69.50
Hawthorne	64.50
Dead Heat	64.50
Sport Page	\$59.50
Stables	24.50
Klondike	22.50
Preakness	17.50

PHONOGRAPHS	
Wurlitzer 500, Like New	\$149.50
Wurlitzer 24, Illuminated	107.50
Wurlitzer 61, Counter Model	87.50
Wurlitzer 616-16 Records	54.50
Wurlitzer 716-16 Records	54.50
Wurlitzer 412-12 Records	39.50
Wurlitzer P12-12 Records	32.50
Rockola 1939 Deluxe, Like New	149.50

LEGAL EQUIPMENT	
Jail Bird (Seeburg)	\$92.50
Evans Ten Strike (Like New)	77.50
Chicken Sam (Seeburg)	74.50
Skeeballette (Gottlieb F. P. or Nov.)	69.50
Tom Mix Rifle	42.50
A. B. T. Target, Model F	42.50

Terms: 1/3 Deposit, Balance C. O. D.
F. O. B. Chicago.

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NOVELTY COMPANY

Phone: Capitol 4747
3520 W. Fullerton Ave., CHICAGO

just what the boys have been needing to get them off to a flying start with one of the best products available . . . It would be hard to find a more enthusiastic man in town than Dave Simon. Reason for his enthusiasm is, as he puts it, the unprecedented manner with which operators are going for Record-It. Dave feels that Record-It is the answer to the search many operators are making for equipment that can assure them of steadier, bigger, and better business . . . There's no let-up in activity at the International Mutoscope offices. Bill Rabkin states that present demand for Sky Fighter indicates that it will be their biggest product for some time to come . . . Mike Munves is beginning to think about a vacation, even though he's still as busy as ever. "When winter arrives, maybe I'll be able to get a few days' rest on the warm sands at Miami Beach," he says . . . Bert Lane isn't talking politics these days when he urges all operators to get on the band wagon. "I mean that new Genco game which is going great guns everywhere hereabouts," Bert says.

COIN SHOTS . . .
Barney Kahn, mechanic de luxe for Savoy, is the father of a girl. Joan Eleanor weighed eight pounds at birth. Mrs. Kahn is doing fine, Barney says, with a big smile wreathing his face . . . More coinmen daily are taking advantage of National Novelty's credit plan. Earle C. Backe announces. "They tell us," he says, "that this plan is one of the best methods they've found to earn more money and not scare hell out of their pocketbooks" . . . Over at G. V. Corporation headquarters Miss A. M. Strong believes that the extra minting of pennies and the defense tax increasing their flow has made DuGrenier's Adams Gum venders one of the surest and safest ways to big income . . . Charley Fleischman, of Baltimore Salesbook, says he has just originated some new angles for the boys that make it easier than ever before for them to keep accurate tab of their takes . . . DuGrenier Sales Corporation execs maintain that with the success their Champion cigarette vender is meeting and the overwhelming response to their new candy vender the DuGrenier factory will be working at top speed for some time to come . . . Already some of the boys are talking about next year's convention.

JERSEY JOTTINGS . . .
Dave Stern, Bill Gersh, Archie Kass, and Harry Pearl get together at Dave's new home to discuss the phono business. "We are going in stronger than ever for music," Dave stated, "because we believe we have the answer to increasing the take" . . . Harry Wichansky, of Atlas Vending, Elizabeth, N. J., reports more action than ever before . . . Irv Morris, in the Newark offices of George Ponsler Company, reports he's doing a whale of a business on the firm's new games, especially Chicago Coin's Dixie and Gottlieb's Score-a-Line . . . Irv Orenstein, of Hercules, Newark, N. J., has increased his sales and office staffs and also enlarged his offices in order to take care of more efficiently the increased business his firm is enjoying . . . "Each week from now on we're going to offer some of the best buys in reconditioned equipment on the market," declares Jack Berger, of Newark Coino . . . Abe Green severely strained a chest muscle on his first golf lesson. "I was trying too hard," he explains . . . Jack Kay, of Ace, reports he's practically cleaned out of used equipment . . . The phono business is getting better and better, according to Everett Masterson in Elizabeth.

FROM ENGLAND . . .
A month-old letter arrives from Dave Buckman in England. Dave explains that he will soon be called to the colors, as his age limit has been reached. He has chosen the Royal Air Force and asks that one of his friends here sign an affidavit to bring his wife and children to the good old U. S. A. while he's busy trimming the Nazis.

MEN AND MACHINES . . .
Hymie Budin and Benny Gruber are going at top speed these days, especially with Stoner's Double Feature clicking so well . . . Dave Robbins says he's been shipping many of the Penny and Two-Tunes-for-5-Cents phonographs to other parts of the country. "Operators are finding that they can use these phonos on certain locations where the nickel phono can't be spotted," Dave states . . . From Baltimore Roy McGinnis reports his offices are jammed full of orders for equipment, and Joe Ash, of Philadelphia, also says he's

Bartenders vote for it .

Quiet, steady and unobtrusive; after all the noise, salesmanship and shouting dies down, practical bartenders realize that no table earns more money than Mills 1-2-3; none keeps going any longer, none gives the player any more satisfaction. Bartenders are practical men—aren't you, too, a practical operator? Mills Novelty Company, 4100 Fullerton Avenue, Chicago.

1·2·3



PAYS FOR ITSELF IN LESS THAN 30 DAYS
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Beautiful Red Crackle Finish — All Chrome Front — Rotary Grip Handle — Plug-Proof Chute — Holds \$20.00 in Pennies.

GET SAMPLE NOW
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WONDER 3 BAR JACKPOT F-5280

1025 hole—Takes in \$51.25
Pays out \$27.76—Average Profit \$23.49

PRICE \$2.42 EACH

OTHER FAST SELLERS

1640 hole F-5240-3 Bar Jackpot	at \$3.24
1200 hole F-5275-Horses	at 3.48
800 hole F-5270-Pocket Dice	at 1.76
720 hole F-5255-Pocket Jack	at 1.65
600 hole F-5305-Royal	at 1.88

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Immediate Delivery on This Sensational Machine Gun

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GRAND NATIONAL SALES COMPANY
All Phones—Humboldt 3420
2300-08 Armitage Ave., Chicago

plenty busy taking care of the demands of his out-of-town customers. Charley Lichtman, at Roxy Sales, reports he has sold a record number of phonos to the local boys . . . Over in Brooklyn, Irving Mitchell, of I. L. Mitchell & Company, states that the last three or four weeks have been the best his firm has ever had. "The large amount of mail-order business has been responsible," Mitch says. "In fact, we've been canvassing other jobbers in the city for games we need to fill our orders" . . . Over at the offices of Commonwealth Remodeling Company, James Marazano and Nick Barra are heralding the new phono remodeling unit they've just announced as a "miracle in Marbleite." Both men are enthusiastic as can be over this new model and say it's just what the operators have been needing.

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BIG SHOW
DRUM MAJOR
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THREE SCORE
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\$49.50
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- Bally Alleys \$30.00
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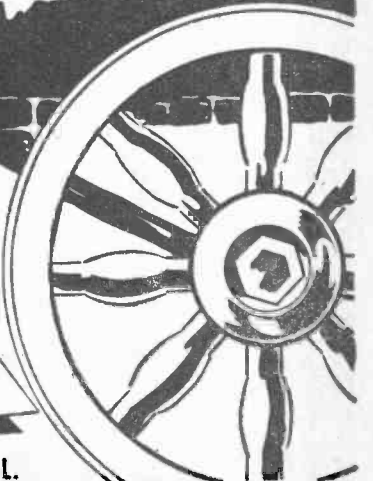
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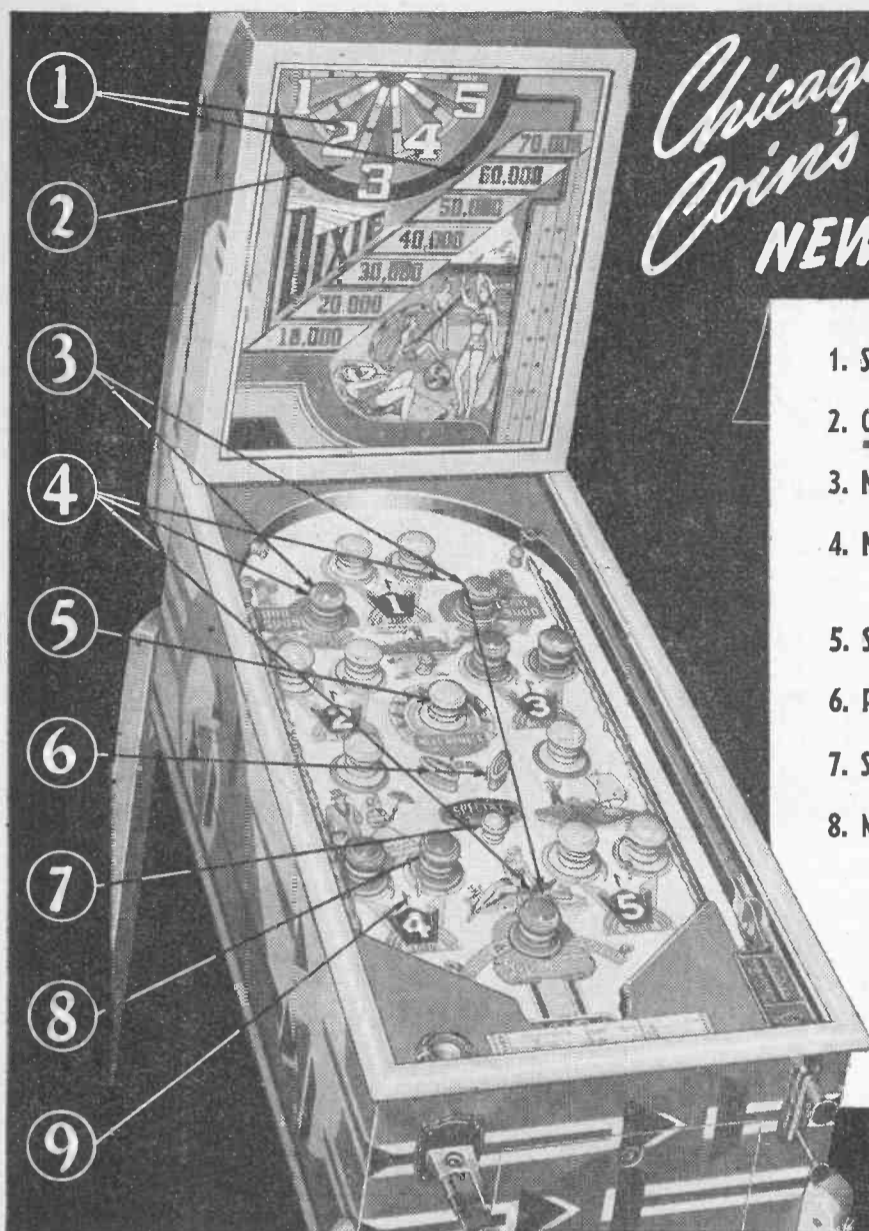
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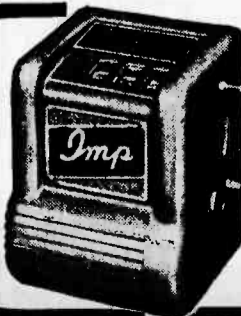
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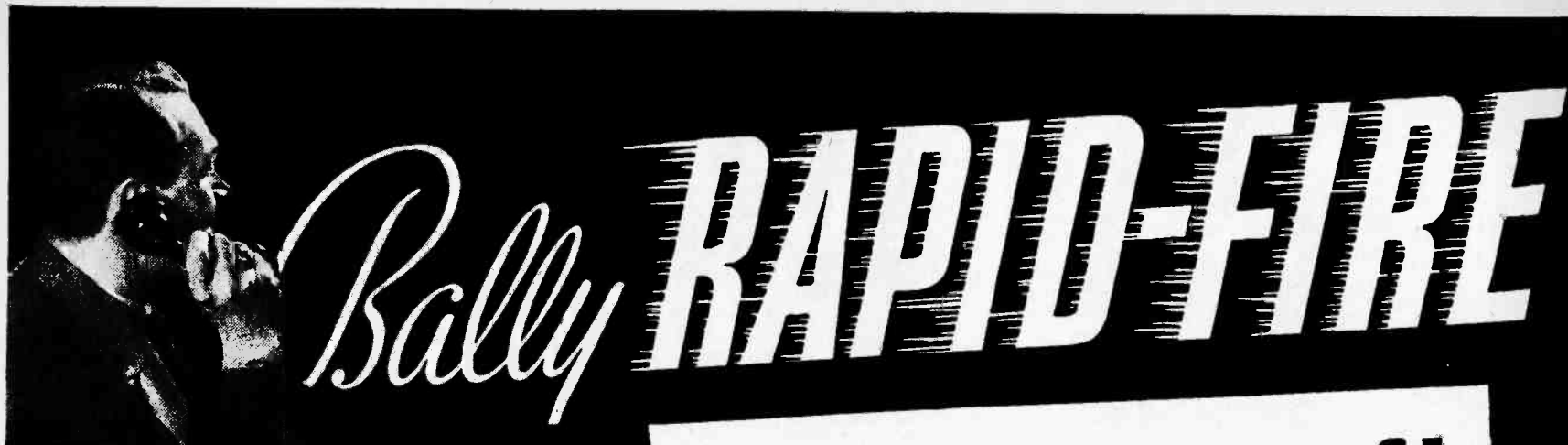
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"\$295.75 IN 3 WEEKS! That's what RAPID-FIRE earned in a night-club," reports Illinois operators. "All profit, too—no awards."

"RAPID-FIRE," writes a West Coast operator, "is out-earning other guns 2-to-1."

"RAPID-FIRE earned \$37.75 net the first 2 days on location," reports a Chicago operator. "This was in a small neighborhood tavern, and the machine continues to earn money at the same 'rapid-fire' rate."

"All RAPID-FIRES here," writes a New York distributor, "are averaging \$16.80 daily net—over an 8 week period—and next check-up will probably show increase."

"My RAPID-FIRES," reports a Chicago operator, "are all doing approximately \$15.00 a day—net profit."

"Average earnings for RAPID-FIRE," a Cleveland operator reports, "is \$20 daily—that's net to split between location and me."

"Daily net on RAPID-FIRE machines," reports a Detroit distributor, "is \$12.00—consistently maintained now for 6 weeks and going stronger than ever."

Similar enthusiastic reports are coming in daily from Rapid-Fire operators in every section of the country. Get your share—get started with Rapid-Fire now!

GET YOUR SHARE of the BIG MONEY!

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NETS \$10 TO \$20 DAILY!*

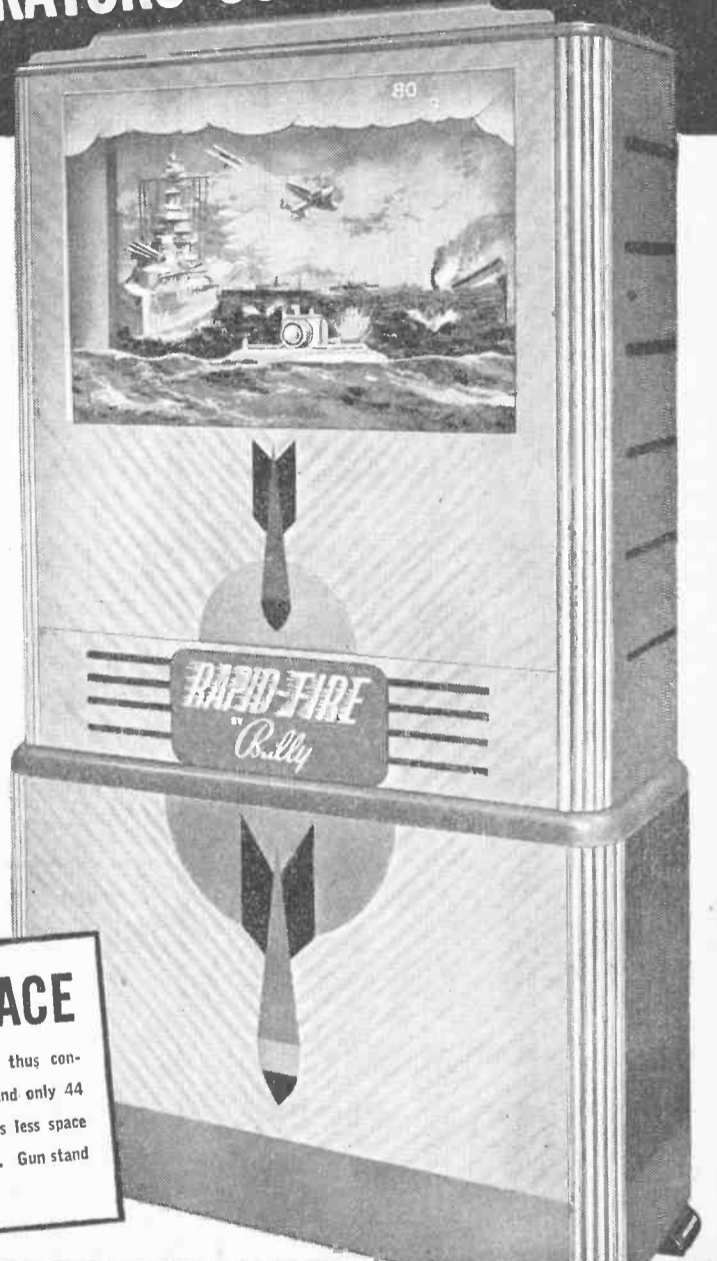
* BASED ON REPORTS FROM OPERATORS COAST TO COAST

YOU WANT PROOF—not claims! That's why we delayed the big blast on **RAPID-FIRE** until we could back up our statements with plenty of cash-box evidence.

NOW HUNDREDS of machines on location—for periods ranging from two to ten weeks—and in every section of the country, every type of spot—prove that this realistic machine gun—firing 100 shots in 15 seconds at a diving submarine target—is the greatest money-maker in the history of amusement games.

QUICK DELIVERY is assured the operator who acts now to get his share of the big **RAPID-FIRE** money. Delay dooms you to disappointment—because big volume repeat orders are now pouring in. See your nearest distributor listed below—or write direct to factory—start earning the biggest, steadiest, surest, safest profit of your life!

BALLY MFG. COMPANY
2640 BELMONT AVENUE CHICAGO, ILLINOIS



SAVE SPACE

Gun shoots above tables, thus conserving space. Target stand only 44 in. by 16 in. and requires less space than average marble game. Gun stand only 16 in. by 16 in.

SEE YOUR DISTRIBUTOR TODAY!

MINNESOTA

MAYFLOWER NOVELTY COMPANY
2218 UNIVERSITY AVE., ST. PAUL.

MISSOURI

IDEAL NOVELTY COMPANY
1518 MARKET ST., ST. LOUIS

UNITED AMUSEMENT COMPANY
3410 MAIN ST., KANSAS CITY

NEBRASKA

HOWARD SALES COMPANY
322 S. 13th ST., OMAHA

NEW YORK

JOHN A. FITZGIBBONS, INC.
453 W. 47th ST., NEW YORK

REX AMUSEMENT COMPANY
1443 MAIN ST., BUFFALO
710 S. SALINA ST., SYRACUSE

UNIVERSAL VENDORS
788 BROADWAY, ALBANY

J. H. WINFIELD COMPANY
1022 MAIN ST., BUFFALO

NORTH CAROLINA

THE VENDING MACHINE COMPANY
205 FRANKLIN ST., FAYETTEVILLE

OHIO

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133 WASHINGTON ST., DAYTON

MODERN AUTOMATIC EXCHANGE, INC.
2618 CARNegie AVE., CLEVELAND

SICKING INCORPORATED
14th AND CENTRAL PKWY., CINCINNATI

OKLAHOMA

BOYLE AMUSEMENT COMPANY
522 N. W. 3rd ST., OKLAHOMA CITY

OREGON

JACK R. MOORE COMPANY
413 S. W. 13th AVE., PORTLAND

PENNSYLVANIA

BANNER SPECIALTY COMPANY
1508 FIFTH AVE., PITTSBURGH
1530 PARRISH ST., PHILADELPHIA

B. D. LAZAR COMPANY
1425 N. BROAD ST., PHILADELPHIA
1635 FIFTH AVE., PITTSBURGH

PENNSYLVANIA—(Continued in next column)

PENNSYLVANIA—(Continued from preceding column)

READING NOVELTY COMPANY
119 PENN ST., READING

BENJ. STERLING, JR.
109 FRANKLIN ST., SCRANTON

TEXAS

COIN MACHINE SALES COMPANY
310 M & M BLDG., HOUSTON

UTAH

JACK R. MOORE, INC.
122 E. SECOND, S., SALT LAKE CITY

VIRGINIA

MOSELEY VENDING MACHINE EXCHANGE
60 BROAD ST., RICHMOND

WASHINGTON

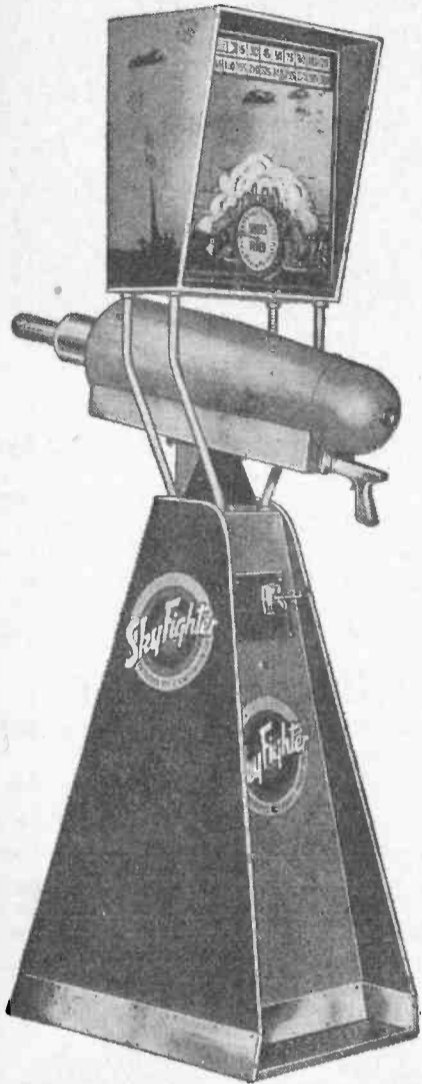
JACK R. MOORE COMPANY
7 N. BERNARD ST., SPOKANE
100 ELLIOT WEST, SEATTLE

WISCONSIN

BADGER NOVELTY COMPANY
2546 N. 30th ST., MILWAUKEE

SKY FIGHTER

TRADE MARK
U. S. Patent No. 2,212,257, Other Patents Pending.



STANDS OUT AS THE ANTI-AIRCRAFT MACHINE GUN THAT STANDS UP!

There's no doubt of it now—Mutoscope's SKY FIGHTER has proven that it makes BIG money . . . keeps on making money steadily for many months in the same location . . . and is SO STAUNCHLY AND CAREFULLY BUILT THAT IT GIVES LASTING SERVICE! With all of its undeniable advantages, SKY FIGHTER stands out as the anti-aircraft machine gun that stands up in PROFITS as well as PERFORMANCE!

SKY FIGHTER'S timeliness, try-try-again appeal, and durability mark it definitely as one of the finest, surest investments ever to startle the industry. GET INTO ACTION NOW . . . with SKY FIGHTER! It's making records all over the country!

Manufactured by
INTERNATIONAL MUTOSCOPE REEL CO., INC.
44-01 Eleventh St.,
Long Island City, New York.

RUSH YOUR ORDER TO YOUR DISTRIBUTOR TODAY!

SKY FIGHTER SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.

U. S. Patent No. 2,212,257, Other Patents Pending.



EASY TO PLACE—GETS THE CREAM OF LOCATIONS!

SKY FIGHTER can be placed flush against the wall! Requires no special set up—doesn't interfere with traffic in a location . . . because it's all one compact portable unit. **MAKE MORE MONEY LONGER WITH SKY FIGHTER!** Write, wire, phone your order immediately to:

THE VENDING MACHINE CO.
Fayetteville, N. C.



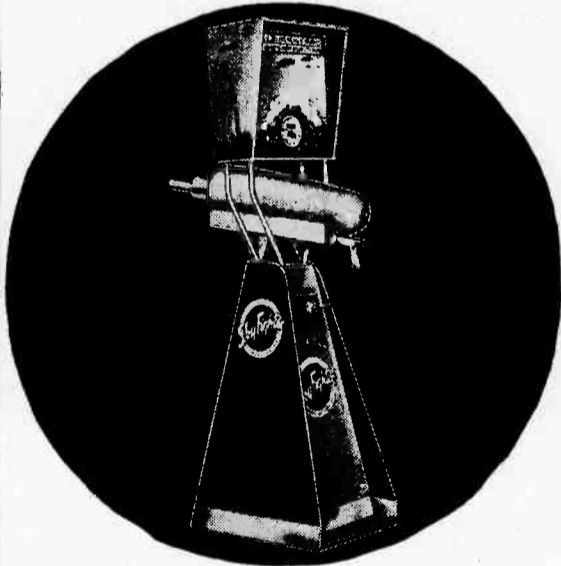
REALISTIC SCENES AND SOUND EFFECTS NEVER BEFORE USED!

R-rat-a-tat-tat—the machine gun spits split-second charges at zooming enemy planes! A hit!—and the plane screeches into a breath-taking, flaming, tailspin! SKY FIGHTER is a super thriller—the nearest thing to the real action of an anti-aircraft gun! They can't resist it! **MAKE MORE MONEY LONGER WITH SKY FIGHTER!** Write, wire, phone your order to:

HANKIN MUSIC CO.
258 Pryor St., S. W., Atlanta, Ga.

SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



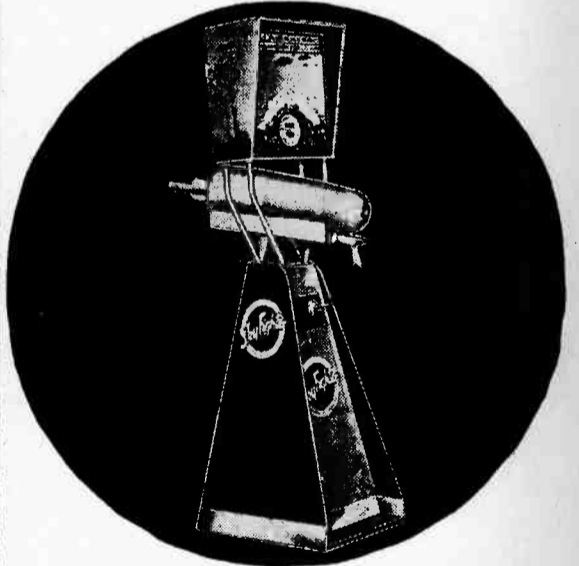
TROUBLE-FREE OPERATION . . . PROVEN!

SKY FIGHTER is built as carefully as a fine car—gives the most perfect performance. Proof of this fact is in the solid season of trouble-free operation of SKY FIGHTERS at the New York World's Fair—where 41 machines are kept going sixteen hours a day. **MAKE MORE MONEY LONGER WITH SKY FIGHTER!** Write, wire or phone your order immediately to:

MODERN VENDING CO.
656 Broadway, New York
822 5th St., Miami Beach, Fla.

SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



MAKE MONEY FOR MONTHS ON THE SAME LOCATIONS!

Many operators tell us in bona fide reports that SKY FIGHTERS are maintaining their appeal month after month ON THE SAME LOCATIONS! That shows why SKY FIGHTERS stand out as the machines that stand up! It's an investment that pays and pays. **MAKE MORE MONEY LONGER WITH SKY FIGHTER!** Write, wire or phone your order immediately to:

GERBER & GLASS
914 Diversey Blvd., Chicago, Ill.

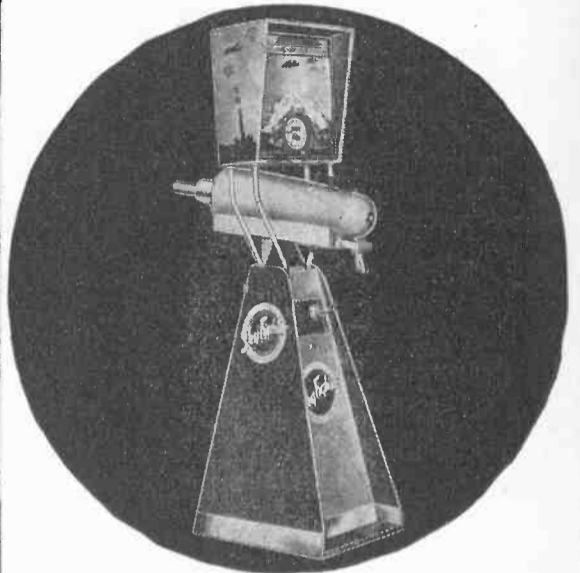
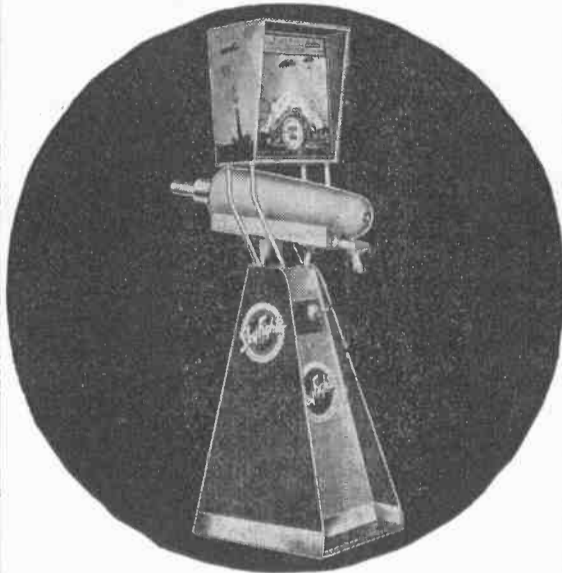
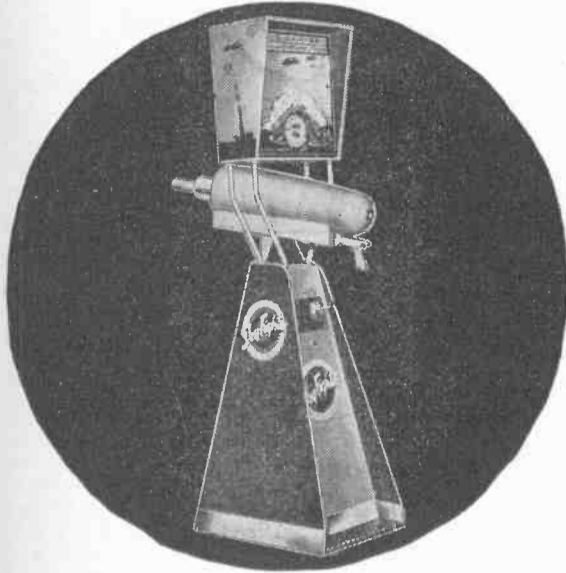
CASH IN ON THE TIMELINESS OF

SKY FIGHTER SKY FIGHTER SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.

U. S. Patent No. 2,212,257, Other Patents Pending.

U. S. Patent No. 2,212,257, Other Patents Pending.



BUILT TO LAST—LIFETIME CONSTRUCTION!

There's nothing "thrown together" about the construction of SKY FIGHTER. Every part in SKY FIGHTER was built for SKY FIGHTER—and the advantage of this solid, superior way of manufacturing shows itself in EXTRA PROFITS FOR THE OPERATOR . . . all the way through. Get a battery of these high-powered moneymakers and you're set for a long, long time! Hundreds of operators will vouch for this. Sold on finance. Write, wire or phone your order immediately to:

K. C. NOVELTY CO.

419 Market St., Philadelphia, Pa. Phone: Market 4641 — Market 9953

NO "HANG-OUT" SCREEN . . . HAS LARGE BUILT-IN TARGET!

No sir—NO SCREEN ON MUTOSCOPE'S SKY FIGHTER. The shadow box target is contained within the machine, making SKY FIGHTER a compact, portable unit—EASIER TO FIND LOCATIONS FOR—MORE THRILLING TO PLAY, and just as effective in broad daylight as at night. This is only one of the many advantages of this sensational hit. MAKE MORE MONEY LONGER WITH SKY FIGHTER! Write, wire or phone your order immediately to:

A. P. SAUVE CO.

3002-3004 Grand River Ave., Detroit, Mich.

NO PHOTO ELECTRIC CELLS!

SKY FIGHTER has no photo electric cells—another indication of SKY FIGHTER'S fool-proof construction. This is just one of the many exclusive advantages of this really great machine . . . another reason why you'll MAKE MORE MONEY LONGER WITH SKY FIGHTER! Write, wire or phone your order to:

MILLS SALES CO., LTD.

1491 W. Washington Blvd., Los Angeles, Calif. 1640 18th St., Oakland, Calif. 1325 S. W. Washington St., Portland, Ore.

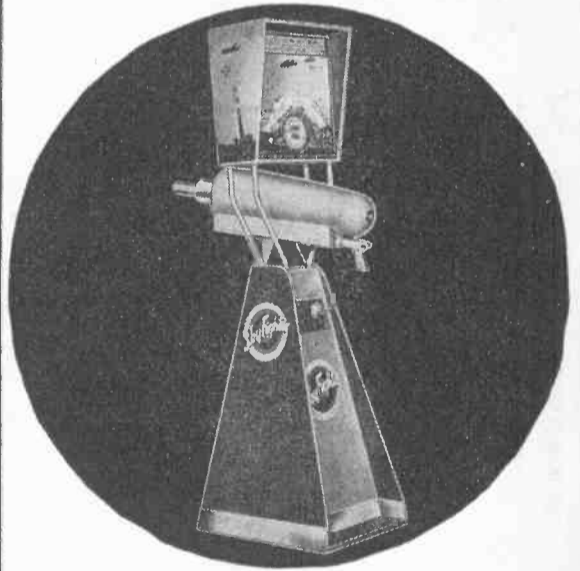
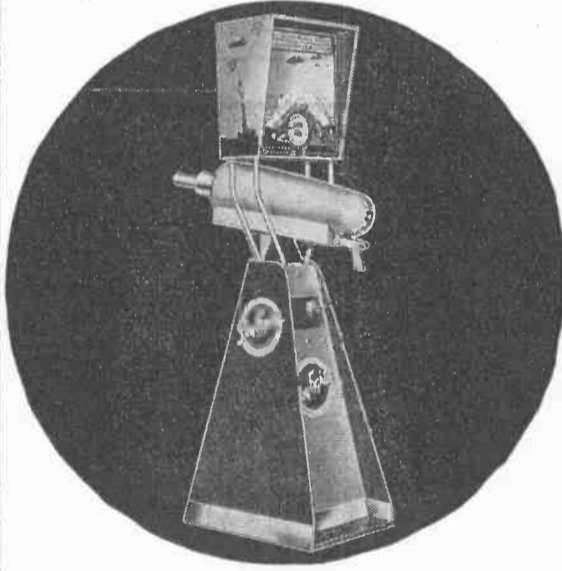
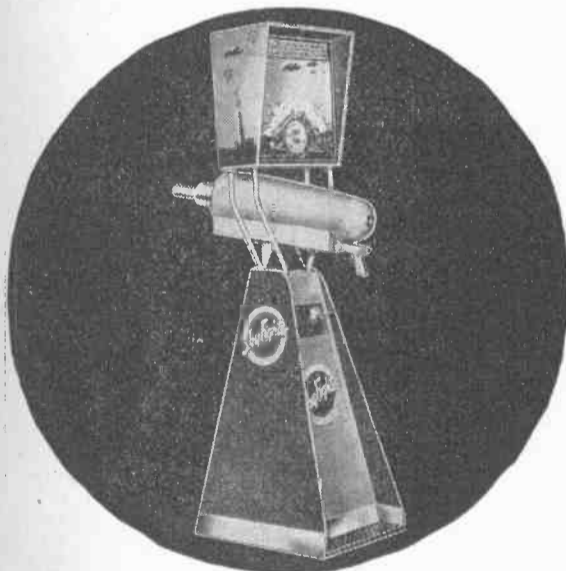
Exclusive Distributors on the Pacific Coast

SKY FIGHTER SKY FIGHTER SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.

U. S. Patent No. 2,212,257, Other Patents Pending.

U. S. Patent No. 2,212,257, Other Patents Pending.



SAME FLOOR SPACE AS PIN GAME!

SKY FIGHTER requires only 23"x30" of floor space for the entire unit—which is no more floor space than a pin game! This makes SKY FIGHTER much easier to place—makes the cream of locations easier to get. MAKE MORE MONEY LONGER WITH SKY FIGHTER! Write, wire or phone your order immediately to:

SQUARE AMUSEMENT CO.

88-90 Main St., Poughkeepsie, New York SQUARE AMUSEMENTS OF ALBANY 707-709 Broadway, Albany, N. Y.

300 THRILLING SHOTS IN 30 SECONDS!

Imagine, if you can, the heart-stopping thrills of 300 shots IN ONLY 30 SECONDS. That's ACTION, with a capital "A" . . . and that's what makes SKY FIGHTER one of the greatest repeat play getters the industry has ever seen. It's a fact that YOU CAN MAKE MORE MONEY LONGER WITH SKY FIGHTER! Write, wire or phone your order immediately to:

DENVER DISTRIBUTING CO.

1856-58 Arapahoe St., Denver, Colo.

300 POSSIBLE HITS!

Yes! The player with a trigger-quick aim can get the remarkable satisfaction of scoring 300 hits on SKY FIGHTER . . . the anti-aircraft machine gun that gives 300 breathless shots in 30 seconds! 300 of them! OPS FROM COAST TO COAST HAVE PROVEN: "YOU'LL MAKE MORE MONEY LONGER WITH SKY FIGHTER!" Write, wire or phone your order IMMEDIATELY to:

J. H. WINFIELD CO.

1022 Main St., Buffalo, N. Y.

SKY FIGHTER FOR WAR SHOOTING PRACTICE

HEADS-UP-SELECTORS



HOMER E. CAPEHART

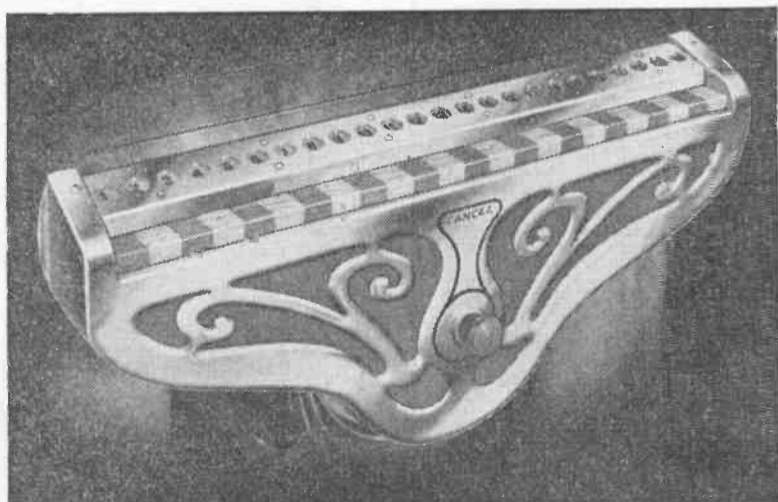
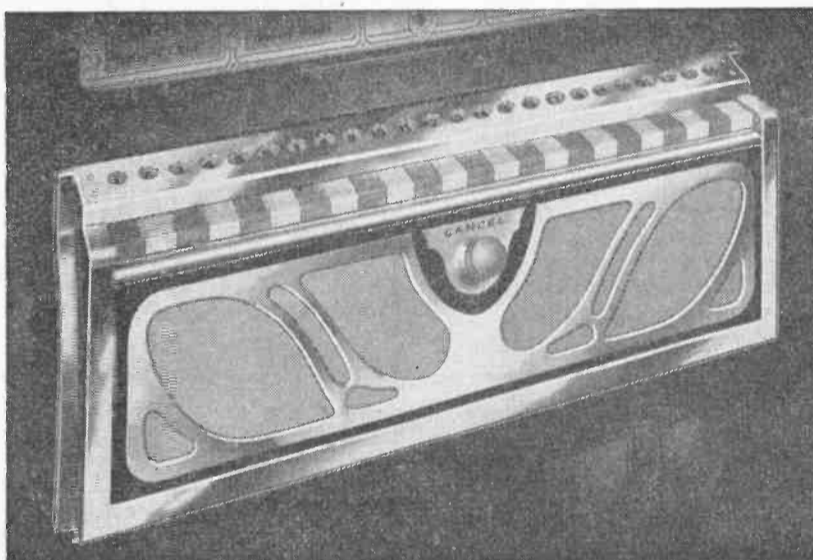
MAKE YOUR PAID-FOR INSTRUMENTS PAY YOU!

The real profits come when your phonographs are paid for. But it takes modernized instruments to hold the good locations and maintain collections. Homer E. Capehart has given you the answer to one of your toughest problems . . . with "HEADS-UP" SELECTORS . . . made to help you CASH IN ON YOUR INVESTMENT! "HEADS-UP" SELECTORS smartly modernize your phonographs—give each instrument new eye-appeal and playing convenience which rivals the latest models—change the appearance of an instrument so completely that replacement is unnecessary. Operators from coast to coast report increases in collections after installing "HEADS-UP" SELECTORS. The new lighting . . . colorful keys and front panel . . . and great improvement in selection and playing convenience adds up to real profits. Be smart—MAKE YOUR PAID-FOR PHONOGRAPHS PAY YOU!!

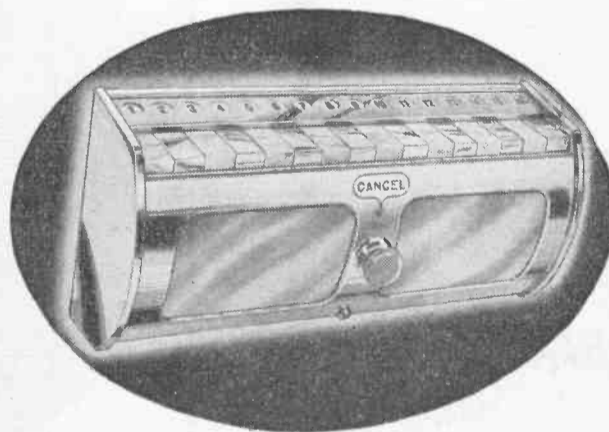
Write, Wire, Phone Your Order Today!

MODEL 24

Brilliantly lighted keys, front panel and selector numerals produce over-all effect of completely changing the appearance of Model 24 phonographs. Replaces old selector panels and title strip holders—new title strip holder furnished, mounted at correct angle in back of door glass. Model 24 brings greater eye appeal—easier selection—increases profits—makes location owners happy.



MODEL 600: Designed to fit Model 600 phonographs, replacing old rotary selector. Harmonizes perfectly. Aluminum grille over richly lighted plastic panels . . . heavy plastic red and white lighted keys . . . give Model 600 outstanding new brilliance that steps up collections.



MODEL 616

Modernizes 16 record instruments . . . adds years to their profitable life. Simple installation on location—simply remove the plate and knobs of old selector—drive in two screws and connect one wire.

• PRODUCTS NO. 1 • Model 616 • Model 24 • Model 600 •

PACKARD MANUFACTURING CO., FORT WAYNE, IND.

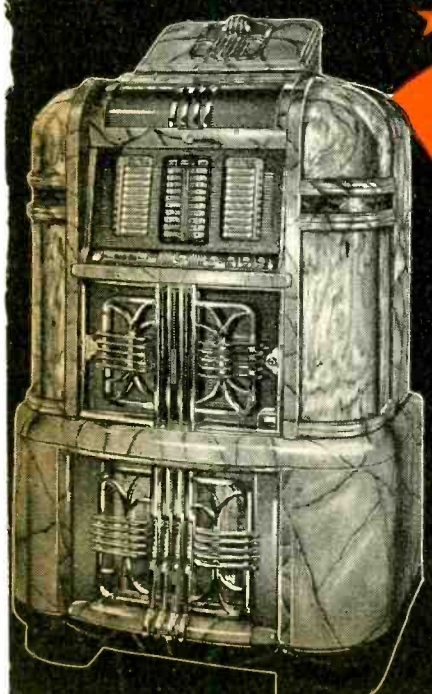
HOMER E. CAPEHART - PRESIDENT

ROCK-OLA

LUXURY LIGHTUP PHONOGRAPHS ★ DIAL-A-TUNE REMOTE CONTROL

AT DISTRIBUTOR SHOWROOMS IN THESE CITIES

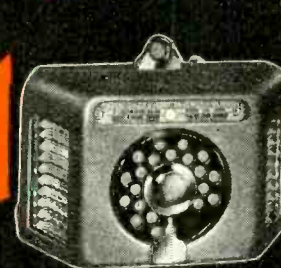
- ABILENE, Texas**
Jack W. Yeager
1021 N. 18th St.
(Phone 7990)
- ALBANY, New York**
Square Amusements of Albany
707-709 Broadway
(Tel. 5-4791)
- ATLANTA, Georgia**
Edgar I. Woodfin
64 Central Ave.
(Tel. Main 4601)
- BALTIMORE, Maryland**
The Hub Enterprises
406-408 West Franklin Street
(Tel. Vernon 8111)
- BILOXI, Mississippi**
United Novelty Company
504 West Howard Avenue
(Tel. 101-102)
- BIRMINGHAM, Alabama**
Birmingham Vending Company
2117 Third Avenue, North
(Tel. 3-5183)
- BLYTHERVILLE, Arkansas**
O. M. Morgan
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- BOSTON, Massachusetts**
Supreme Amusement Co. of New England, Inc.
1022 Commonwealth Avenue
(Tel. Langwood 3264)
- BUFFALO, New York**
Rex Amusement Company
1443 Main Street
(Tel. Garfield 7780)
- BUTTE, Montana**
H. B. Brinck
825 East Front Street
(Tel. 6726)
- CHARLESTON, West Virginia**
R. M. Bender Distributing Co.
510 Grant St.
(Tel. 35-813, 34-949)
- CHICAGO, Illinois**
National Coin Machine Exchange
1411 Diversey Parkway
(Tel. Buck 6466)
- CINCINNATI, Ohio**
Herbert Hill Distributing Co.
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(Tel. Main 5238)
- CLEVELAND, Ohio**
Art Nagel
2923 Prospect Avenue
(Prospect 4551-2)
- DALLAS, Texas**
Fisher Brown
2206 S. Harwood Street
(Tel. 4-6131)
Geo. Prock & Company
2812 Main Street
(Tel. 7-6898)
- DENVER, Colorado**
Denver Distributing Company
1856 Arapahoe Street
(Tel. Cherry 4800)
- DES MOINES, Iowa**
Gibson Distributing Co.
1112 Grand Ave.
(Phone. 4-0727)
- DETROIT, Michigan**
Souve Music Company
3009 Grand River Avenue
(Temple 2-5788)
- ELGIN, Illinois**
Elgin Music & Novelty
230 S. State Street
(Tel. Elgin 884)
- FARGO, North Dakota**
Frank D. Gruenzner
721 7th Street, North
(Tel. 8818)
- FLINT, Michigan**
George J. Miller
322 Delia Street
(Tel. 2-3477)
- HOUSTON, Texas**
Stelle and Horton
1513 Louisiana Street
(Tel. Fairfax 4096)
- INDIANAPOLIS, Indiana**
Frank Wixcel
456 Massachusetts Avenue
(Tel. Lincoln 0932)
- JACKSON, Ohio**
Summers Sales Company
275 East Main Street
(Tel. 22)
- JOPLIN, Missouri**
Barton's Automatic Supply
1619 Main Street
(Tel. Joplin 617)
- KALAMAZOO, Michigan**
King Pin Games Company
826 Mills Street
(Tel. 4014)
- KANKAKEE, Illinois**
Goussert Sales Company
255 E. Station Street
(Tel. Main 360)
- KANSAS CITY, Missouri**
Becker and Hauptert
4912 Central
- KENTON, Ohio**
Trenton Bridge
415 North Cherry Street
(Tel. 9260)
- KNOXVILLE, Tennessee**
Carl E. Palmer
945 Midway Ave.
(Tel. 2-5949)
- LITTLE ROCK, Arkansas**
Standard Automatic Music Co.
1200 W. 7th Street
(Tel. 40584-7924-22469)
- LOS ANGELES, California**
Jean J. Minthorne
2980 W. Pico Boulevard
(Tel. Parkway 1179)
- LOUISVILLE, Kentucky**
Carl A. Hooper
547-549-551 S. 2nd
(Tel. Wabash 4063—Belmont 2409)
- MEMPHIS, Tennessee**
S. & M. Sales Co., Inc.
1074 Union Avenue
(Tel. 2-1700)
- MILWAUKEE, Wisconsin**
Badger Novelty Company
2546 North 30th Street
(Tel. Kilbourn 3030)
- MOLINE, Illinois**
N. A. Montie
1109 Fifth Avenue
(Tel. Moline 3916)
- MONTREAL, Quebec, Canada**
Martimer Sales Company
1269 Amherst Street
(Tel. Amherst 1400)
- NASHVILLE, Tennessee**
H. G. Payne Company
314 Broadway
(Tel. 6-4545)
- NEW ORLEANS, Louisiana**
Louisiana Amusement Company
822 Carondelet Street
(Raymond 1770)
- NEW YORK, New York**
Interstate Coin Mach. Sales Corp.
248 W. 55th Street
(Tel. Circle 7-6420-1)
- OAKLAND, California**
Northern Distributing Co.
128 E. 14th Street
(Tel. Twin Oaks 3634—3579)
- OMAHA, Nebraska**
Calamia Distributing Company
714 S. 13th Street
(Tel. JA 2310)
- ORLANDO, Florida**
Warren Fitch
140 N. Orange Ave.
(Phone 6126)
- PHILADELPHIA, Pennsylvania**
Keystone Vending Company
1423-25 Spring Garden Street
(Tel. Stevenson 1450—Race 2279)
- PHOENIX, Arizona**
Bennett's Music Company
516 West Washington Street
(Tel. 3-2456)
- PITTSBURGH, Pennsylvania**
B. D. Lazar Company
1635 Fifth Avenue
(Tel. Grant 7818)
- PORTLAND, Oregon**
Coast Amusement Company
1932 West Burnside
(Tel. Broadway 1517)
- RENO, Nevada**
Nevada Novelty Co.
205 East 2nd Street
- RICHMOND, Virginia**
Wertz Sales Co.
811 W. Broad St.
(Phone: 5-3377)
- ROCKLAND, Maine**
Maine Automatic Service Company
44 Park Street
(Tel. 655)
- SAGINAW, Michigan**
Edward Heinz
835 East Genesee Avenue
(Tel. 2-7532—3-1159)
- ST. LOUIS, Missouri**
Ideal Novelty Company
1518 Market Street
(Tel. Garfield 0072)
- ST. PAUL, Minnesota**
La Beau Novelty Sales Co.
1946 University Avenue
(Tel. Nestor 2826)
- SALT LAKE CITY, Utah**
J. H. Rutter
73 S. 4th Street East
(Tel. Wasatch 2382)
- SAN ANTONIO, Texas**
United Amusement Company
310 South Alamo Street
(Cathedral 1431)
- SAN DIEGO, California**
A. J. Fox Company
235 West F Street
(Tel. Franklin 697)
- SAN FRANCISCO, California**
Rex Vending Company
759 Ellis Street
Ordway 3348
- SEATTLE, Washington**
Northwest Sales, Inc.
3144 Elliott Avenue
(Tel. Garfield 0460)
- SIoux FALLS, South Dakota**
Gordon Stout
1131 West 10th Street
(Tel. 7839W)
- SPOKANE, Washington**
Standard Sales Company
171-173 South Post Street
(Tel. Maine 4904)
- SYRACUSE, New York**
Rex Amusement Company
710 South Salina Street
(Tel. 2-3692)
- TORONTO, Ontario, Canada**
Baldwin International, Ltd.
620 King Street, West
(Tel. Adelaide 3295-6)
- WASHINGTON, D. C.**
The Hub Enterprises
7312 Georgia Ave.
(Tel. Randolph 9759)
- WATERBURY, Connecticut**
Waterbury Amusement Machine Co.
749 Bunker Hill Avenue
Phone: Waterbury 3-6454
- WICHITA, Kansas**
Marion Company
562 West Douglas
(Tel. 3-9458)



Rock-Ola SUPER MODEL
Rockabilite Finish



Rock-Ola WALL BOX



Rock-Ola BAR BOX

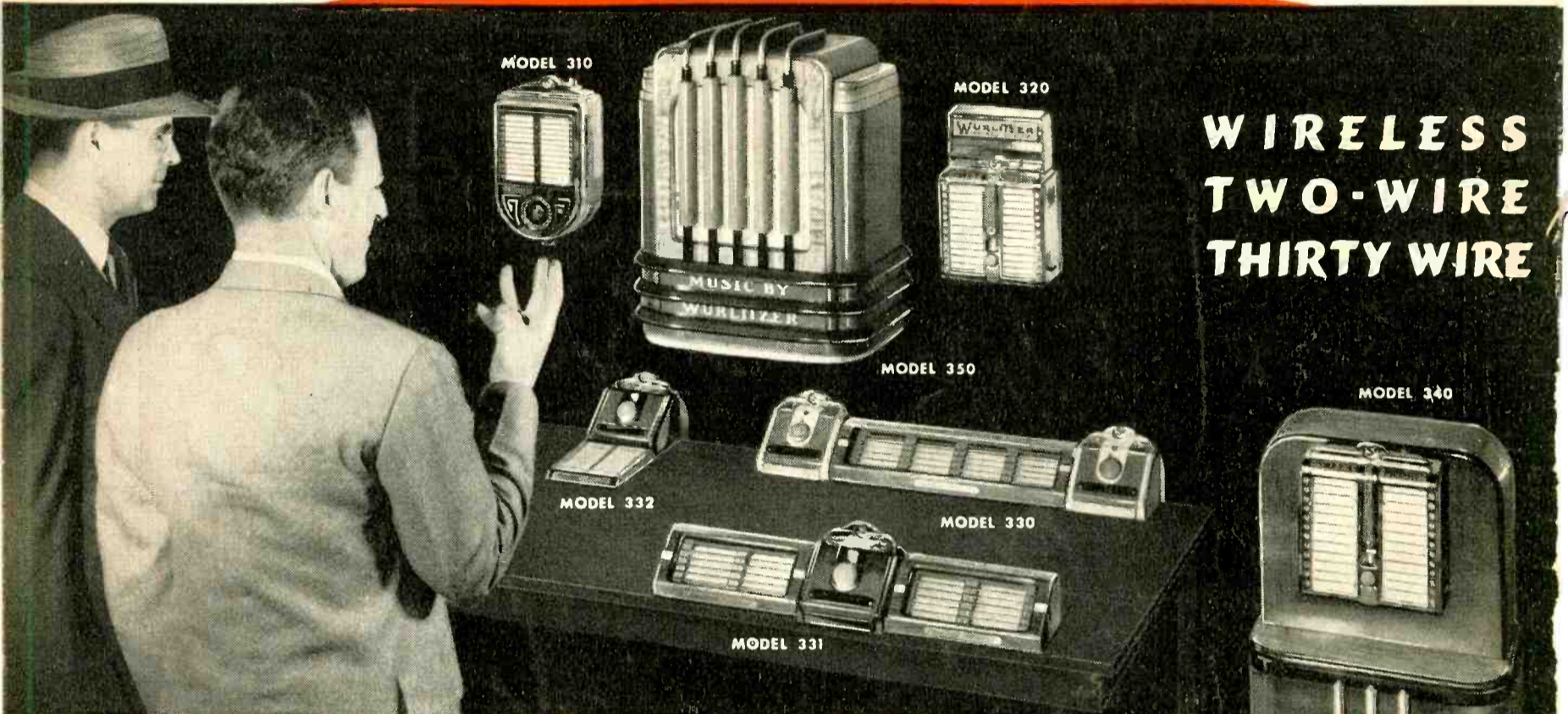


Nationwide distribution

ROCK-OLA manufacturing corporation

800 NORTH KEDZIE AVENUE • CHICAGO, ILLINOIS

ONLY WURLITZER MAKES ALL 3 REMOTE CONTROL SYSTEMS



**WIRELESS
TWO-WIRE
THIRTY WIRE**

See Wurlitzer's Complete line of **REMOTE CONTROL EQUIPMENT AT YOUR NEAREST DISTRIBUTOR**

Your Wurlitzer Distributor is not prejudiced in favor of any one remote control system. As a Wurlitzer Distributor he carries and has had wide experience with all three systems.

Before you install any remote control equipment in a location, get his unbiased advice. He'll tell you which of the three Wurlitzer systems is best adapted to that location.

WURLITZER WIRELESS SYSTEM

No interconnecting wires necessary. Each remote unit connected only to power line. Ideal where locations demand minimum of wiring.

WURLITZER TWO-WIRE SYSTEM

Utilizes ordinary 2-wire extension

cable connecting units to phonograph. Each remote unit is also connected to power line.

WURLITZER THIRTY-WIRE SYSTEM

Utilizes single 30-wire cable to connect wall boxes to phonograph. No connection to power line required.

• • •

Each Wurlitzer System may be inter-used with the others—does not obsolete any previous Wurlitzer equipment—the most flexible remote control equipment on the market.

The Rudolph Wurlitzer Company, North Tonawanda, New York. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

A NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS

SOLD ONLY TO MUSIC MERCHANTS

WURLITZER REMOTE CONTROL SYSTEMS

MODEL 320 WALL BOX
For two-wire systems—easily adapted to wireless. Beautiful unbreakable polished metal case. Red lacquer trim. Illuminated dial, coin entry and 24 record program holder. Magnetic coin equipment.

MODEL 310 WALL BOX
For use with thirty-wire systems only. All metal construction with illuminated plastic bottom—can be used for booth light. 24 Record Selection. Magnetic coin equipment.

STROLLER MODEL 340
Combines coin mechanism, 24 record selector and sound system in one self-contained wireless unit. Wheels right up to the customer and starts to collect money.

SPEAKER MODEL 350
Wurlitzer quality wireless receiver and speaker in colorful deluxe cabinet. Illuminated plastic name panel.

WURLITZER BAR BOXES
Especially built for bars and counters—don't get in bartender's way—program holder set at proper angle for easy reading.

Designed for two-wire systems—easily adaptable to wireless.

All have 24 record selectors and program holders.

MODEL 331 has single coin entry and selector.

MODEL 330 has double utility coin entry and selector at each end.

MODEL 332 is smallest complete bar box ever built.