

The Billboard

OCT 2 1940

The World's Foremost Amusement Weekly

OCTOBER 5, 1940

15 Cents

Vol. 52. No. 40

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The Billboard

The World's Foremost Amusement Weekly

October 5,
1940

Vol. 52
No. 40

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. 100 Pages. Subscription, \$5 per year. Copyright 1940 by The Billboard Publishing Company.

BAND MEN WANT PETRILLO

Philly Hotels Will Use More Talent, Music

PHILADELPHIA, Sept. 28.—Local hotels are planning to come into their own again. Excepting for the Walton Hotel, which leases its roof garden to Jack Lynch, who has converted it into the town's top spot, local inns have been content to stay out of the midnight whirl.

While name bands have been used for the New Franklin's Garden Terrace in former years, this season it will use floor entertainment for the first time. George H. O'Neil, new manager, has fashioned the policy after the Palmer House in Chicago, using a dance team, a magician, and the name band. Room reopens Wednesday (2) with Maurice and Corobas and Bill McCune band. O'Neil has also taken on a press agent for the first time, Gil Babbitt.

Hotel Adelphi, which kept its roof and dining room dark last year, plans to re-create the Glass Hat of New York's Belmont Plaza, with the same entertainment policy in the dark Cafe Marguery.

Ritz-Carlton plans South American atmosphere for the roof, with Gerardo's Band and Dancers set for an early October opening.

Hotel Philadelphia's manager, Daniel Crawford Jr., is lining up a show and band. Spot used name bands last season, but plan now is to use a local combo and a floorshow.

Bellevue-Stratford carries on with Meyer Davis music in the Planet Room and informal entertainment to be added in the cocktail lounge.

At the society hotel spots, Warwick concentrates on its cocktail lounge, which reopened last night (27) with the Three Sons, strollers. The management may add informal entertainment for the room. Barclay returns the music of Sylvan Herman but adds a vocalist, Sheila Merray. Richard Howell, Wellington manager, unshuttered the Magic Bar this week with Roy Comfort's music. No entertainment contemplated at present. Only hotel spot still dark is the Majestic.

Legion Show, Moved To Hub Garden, Gets Top Boston Crowd

BOSTON, Sept. 28.—The largest crowd in history thronged the Boston Garden Wednesday (28) for the free *Cosmo* of Stars sponsored by the *Schenley Post* in connection with the annual American Legion Convention. Originally scheduled for National League Park, show was transferred at noon when steady rain made use of the park out of the question.

Workers at the Garden were barely able to get the place ready, install stage and fix seats before doors opened. Over 25,000 persons jammed their way into the Garden for the show, which featured Bill Robinson, Tommy Dorsey, Ben Bernie, Shep Fields, Rufe Davis, Ben Yost Singers, the Honey Family (doubling from the Latin Quarter), Frank Sinatra, the Fredsons, and others. Sophie Tucker, scheduled to fly here for the show, was unable to come when planes were grounded.

Considerable squawk when 20,000 persons, armed with tickets for the show at the park, were unable to get into the Garden. Park holds 45,000.

Leaders at ASCAP Lunch

NEW YORK, Sept. 28.—Among the orchestra leaders attending the luncheon to discuss the ASCAP-radio situation were Isham Jones, Josef Bonime, Meyer Davis, Nat Shilkret, Benny Goodman, Leo Reisman, Sleepy Hall, Eddie LeBaron, Staff Smith, Paul Tilsen, Eddie Varzoos, Johnny Johnson, Johnny Long, Eddy Duchin, King Johnson, Jack Denny, Zinn Arthur, Arthur Ravel, Van Alexander, Mike Riley, Glenn Garr, Barry Winston, Ray Heatherton, Mitchell Ayres, Gus Sisco, Gray Gordon, Cecil Golly, Bobby Day, Al Kavelin, Ray Kinney, Ben Cutler, Lang Thompson, Pancho, Tony Pasto, Russ Morgan, Arnold Johnson, and Ted Fiorito.

Cracraft Killed In Auto Accident

LYNCHBURG, Va., Sept. 28.—C. W. Cracraft, 60, general agent, and railroad contractor of the Marks Shows, was killed and his wife injured in an auto accident about 4 p.m. yesterday on Highway No. 360, about four miles from Appomattox, Va., while en route to Lynchburg. He died of a broken neck.

State police investigated and found the accident happened on a straight road, caused by what appeared to be a tire blowout. The car swerved off the road, then back onto it and next overturned.

Cracraft's body was brought here to Whitten's Funeral Home, and Mrs. Cracraft was taken to Lynchburg General Hospital, where it was said her injuries did not appear to be serious. She will be able to leave tomorrow with the body of her husband for Covington, Ky., their home town. Funeral will be held Tuesday, and burial will be in Highland Cemetery, Fort Mitchell, near Covington.

Art Lewis, manager of the Art Lewis Shows, which are appearing at the fair here this week, and his staff did everything possible as soon as news of the accident reached them. Further details appear in Final Curtain.

PITTSBURGH, Sept. 28.—Radio bootleggers, some of them allegedly spy stations, are under surveillance here by the FCC. Almost 50 short-wavers have been considered for questioning by the Federal Grand Jury.

AGVA Rift Delays Pacts, Says Haddock; Kelly Is Reinstated

NEW YORK, Sept. 28.—The widening rift among members of the national board of the American Guild of Variety Artists and members and officers of AGVA's New York local, has seriously interfered with the union's general organization efforts. Setbacks suffered this week included an indefinite delay in the signing of local vaudeillers and the continued failure to land an agreement with Leon and Eddie's.

Hoyt S. Haddock, national executive secretary, stated that the meeting Wednesday (25) with managers of the New York vaude houses failed to produce a closed-shop contract because the theater representatives took advantage of the publicized rift within the AGVA ranks and stalled the signature stage by suggesting minor changes in the contract. AGVA was represented by Haddock, Henry Jaffe, attorney, and Henry Dunn, national treasurer.

No date for a forthcoming meeting between theater and union groups has been set.

Call for Him at ASCAP Confab; Society Advises Neutrality, Sees Victory in Radio Fight

NEW YORK, Sept. 28.—Name band leaders, gathered together Thursday (26) at Toots Shor's restaurant for the purpose of hearing ASCAP's side of the radio-music dispute, were advised by John G. Paine, Society's general manager, to take no sides in the dispute—neither that of ASCAP nor BMI—but to watch out strictly for their own interests. Meeting then reached its high spot with many of the maestri demanding that the leaders draw up a resolution asking James C. Petrillo, president of the American Federation of Musicians, to intercede between the embattled broadcasters and ASCAP and to press for a settlement on the ground that the leaders would, in the last analysis, be left holding the bag. Clamor for Petrillo was started

Bandleaders BMI Guests

NEW YORK, Sept. 28.—Broadcast Music, Inc., will be host to band leaders at a luncheon Monday (30) in the Perrotto Room of the Waldorf-Astoria Hotel to present its point of view on the music-radio dispute with ASCAP. The meeting will be reported in our next issue.

Move To Oust Old Boston Blue Laws

BOSTON, Sept. 28.—The first step in a move to bring about modernized legislation to aid the entertainment industry in Boston was taken this week when members of the Boston Restaurant Owners' Association met to discuss methods.

Under present Hub laws, dancing must end at 1 a.m. and no theatrical performances or dancing is allowed on Sunday. The laws date back practically to Puritan days and have long been attacked as outmoded and childish.

Through several strange quirks in the law, some entertainment can be provided on Sundays. An acrobat can work—but a dancer cannot. The Latin Quarter, which has presented some Sunday night shows, has been able to present a line of girls only by having the girls walk rather than dance—thus classifying as a parade.

Dancing must stop at midnight Saturday at all times.

It is expected that definite plans to lobby for new legislation will be drawn up shortly. Campaign will probably begin shortly before the Legislature reconvenes in January.

Understood members of the ROA are solidly behind move. Hub entertainment world generally feels it is about time.

AGVA has also failed to get an "A" classification agreement from the owners of Leon and Eddie's. Spot offers minimums of \$45 a week for principals and \$30 for chorus, but AGVA's "A" spot minimums are \$60 for principals and \$40 for chorus.

Haddock suffered a setback last week when the national board reinstated (on a probation basis) Tom Kelly as executive secretary for the Philadelphia local, after Haddock had fired him. Seven of the 18 board members upheld Haddock's decision, indicating the split within board ranks. Following the action on Kelly, the board gave Haddock a "vote of confidence."

Haddock claims that the board's "appeasement policy" and reluctant reports of an AGVA split has tended to stall negotiations with the New York theaters. While he still has the power to keep Kelly out, he does not want to overrule the board's action at this time, he said.

when Goldie Goldmark, bass player in Mitchell Ayres' orchestra, stated, "We are in the middle of this fight; we should realize our position as performing artists and find out where we stand; there can be no ASCAP or BMI without us; I propose soliciting Petrillo to step in and tell them to settle their difficulties." Heavy applause followed.

John Paine, introduced by Chairman Russ Morgan, outlined previous attempts to harass ASCAP and previous attempts to sell the public the idea of public domain and non-ASCAP music. These failed, according to Paine, because the public was not reckoned with. Examples given were that of the Victor Company, which, with Paine as its copyright expert, spent \$500,000 in building up a public domain library and \$200,000 in merchandising it. Entire sum of \$700,000 was lost. Second instance quoted was

(See PAINE OUTLINES RADIO on page 7)

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FOREIGN RECORDS GAINING

Music Machines More Than Make Up for Home Losses; Latin Tunes Lead; American Talent Sought

NEW YORK, Sept. 28.—The foreign record field, never in the big profit class of any major record company, has made impressive gains this year due to the hundreds of music machines in foreign neighborhood locations demanding foreign vocal and musical records. The loss of retail sales revenue attributed to the diminishing immigration quotas is being recouped via the nickel machines. And the companies, aware of that fact, manufacture most of their records for the music box market.

Because of the limited home sales, the retail price of foreign records remained unchanged during the recent reduction of the higher priced Columbia and Victor labels. Price has to be maintained also because of the curtailed shipments from Europe and because the records that do come thru are more expensive to make and to ship.

While Columbia and Decca (and United States Record Corporation, before filing a petition for reorganization) are manufacturing foreign records, the undisputed leader in the field is Victor because of its earlier start in this branch.

MGM Nixes Arena Bid for Rooney

NEW YORK, Sept. 28.—MGM turned down a \$20,000-a-week salary offer made by the Arena Managers' Association for a tour of Mickey Rooney among the member arenas. Rooney is reported getting a straight \$2,000 salary covering both his picture work and tour, which is supposed to be part of company's picture exploitation.

Film heads are reported to have told the arena managers that even an offer of \$100,000 couldn't persuade them to change, because the arena tour would cripple the theater business in the locale of the particular arenas, and cause no end of howl from the MGM exhibitors.

FRANKIE CARLE (This Week's Cover Subject)

FRANKIE CARLE has the distinction of being one of the few songwriter-musicians who have been tremendously successful at both. Carle, featured pianist with Horace Heidt, will be best remembered for last year's song hit, "Sunrise Serenade," which swept the country and enriched both himself and Jewel Music Company, his publisher.

After the success of "Sunrise" Carle accepted Heidt's offer to take the featured piano chair with the band. In his association with Heidt the keyboard virtuoso polished off another hit, namely, "A Lover's Lullaby." Carle also retains his individual identity by making his own records, having just completed an album for Columbia.

His latest song, "Falling Leaves," will be the featured song in the forthcoming "Pot o' Gold" motion picture, which is being produced this fall by James Roosevelt, and will include the Heidt band, which has been on the radio program after which the picture is being patterned since its inception last year. His publishers believe that "Falling Leaves" will equal the success and popularity of "Sunrise Serenade."

Carle, born in Providence, R. I., dates his musical background to the age of 6, when he first started to study piano. At 9 he was already playing in an orchestra. At the age of 14 he had his own band. Following a cross-country vaude tour as May Yohl's accompanist, he joined Edward McEnelly's orchestra at the ripe old age of 18—an association which lasted 18 years.

His next post, with Mal Hallett, was interspersed with much traveling to make several motion picture shorts and write a couple of books dealing with the piano. Almost two decades after the formation of his first band he started another, which was abandoned, however, after he received Heidt's offer to join his crew.

and its expansive resources for the recording and manufacturing of foreign discs.

The Victor foreign department is managed by Tetos Demetriades. The department spends an average of \$37,000 for talent alone every year, and makes an average of 594 records yearly. The number includes 144 South American records, 66 International disks which contain foreign music without any vocal accompaniment. (See Foreign Records Gain on page 45)

"Ice Follies" to Chi Arena

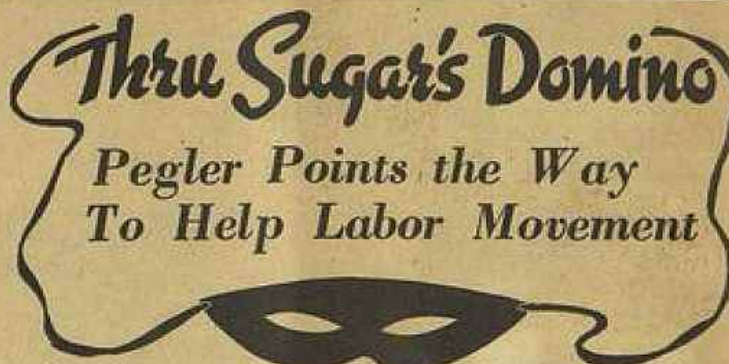
CHICAGO, Sept. 28.—Shipstad & Johnson's *Ice Follies*, which opened its annual tour recently in Los Angeles, will play the Arena here, starting October 16 for a 13-day run. Booking represents a departure from previous practice in that *Follies* heretofore had been housed in Arthur Wirtz's Stadium. Wirtz may tour his own show after its run at the Center Theater, Radio City, New York.

After the Chicago date *Follies* will play Tulsa, Okla., October 30 thru November 4. Subsequent dates for the revue include Providence, Ottawa, Montreal, and New Haven during the last week in January and the first week in February.

AGVA Chi Nominations

CHICAGO, Sept. 28.—Nominations for AGVA officers here for next year will be made at a membership meeting October 10. Election is scheduled for November.

Graham Dolan, local executive secretary of AGVA, states that Rubie Biskey is chairman of the committee organizing Negro performers. Applications from 60 Negro performers have been received so far, he says.



WESTBROOK PEGLER is punching hard but apparently without recklessness in his endless chain of diatribes against racketeering and disreputable leadership in labor unions. Except for one isolated case more than a year ago, when he wrote some things about actors that were both unfair and untrue, Pegler has been scoring bull's-eyes. He knows whereof he speaks and he cannot but help inspire admiration with his display of courage and his devotion to the truth. The show business should be vitally interested in most of the pieces Pegler feeds to his syndicate; especially of late. Pegler has been discussing unions affiliated with the show business and personalities altogether too well known in amusements. Showmen and performers could do worse than read Pegler's stuff with thoroughness and thought. The surest puss of all the columnists doesn't mince any words. He calls a spade a spade. His revelations of conditions in certain dark corners of the labor movements should be of interest not only to employers but to those in our business who carry union cards.

Pegler's muckraking should not cause one to lose faith in unionism or in the powerful and important unions that dress up the American scene. The con-

stant barrage laid down by Pegler should cause men and women who belong to unions to search more carefully into the structure of the organizations to which they pay dues as well as the antecedents of the men who have been built up into titans by what is generally regarded as the democratic process of trade unionism.

We hardly think it is necessary for us to offer an apology of great weight and bulk for examining the union structure critically. We have shown conclusively on numerous occasions that we are heartily in favor of unions that are constructive in nature and operated by men who play the game according to Hoyle.

We are not now opposed to unions, despite the various disappointments we have experienced in regard to unions that were poorly run. We go further than regarding unions as a necessary evil as some citizens are wont to do these days of disillusionment. We truly look upon unions as a vital ingredient of modern democracy. Because of the state of industrialization achieved by the world it is impossible to conceive of a real democracy that does not have woven into its fabric powerful labor organizations that are democratic in (See SUGAR'S DOMINO on page 62)

The Broadway Beat

By GEORGE SPELVYN

THE ice show at the Center Theater will include in its chorus several young ladies who don't really have to skate for a living. Among them are Nancy Woodbury, of the soap family, and Louise Clark, wife of singer Buddy Clark and daughter of the late Ralph Hitz. . . . Add Ironic Predicaments: A raft of name baseball players frequent the Village Barn, but Meyer Horowitz, the operator, can't get a word of publicity on them—because baseball players aren't supposed to hang out in night clubs. . . . Louis Kennel, the scene designer and painter; Dr. Royce Emerson, and several others have organized the firm of Louis Kennel, Inc., to produce plays themselves or co-operate in the production of plays by other managers. According to the ground-plans, the group includes representatives of the theatrical arts and crafts and also capital. On the agenda at the moment is a new version of Rocher Macpherson's *The Happy Ending*, which Arthur Hopkins originally produced. . . . The new large heavy-faced type in programs at legit theaters is a boon that should have been instituted years ago. Not only does it do away with the need for lighted matches, which are both dangerous and annoying, but it saves the failing eyesight of regular legit patrons who are polite enough to stay away from the incense and try to read their programs in the half light. . . . James Cogg, at the Cafe Continental, is doing a screwball song about a Greenland glacier who went to the Riviera and had a romance with a volcano. Their offspring was a hotel with hot and cold running water.

THE ribbing that's been going on among the principals in the Hotel New Yorker's ice show will probably slow down a bit, now that Freddie Trenkler, the amazing comedy skater, is on his way to Hollywood. The tour de force was pulled the other night when a strategically located zipper on Ronnie Roberts' costume was tampered with. The acrobatic skater took one turn around the ice, and then, discovering the sabotage, made a frantic exit. . . . Broadway Rose, who realized her lifelong ambition to appear on the stage when she emerged from a basket of roses at Hellzapoppo's birthday party, has a new paah. She's been insisting that Charlie Barnett accept a slave bracelet and has voluntarily promised him that she'd tear up all of Abe Lyman's pictures. . . . One of the younger local press agents couldn't get anything better last week than a one-week job assisting another p. a. So now he's calling himself "the share-cropper press agent."

THERE seems to be an alarming current trend toward fancy descriptions of the items that appear on night club menus. The El Chico bill of fare, for example, describes Miraflores Chicken a bit glowingly: "These chickens live their short lives happily in quiet, specially built, sunlit quarters, fed on a diet of rich milk, irradiated grain," etc. . . . Guy Granado, maestro at the Fiesta Di-nocteria, says the reason he became a band leader was because "I was the only one in the band who looked good from the back." . . . The fact that Jack Lenny has deserted vaude in favor of agenting doesn't mean that he's forgotten his former partners, the Statler Twins. He's been plying the girls with as much work as they can handle—which was one of the conditions on which they assented to his breaking up of the act. . . . Kay Thompson has returned to radio after an extended vacation. . . . Why-Showpeople-Go-Crazy Dept.: Henry Gline, now a booker and formerly a member of the Gline, DeQuincy, and Lewis comedy dance trio, recalls the time when the act was canceled out of a 125th Street burly house—and the same week was booked into the Radio City Music Hall by John Murray Anderson.

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 RADIO

CARLOS RAMIREZ—young operatic baritone caught in his first night club appearance at La Martinique, New York. Has a full, colorful, well-trained voice and impressively interprets both operatic selections and American pops. He should register solidly on the air, either on his own short program or in the singing assignment with a longer show.

For VAUDE

VIRGINIA AUSTIN—clever puppet manipulator who works with a family of dolls, varied in size and each made up as a clown. Went big when caught at the Village Barn, New York; and, tho she has not as yet been in vaude, should do just as well in theaters. Original and thoroughly entertaining turn is climaxed with a sock surprise wherein she manipulates a big clown, who, in turn, pulls the strings attached to a smaller puppet.

“Ice-Capades” Weak In N. O.; Commish Claims 4G on Lease

NEW ORLEANS, Sept. 28.—Closing a 21-performance engagement, September 5-25, to a meager attendance of 1,352 paid patrons, Ice-Capades of 1941 drew a total attendance of 31,500 persons at the local Municipal Auditorium. This figure was under the July attendance of the 1940 edition, which grossed \$23,000 in one week. The city tax collection office reported an aggregate ticket sale of approximately \$27,000. On its best night the show drew 2,700 (House capacity is 6,800), on one occasion during a rainstorm it had only 787 paid patrons, and on four nights it drew attendances of over 3,000 each.

Albating that Priour Leary, local manager of the Ice-Capades, owes \$4,070.50 for the lease of the auditorium from August 1 thru September 25, the auditorium commission of New Orleans Thursday (26) obtained a writ of provisional seizure for equipment on the premises. The writ was granted in civil district court following filing of petition by the city attorney. Petition set forth that the commission on July 30 leased to Leary the arena for a rental of \$60 per day from August 1 thru September 4, as a public ice skating rink; \$125 per day during performance of the Ice-Capades, and \$80 for the closing three days.

Conventions Aid To A. C. Season

ATLANTIC CITY, Sept. 28.—There’s still plenty of off-season activity at piereries, with many spots sticking it out in view of the many conventions coming here. Even the amusement piers, Steel and Hamid’s Million Dollar, are holding on as long as weather will allow. Current month has 27 conventions meeting (See CONVENTIONS AID on page 62)

Noble Stays at Palmer House Until January

CHICAGO, Sept. 28.—Contracts were signed Thursday between the Palmer House; Merriell Abbott, producer of Empire Room revues, and Ray Noble, orchestra leader, whereby Noble will remain in the Empire Room until January 8, 1941. Radio commitments make a longer engagement impossible. Stay of six months and four days will set a record for dance bands in the Empire Room. Nearest is Ted Weems, who in 1934 played for 22 weeks. In 1935 the Veloz and Yolanda orchestra, under direction of Shop Fields, played more than seven months, but at that time Fields was not a name band in his own right.

CLINTON HOTEL 10th Street, Below Spruce, PHILADELPHIA, PA. Live in atmosphere of distinction. 7 stories. Complete Hotel Service. Special Theatrical Rates from \$6.50 week; \$1.50 day; \$23.50 month. Few Hskpg. Apts; fur. and unfur.

TAFT HOTEL 208-10 South Eighth St. PHILADELPHIA, PA. Subway Connection to All Sections of the City. DAILY AND WEEKLY RATES. Headquarters for Showfolks at Special Low Rates. Inquire by Mail or Phone.

PHOTOGRAPHIC BLOWUPS! The amusement world's finest hand-color displays for all purposes. Send your photos today for this special. 28x42 inches, \$2.80 STITES PORTRAIT CO. SHELVILLE, INDIANA

Ice Skaters, Attention Want Ice Skaters for traveling Ice Shows, also good Country Teams. Will consider good ice unit. Write FRANK BARTON 402 Holly Ave., ST. PAUL, MINN.

One Big Union Favored by Arnold

NEW YORK, Sept. 28.—In a telephone interview about Screen Actors' Guild's plans for the new year, Edward Arnold, recently elected president, commented on the perennial question of one big union and declared:

"We still have hopes for it. I still believe in it if a workable and practical plan can be found. The Reis report is a good one."

He said, also, that he had not studied the Reis plan as yet, and that SAG's own committee had yet to report on it. He hoped, however, to get to it during his administration.

Arnold was in town for a few days, to appear as guest artist on Kate Smith's broadcast last night. He is scheduled to return to Hollywood today.

New Race Track To Hypo Camden Clubs; All Open for Fall

CAMDEN, N. J., Sept. 28.—With a horse racing track virtually assured for this territory, night clubs are lighting up for the new season with high hopes.

For the first time, the South American influence crops up, Silver Lake Inn at Clementon adding De Carlos and Rosita to teach patrons the conga. Judy Cummins and Jerry Delmar's all-girl band completes the roster.

John Weber, Silver Lake operator who also runs the Hof Brau here, is emphasizing standard acts. Fall show includes Curran Bligh, Claire and Phil Arena, Ada and Her Wonder Dogs, Dixon Brothers, and Danny Dennis.

Joe Deluca's Red Hill Inn, Pennsauken, reopens with the Three Peppers and Strut and Sonny heading the show.

Crescent Log Cabin, Gloucester Heights, reopens with June Eldridge, Marrone and Gallo, Joan Alcott, and Viola Klales' all-girl band.

Miller's 41 Club, Maple Shade, tees off with Babe La Tour, Mickey Dee, Joe Ritchie's ork.

Smart Spot, Haddonfield, starts the season with Harold Farr, Edna Downs, Nadene, and Ming Toys. McLean's 20th Century Log Cabin, Merchantville, is open with Joe Kraft on the bandstand.

Tommy Monahan heads the show at Abe's Browning Lane Inn, Bellmawr.

Louie Mack's Topper Cafe, South Merchantville, tees off with Frances Russell, Teddy Keller, Billy West, and Bobby Johnson.

Week-end shows hold forth until the track gets the horses running at Mary Hubbard Inn, Berlin; Holloway's, near Camden; Charlie Harris' 20 Club here; Totem Ranch, Maple Shade; Fred & Art's Rustle Cabby, Marilton Pike near here; Hotel White Way, Atco, and Rosedale Inn here.

Op Reopens S. F. Tivoli

SAN FRANCISCO, Sept. 28.—Closed for more than three years, the Tivoli Theater re-opens Monday with the premiere of Shran's operetta, The Enchanted Well, produced by the Civic Opera Guild. House was remodeled at a cost of \$40,000. Financial backing is local.

Cast includes a company of 150 and a 30-piece orchestra. Francesca Ludova, of the New York Met, headlines. Prices scaled at 55, 85, \$1.10, and \$1.55. Production arranged by Frederic Carroll. Jim Wharton is house manager and Don McGregor press agent.

WIP's BMI Program

PHILADELPHIA, Sept. 28.—While every local station has been plugging and preaching BMI music to its instrumentalists, orchestras, and singers, WIP is the first station here to build an entire program around the broadcasters' music. New month inaugurates a series of weekly programs titled Broadcast Music Presents, featuring a half hour weekly devoted exclusively to the rendition of BMI popular songs by Joe Frassetto's house band and selected vocalists. WIP program schedule is literally peppered with BMI announcements explaining the meaning of BMI and what it offers the hard listener. In addition, Finley Shurgard, music arranger for the staff ork, has a standing order to fashion 10 new arrangements of latest BMI releases each week.

Chi ET Situash Forebodes Hot CBS, NBS and World Competish

CHICAGO, Sept. 28.—Formal opening of the Chi offices of the Columbia Recording Corporation, October 1, is believed in advertising circles to be a preface to price competition in the e. t. field. Under the management of Gerard D. Ellis, the new office will confine its activities to the recording of radio shows and diskings of the Columbia label in the Windy City. There is no likelihood it will invade the library service field, in which the two other major recording companies, World and NBC Radio Recording Division, are active.

Foundation for the sudden activity of networks in the recording field is general increase in the use of wax both for spot announcements and 15-minute shows, and secondly as a measure of self-preservation against the possibility of being left out of the field entirely, CBS bought Columbia Recording Company in December, 1938. In October, 1939, NBC took over the radio recording division of RCA. Previous to this, NBC had, for the most part, concentrated on the Thesaurus, its station program service. Columbia's intention to open a Chicago division was known the early part of this year. NBC jumped the barrier in July of this year by sending Frank Chizzini here to head the Chicago office and stimulate transcription sales, thus gaining a lead over Columbia. Thereupon Columbia hastened its plans for an early opening in order to get into the running with NBC.

NBC price list is about 10 per cent below that of World Broadcasting Company. Columbia's prices, with small variations, are on a par with NBC's. Conflicting reports are current as to whether World is meeting the competition. Some advertisers indicate a staunch attempt on the part of World to maintain its price, while others infer that certain concessions are made. World is trying to stick to its rates on the basis that its vertical-cut transcriptions are superior to the horizontal-cut recordings of com-

petitors and cover a greater range of sound.

Another factor in the Chi recording situash is the rise of a small independent outfit, Chicago Recording Company, to respectable proportions. With lower rates for pressings, a chunk of Blackett-Sample-Hummert business, and recently acquired finely equipped studios of the defunct Affiliated Broadcasting Company, it is steadily being given more consideration by agency buyers.

Plan To Plug Tunes From "Ice-Capades"

NEW YORK, Sept. 28.—Ice-Capades of 1941, which starts an all-winter tour November 4 in Pittsburgh, will be used in exploitation tie-ups to promote sheet music and record sales of two songs from the revue. Tunes, Somewhere and Yip-i-ay, are being published by Robbins Music Company. Manager of the arena booking the Ice show will court favor of the coin machine operators within his district to plug the recordings of the two songs in the machines simultaneously with run of the revue. In addition, local sheet music dealers will be given special window displays of ice show scenery.

This far, Glenn Miller has recorded Somewhere for Bluebird. Robbins office (See TUNE PLAN on page 16)

Corelli Resignation From AGVA Board Not Accepted

NEW YORK, Sept. 28.—The resignation from the national executive board of the American Guild of Variety Artists, submitted by Alan Corelli, was not accepted.

Corelli, executive secretary of the Theater Authority, whose policies on benefits are now being formulated by performer union committees, among them AGVA, offered his resignation from the AGVA board because of the conflicting nature of the two posts.

Revels Fined \$1,000

NEW YORK, Sept. 28.—William Revel, of Moore and Revel, comedy dance team, and his brother Harry, songwriter, were fined \$500 each by Federal Judge James P. Leamy here Thursday (26) for using passports obtained thru false statements.

The Revels, British subjects, pleaded guilty, but asked mercy on the ground that they had been victimized by passport racketeers. Harry came to this country in 1929 and William in 1932.

New Detroit Aud Manager

DETROIT, Sept. 28.—Lou J. Giffels, for several years manager of Olympia, Detroit's largest auditorium, is leaving October 1 to become manager of the new Municipal Building at Buffalo, a \$5,000,000 structure. Under Giffels' management Olympia has housed such layouts as the Sonja Henie Ice shows, Miller Bros.' 101 Ranch Show, rodeos, roller skating derbies, Morris Gest's The Miracle, etc. Fred Haner, auditor of Olympia for years, will be the new manager.

Movie Censor Job Not for Police, Says Commissioner

CHICAGO, Sept. 28.—Following the rumour over the banning of the picture Pastor Hall and subsequent lifting of the ban, Police Commissioner Allman expressed the opinion that the censorship of motion pictures should no longer be a function of the police department. "The city code, as it now stands, makes the commissioner of police chief censor of the movies," Allman said. "I am not an expert on censoring movies and I don't think the job belongs to the police commissioner."

A proposal has been made in city council that the police board be abolished and replaced by a five-man board appointed by the mayor for a term of four years. No action was taken. Board now is under the direct jurisdiction of the crime prevention bureau, headed by Lieut. Harry Costello. Last year 10 movies were banned in their entirety.

WESTERN UNION TELEGRAPH!—AND TELL THEM WHAT YOU ARE DOING IN A WESTERN UNION OVERNIGHT TELEGRAM. COSTS ONLY 50c FROM COAST TO COAST FOR 25 WORDS. STOCK TICKETS ONE ROLL \$1.50 FIVE ROLLS \$7.00 TEN ROLLS \$12.50 FIFTY ROLLS \$62.50 100 ROLLS \$125.00 ROLLS 2,000 EACH Double Coupons, Double Price. They're Right, We Ship Them Promptly. Prices Are Correct, We Solicit Your Inquiry. TICKETS Of Every Description. THE TOLEDO TICKET COMPANY, TOLEDO, OHIO

NBC-RCA Shopping for Theaters For Large Screen Tele; Some Legit Houses Dickering Now

NEW YORK, Sept. 28.—National Broadcasting Company has been shopping around for legit houses in which to display television, it was learned this week. While neither NBC nor RCA would confirm plans, theater managers said that they had been approached.

One of latest approaches is the New Yorker Theater, 254 W. 54th Street. Joseph O'Gara, realtor handling the house for the Bowery Savings Bank, which owns the property, admitted that he had had offers regarding television. Nothing had been set, however, because theater is currently considering several legit offers. O'Gara indicated that a decision might be made before Wednesday (3).

Rumors were that NBC would charge admission at theaters, but check-up with RCA could not confirm this point. It is known, however, that David Sarnoff, RCA

chief, for a long time has nourished such plans.

Purpose of theater tele would be the idea of promoting tele to the public, via a large size screen, and also displaying to theater people the RCA projection equipment.

Tele execs pointed out that Federal Communications Commission would not object, inasmuch as angle of receiver sales was not involved. "It would be a matter of straight demonstration," one added.

"By Kathleen Norris" a Radio Heaven for Thesps; Plenty \$\$

NEW YORK, Sept. 28.—Juiciest radio program plan to fall to dramatic actors in many a moon is *By Kathleen Norris*, which debuts Monday (30) on both the Columbia Broadcasting System and the National Broadcasting Company. Program is nothing short of a radio actor's heaven, with cast drawing down at least \$250 a week from this show alone, and having plenty of time left for afternoon and evening shows.

Set-up as follows: Program airs four times daily (counting two repeats) four times a week. Actors get about \$75

He'll Never Live It Down

CHICAGO, Sept. 28.—Charles Laughton, who was here to participate in the WGN show *In Chicago Tonight*, recently refused point-blank invitations to eat in well-known restaurants. Said Laughton: "I must have privacy. When I eat out the public is disappointed if I fail to dispose of bones by tossing them over my shoulder."

MBS Adds Four

NEW YORK, Sept. 28.—Mutual Broadcasting System now has a total of 154 stations, having added four in the South. These are WSGN and WJBY, in Birmingham and Gadsden, Ala.; WQF, Newport News, Va., and WDAK, West Point, Ga.

Chicago Agencies Nix AFRA Demands

CHICAGO, Sept. 28.—Fifty Chicago agencies representatives, chairmaned by R. J. Scott, of Schwimmer & Scott, met at the Merchants and Manufacturers' Club yesterday afternoon and agreed upon a resolution denying the announcer principle as declared in AFRA demands of September 4.

Resolution reads: "These agencies are convinced that the imposition of a mandatory per performance fee for the services of a staff announcer on each local program broadcast over WMAQ, WENR, WBBM, and WGN will drastically curtail local commercial broadcasting on these stations to the serious detriment of Chicago advertisers, Chicago agencies, and the local stations."

Agencies further declared they would refuse to agree to abide by the terms of any such contract entered into between the stations involved and AFRA if it included mandatory per performance fees for staff announcers.

Station-Break Plan Is Likely for WOR

NEW YORK, Sept. 28.—WOR, for the first time in its history, will likely sell station-break announcements as regular policy very soon. Clients are already nibbling.

Jean Thomas, station exec, stated the station breaks would be acceptable if copy was good. Dignified, short, and of a type which would not cramp the station's programs. He pointed out that some advertisers felt station breaks fitted their needs.

Switch in WOR's policy after a period of 10 or 12 years is traceable to use of announcements over WOB and three other local 50,000-watt stations beginning in May.

AFRA-WHN Sign Pact

NEW YORK, Sept. 28.—American Federation of Radio Artists yesterday signed a one-year contract for actors, singers, and announcers with WHN. Pact calls for a 40-hour, five-day week, a two-week vacation with pay, and a third week of vacation for those working holidays. AFRA scale and closed shop are included. Herbert L. Pottay signed for the station.

WEVD's First Sports Show

NEW YORK, Sept. 28.—WEVD will air its first sports program October 3, 9:30-9:45 p.m. Program, a sustainer, will be done by George Faulder and GIB Supple.

WEVD stated the innovation meant that station was experimenting in a field it had hitherto left alone, but that no far-reaching policy change was likely.

Alber, Parker Merge

NEW YORK, Sept. 28.—Publicity offices of David O. Alber and Irving Parker have merged, making available to clients a total of over 600 newspapers and magazines. Parker until now has operated the Radio Feature Service, Inc., of California. Alber's firm is Radio News Syndicate.

"Big Town" Scripts Set

NEW YORK, Sept. 28.—Six shows set for *Big Town* return series on CBS, starting October 9, include *The Roswell Diamond*, *Music on Parade*, *The Great American Game*, *Ambulance at Dawn*, *Behind a Garden Wall*, and *We Americans*. Latter is only patriotic theme, stressed in deference to government defense program. Included in buys were scripts by Maxwell Shane, Paul Franklin, Paul Schofield, and Bob Andrews, all freelancers who had successfully peddled scripts to Ruthrauff & Ryan agency last year.

Advertisers, Agencies, Stations

NEW YORK:

LESTER GOTTlieb, publicity chief of Mutual Broadcasting System, left for Chicago to set details of MBS World Series broadcasts. Gottlieb will then trek to Cincinnati for opening game, thence to Cleveland, Detroit, etc. . . . Betty Colclough new radio editor of *The Herald-Tribune*. Former ed Ted Rowe goes into the Sunday feature department. . . . Bruce Dennie is new publicity head of WGN, Chicago. . . . Raymond Gram Swing starting his second year under White Owl sponsorship. . . . *Palmolive's Hilltop House*, now entering its fourth year, has been renewed by Colgate-Palmolive-Peet. Ed Wolfe produces. . . . Hugh Kendall Boice joins the staff of WQXR as vice-president in charge of sales. . . . Ed Fitzgerald, WOR's air columnist, set to teach a course in radio writing at University of Newark. . . . *Woman in White*, Camay soap opera, moving to Columbia net Monday (30). . . . *Flying Hostess*, written by Walling Grooms, debuts Saturday (28) on WWRL. . . . WQXR's *I Know What I Like* debuting Tuesday (1) with Woody Herman guesting. . . . Carl Glick, little theater director, playwright, and author, has taken charge of the Library's Little Theater of the Air Division. . . . Ed East becomes emcee of *Ask-It-Basket* Thursday (3). . . . CBS's *American School of the Air* opens its 12th season October 7. . . . NBC has added WIZE, Springfield, O., as an affiliate. . . . *We, the Abbotts*, debuts October 7 for Best Foods, Inc., over CBS. . . . *Captain Midnight*, aviation serial, replaces *Orphan Annie* on MBS Monday (30) for the Ovaline Company.

Procter & Gamble celebrate the fifth anniversary of sponsorship of *The O'Neills* October 8. Show itself will celebrate its seventh year on the air at the same time. . . . Ed Wolf agency has a new slant on the giveaway type of program which eliminates requirements of listeners having a telephone at home, listening to the program, or even owning a radio. Sale expected next week.

Rennie KHAS Manager

HASTINGS, Neb., Sept. 28.—KHAS, twelfth broadcasting station in Nebraska, which has been a year and a half in the building, breaks into the ether for the first time this evening with a special broadcast. Station is on 250-watt basis, unlimited time, and will be managed by Orville Rennie, former musical comedy singer, vaude emcee, and featured player in Warner Brothers' early talkies.

PHILADELPHIA:

D. J. A. MEYERS comes to WIBG this week for a daily series as the "Unseen Adviser," a la the net's *Good-Will Hour*. . . . Edward Roecker, off the air since the *Pick and Pat* shows, returns his singing to the networks next month, going back to New York for a CBS series starting November 15, accompanied by Ray Block's orchestra. . . . John Zelnick and Florence Perry, coming from Young & Rubicam and McFadden Publications, respectively, join Ward-Wheelock agency here. . . . Mutual's Maury Anderson goes nitery emcee at the local Club Ball. . . . And Sally Rand, who opens at the same spot October 9, will "tell all" the day previous to the Poor Richard Club, local ad agency org. . . . Kathryn Conlin added to WIP's secretarial staff, replacing Agnes McCarthy. Winnie Groux is the station's new receptionist. . . . James P. Begley, KYW program manager, returning Hesse Howard's news comments, Leonard McClain's organ music, and Deborah Adams' garden talks to the station's roster. . . . Earl A. Buckley Organization elected to membership in Transamerica Advertising Agency Network. . . . Daily News sponsoring Zingo, audience participation contest on WIP.

HOLLYWOOD:

WHEN *Big Town* resumes on October 9 it will carry 10 stations, according to Ruthrauff & Ryan, a considerable increase over last year. Seventy-one stations in the U. S. and 33 in Canada will carry the Lever Brothers' show. . . . Dr. Curtis H. Springer gets bank-rolled over KHL by Best Foods, Inc., for 52 weeks. . . . Ken Davis heads for Tacoma for station confabs relative to Keystone Broadcasting System. . . . Television programs at WEXAO have been suspended for 90 days, due to installation of new equipment. New series of shows being dreamed up for reopening of station this winter. . . . Walter Parrar, formerly of MCA, has joined the new publicity firm of McDevitt & Lawson.

MBS "Series" Aairs On Largest Single Radio Net Hook-Up

NEW YORK, Sept. 28.—Mutual Broadcasting System's airing of the World Series for the Gillette Razor Company will go over the largest single network hook-up in the history of radio—253 stations in the United States, Canada, and Hawaii. In addition, games will be heard over short-wave stations WRUB, Boston, and WGIO, and WGEA, Boston short-waver will carry games to Europe and South Africa, with WGIO and WGEA bearing Spanish translations to Central and South America.

Announcers set are Red Barber and Bob Elson, with Mel Allen slated to do between-inning color stuff. Gillette company listened to 25 records of sportscasters before deciding on the trio.

Gillette paid baseball \$100,000 for the right to broadcast, and MBS has had the series for 1939 and this year. Mutual has also taken an option on the 1941 rights.

First game aired October 2 from Cincinnati.

AFRA in Stew Over Bylaw Amendment

HOLLYWOOD, Sept. 28.—Battle over bylaw amendment threw local American Federation of Radio Artists meeting into turmoil this week. Amendment which drew fire was plan to limit candidates for offices to members who had served on board of directors. Claim was that the nominating committee had named several candidates for each office instead of one, contrary to national board ruling. Those opposed to amendment claimed it would seriously limit the choice of membership, but those in favor were of the opinion that it was the only feasible manner in which officeholders familiar with radio problems could be obtained.

Battle now going on is for proxy spot and rests between Ken Carpenter, who has backing of Edward Arnold and other top-flight ether personalities, and Knox Manning, who is sponsored by group interested in placing write-in candidate in office.

Boake Carter Deal Hot

PHILADELPHIA, Sept. 28.—Deal is at the signing stage for Boake Carter, local ace of the pre-war commentators, to return to the air next month. Carter has already made preparations to shift his residence to New York, where he will originate a network news spot. A commercial air line is said to be sponsoring, with CBS the network.

Carroll Back on Kraft

NEW YORK, Sept. 28.—Carroll Carroll, scripter for the Kraft Music Hall, leaves for the Coast Tuesday (1) to resume shortly as program's regular writer. Carroll has been off for a couple of months, owing to illness. His spot was filled first by Dick Mack and later by Joe Bigelow, J. Walter Thompson writers.

WHBL's Radio Stage Show

SHEBOGAN, Wis., Sept. 28.—Station WHBL is presenting a radio jamboree each Wednesday night at Turner Hall here from 8 to 9 p.m. The broadcast is followed by dancing to Chris Ehler's orchestra. The radio show features the Smoky Mountain Rubes, Little June, and Ginny Grant, and is emceed by Dick Conrad, with Clair Stone assisting. Admission is 35 cents for men, 20 cents for ladies. Children under 12 accompanied by parents are free.

McNeill Turns Fog Fighter

CHICAGO, Sept. 28.—Don McNeill, emcee of the NBC *Breakfast Club*, proposed one morning that, in line with giving the best service to his listeners, he would blow away whatever local fog might exist across the country. Whereupon a resounding "pffoo!" was heard from Coast to Coast.

Payoff was the long-distance telephone calls, telegrams, cards, and letters, declaring that McNeill's mighty whoosh had done the trick; storm clouds had disappeared.

Radio Talent

New York By JERRY LESSER

Paine Outlines Radio Struggle To Maestri; Charges Monopoly

(Continued from page 3)

casters, and Sidney Kaye, CBS attorney and BMI exec, with making "ridiculous charges and telling fairy stories regarding income ASCAP might expect from the new contract. It has been charged the new deal would mean a take of between \$5,000,000 and \$9,000,000. ASCAP claims that, figuring on business of 1941 remaining the same as 1940, Society bookkeepers can figure no such tremendous increase over the 1939 take of \$4,300,000. Increase of \$1,000,000 is estimated as more accurate.

Paine closed with a prediction that contracts would be signed, that possibly BMI would apply for ASCAP membership (laughs), that perhaps they would be accepted, and all would be happy.

Maestri Talk

Raising the angle of drafting resolution asking Petrillo to intercede, Goldmark (Mitchell Ayres' ork) stated, "We should tell Petrillo we will not invest in songs until we know this is not a bluff." Goldmark further pleaded for maestri solidarity, union aid, and a threat to cease all broadcasts until leaders know what's what in regard to libraries.

Benny Goodman

Benny Goodman, who had previously said, "What's the difference, we'll play any kind of music," opined that the fracas "meant nothing to band leaders." He stated he believed he had a right to play any kind of music, ASCAP or BMI, after January 1. Faced with dissenting opinion, Goodman queried whether he could "write a tune and play it." Further opined that real problem currently affecting maestri was not ASCAP, but problem of getting paid for radio's use of recorded music. He differed with other maestri, stating that leaders were "not in the middle yet, and would be oked if they remained aside from the fight. If BMI puts pressure on us, we can fight them somehow." Goldmark answered, "Not individually."

ASCAP Confidence

Claiming that "radio's real leaders—are intelligent," Paine confidently predicted that, come January 1, 1940, stations would all sign ASCAP contracts and that band leaders would have nothing to worry about. "The country," he added, "is not interested in Public Domain Music."

Advice to Maestri

Warning the leaders not to take sides, but to follow their "artistic destiny," Paine nevertheless made the maestri realize that their reputations and box-office value might be seriously damaged in the event they were forced to play bad music. "That's your problem, don't take sides, but think of protecting your investment and reputation," added Paine. He estimated that value of libraries of maestri around the table amounted to \$10,000,000, and figured that 80 per cent of the music was ASCAP's. "The BMI is asking you to throw it out," he said.

Radio Fairy Tales

Returning again to ASCAP-radio contract, Paine charged Neville Miller, chief of the National Association of Broad-

casters, didn't have the stuff without the punch of Professor Kallenmeyer's accent. . . . PERCY HEMUS is starting his eight year as the Old Wrangler on the Tom Mix show. . . . HAL TATE is back with his Mopie Tattler program, this time on WAAP. . . . Two newcomers to Chi radio, MARY VIRGINIA LEE and NELSON OLMSTED, booked parts, Mary on Scotty Good's series, Nelson on Arnold Grimm's Daughter. . . . The latter show has a new lead, LUISE BARCLAY in the role of Connie Tremaine. . . . VIRGINIA PAYNE has been added to the First Nighter line-up. . . . AFRA office is in the throes of preparations for its third annual affair known as Afro-Antics, to be held November 28. . . . EDITH HENDRICK, WBEM-CBS staff vocalist, has signed up as permanent warbler with RAY NOBLE. . . . FRANK PAPP sent out a call for young British refugees to audition a role on Bud Barton. Of the six who were to have tried out, only two appeared, and the survivor was HUGH MUIR, 14, an Evanston guest, who left his parents at home, 30 miles from Scotland.

Duchin Wants to Know

Eddy Duchin asked Paine, "Have radio stations, as stations, the right to tell us what to play on the radio?" Query was referred to ASCAP Attorney Herman Finkelstein, who answered that the Federal Communications Commission license to station specifies that station must not participate in monopolistic practices. The real question, said Finkelstein, is whether the radio interests are exercising a monopoly in keeping orks off the air. He amplified by stating the FCC had already made a monopoly report on radio, that the situation was far from a dead issue, and that networks have the power, as allegedly shown in FCC report, to keep affiliates and indie in line, and that the fight is between the networks and the Society rather than between radio and the Society.

At this juncture, Benny Goodman again stated, "We can't take sides. Leaders and the AFM should get together." Duchin agreed with Goodman, stating "Let's wait for BMI." In private talk it was indicated that the maestri were preparing a choice set of questions to fire at the BMI leaders. Duchin indicated this.

Following mutters of "intimidation" regarding network pressure for BMI tunes, another leader stated, "We gotta fight this thru the AFM." Chair brought out point that execs of AFM had been invited, but could not attend owing to a board meeting.

James C. Petrillo, queried this week about the possibility of his attempting to settle the ASCAP-BMI feud, stated that situation was same as when he had last talked to *The Billboard*. This is (1) Petrillo is willing and anxious to be a mediator. (2) Thus far, neither ASCAP, BMI, nor other radio interests have called upon him to do so. (3) He realizes maestri have a definite stake in quarrel. (4) He wishes to make a complete study of demands and allegations before embarking on course of action.

RUDY VALLEN threw a party after the show last week at Manny Wolf's Chop House in honor of Manny's 50th birthday. RUDY brought the cast along and they did the air show for the patrons. It was terrific. Among the guests were IONELL STANDER, DAVID RUBINOFF, CHARLIE CANTOR, TEMPLETON FOX, ED GARDNER, SHIRLEY BOOTH, ABE BURROUGHS, KEENAN WYNN, JOAN EDWARDS, ARMAND DEUTSCH, EDGAR and MRS. FAIRCHILD, ELIOT DANIEL, HENRI DEGAJNE, and AL BERNIE. Incidentally, JOAN EDWARDS joins the cast of the ice show opening at the Center Theater. . . . CARL FRANK and BARBARA WEEKS are the parents of a baby daughter. . . . And OSCAR TURNER, of NBC's transcription department, is the father of a boy. . . . Glad to see BILL ADAMS and JOHN WHEELER up and around again. . . . EDDIE WRAGGE, moving radio actor who played the role of Walter Averill in the film, *Sampers We Watch*, is being sought by several of the major studios. His sister, BETTY, who appears on *Pepper Young's Family*, has joined the cast of *The Aldrich Family*.

Misc, which starts on the NBC-Blue October 7. . . . WILLIE HOWARD, comedian on the KATE SMITH show, declares he likes radio more than he expected. "On the stage," he explains, "you wait for laughs. If they don't come you feel awful. On the air you don't have to wait. If there are no laughs, you never know it until your option comes up." . . . Among the artists added to *Stepmother* in support of JANET LOGAN are PEG HILLIAS, ART KOHL, STUART MCINTOCH, and JOE ROBERTS.

TED De CORSIA, who was married last March, will be a father for the first time in January. . . . CHARLOTTE ADAMS, food page editor of PM, will guest on *Fun In Print* next week. . . . I'm looking forward to TOM POWERS' new commercial program. . . . BILL WRIGHT, on AL PEARCE's show, is WILLIAM WRIGHT in private life and WILL WRIGHT on the screen. . . . Screen star PAY BANTER is the star in a half-hour series currently hot for sponsorship. . . . Did you know that FRED ALLEN is America's No. 1 Puncturer of Ponderous Pretense? Sounds mighty impressive.

Do careers in radio mix with marriage? Well, ADELAIDE KLEIN, Agatha Meek on *Meet Mr. Meek*, has no trouble fitting her radio career to her marital life with a partner not in the broadcasting business. ADELAIDE'S husband is a lawyer, so naturally her career interests him. He draws up all her contracts. ILKA CHASE says her career doesn't interfere either. ILKA'S husband is a talent booker of a large radio advertising agency—in fact, he's the fellow who sold her on the program. MARJORIE ANDERSON, of *The Shadow* series, commutes by train from her home in Philadelphia. She says, "My three-year-old daughter is safe in the hands of a trained nurse, so I don't have to worry about her. My husband is supervising a construction project at Annapolis, so he isn't home anyway. Radio keeps me busy and provides me with pin money." FRED ALLEN and PORTLAND HOPPA think radio careers and marriage mix like gin and ginger ale. Why shouldn't they? They're both in the same business on the same program. TOM DORSEY, whose new program takes him on a nationwide tour, is another radio biggie with a career and happy marriage. . . . Shuberts have signed Mary Small for the *Follies* which is scheduled to go into rehearsal in November.

ANYONE with an affinity for elephants and \$1,500 should contact ED HERLIHY, NBC announcer. Ed's reorganizing his animal farm in Connecticut, and "Yassco," a matronly 45 weighing 5,000 pounds, is "At Liberty." Republican take note. . . . Friends of ALAN BUNCE, leading man of CBS's *Young Dr. Malone*, call his Stamford home "Bedside Manor." . . . Whiskey was the cause of four of the staff announcers at WINS being absent from the studios on Friday, September 20, but it's not what you think. They were not imbibing; they were selling. The four, DAVID STONE, TED WEBBE, BILL HARDING, and JACK NEOLYE, were making a slide film for Calvert's Whiskey. . . . BERNARD D. BELL, managing editor of National Features Syndicate, surprised radio row by announcing his engagement to CEL L. WOLFSON, a non-go. . . . The O'Neills move from NBC to CBS October 21. . . . JAY JOSTYN marks the beginning of his second year as the D. A. on Mr. District Attorney Wednesday, October 2. . . . KENNY BAKER will live in Connecticut for the duration of his contract on the Texaco show. . . . PAUL STUART, actor and director of *Short, Short Story*, will take a two-week leave of absence to do a role in ORSON WELLES' picture. . . . JACKIE KELK, of *Aldrich Family*, has won another 'teen age role in *Mother o'*

Chicago By NORMAN MODELL

KATE SMITH is here this week to interview stars of the Knute Rockne pic premiering in South Bend. . . . The modeling DEZURIK SISTERS will leave WLS soon to play their part in the new Republic film, *Barnyard Follies*. . . . DON PEDRO and Uncle Walter's *Doghouse* were set for the Oriental Theater, October 4 and 11, respectively, by SIDNEY P. MORSE. . . . William Morris Office has set a deal for JERRY MANN to guest on the *Alka-Seltzer Barn Dance*, first appearance being October 5. . . . DON NORMAN is the new emcee on WAAF's *Mystical Ballroom*. . . . DOROTHY GREGORY has taken over PATTY DUNLAP's chore of Jill on *Kitty Keene*. Patty had to drop it when her role on *Bachelor's Children* conflicted. . . .

ALICE GOODKIN is all steamed up over receiving the only gal part in *It's Happening* in Chicago. . . . OWEN VINSON had a difficult time keeping his mind on the revised casting of *Women in White*, what with his wife, PAULINE HOPKINS, proudly mothering her week-old daughter. Castings were made tho. ARTHUR JACOBSON taking over KARL WEBER's role as Dr. Kirk Harding; BOB GRIFPIN as Crandall Boone, EDDIE FIRESTONE imported from the Pacific Coast to play Timothy Barnes, FORREST LEWIS as Matt Mitchell, PHIL LORD as Dr. Pettijohn, and JUDITH LOWRY as Granny Barnes.

RATHER ironic that JOHN FOSTER had to come from New York to get the role of Clint on *Lone Journey*, only to have the show switched from Chi to the city of his origin. . . . HARRY LAWRENCE has cut an audition record of a strip show called *Granny Gray*. BRUCE KAMMAN, who produced it, won't have *Kindergarten Kupers* shortly, NBC having found, evidently, that the show

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Radio Acting Most Difficult, Says Vet Radio Actor; Urges Stock Company Training Plan

By JAY JOSTYN

OF THE three major entertainment media, radio, stage, and screen, acting for radio is by far the most difficult. By the very limitations of radio, by the fact that an actor is just a disembodied voice, he is confronted by problems strange to screen or stage actors. I know. I have also been on the stage, and under its most trying conditions. For eight years I played stock in every sort of theater, handicapped by a worful lack of facilities. Acting under these conditions doesn't hold a candle to radio acting.

Consider the stage or screen actor. He is given his script weeks in advance of production, takes it home and thoroughly studies the character. Plenty of rehearsal time gives him an opportunity to develop that character. All physical aids are on his side. He gets the "feel" of the play. Then he gets into character with the help of costume and make-up. By the time the curtain goes up, the actor is (or should be) that character in person.

The radio actor has to do without these physical aids. He is a disembodied voice. His only medium is his voice. Into it he must put everything and convey the entire character. He must work doubly hard to create the illusion ordinarily supplied the audience by physical things. And he must do it through his voice, which is his only selling point.

Interpretation Important

Interpretation thus becomes the first consideration of the radio actor. The director lends a hand, but it is the actor's conception of a character that is expressed in the way he reads the lines. In serials, that interpretation must be fixed, steady so that listeners won't be meeting a slightly different character at each episode.

Last year I did 36 shows in one week. Many of these were serials, so it was a matter of stepping into roles with which I was familiar. But the bulk were new and required familiarizing myself with the characters I was to portray. I can't imagine stepping into a part without this process.

Radio acting is more than merely reading lines, for untrained ear will immediately spot the actor who is just reading lines and the one who is really acting while he is reading. Without going into a discussion of what constitutes "acting," the radio actor, just as his colleagues of stage and screen, must possess that inner propulsion clearly felt by audiences.

One of the most frequently asked questions thrown at me by people who have attended a script show broadcast is, "Why do you put on facial expression, since listeners do not see you?" I have found this one of the greatest aids to the radio actor. It takes the place of make-up, which helps the actor visualize the character he is portraying. In *Frank Klabber*, an unimpressed old blancher. One day a photographer took some candid shots during dress rehearsal. One shot in particular showed me with my face all screwed up. It indicated that my face had taken on the characteristics of what I conceived Klabber's face to look like.

Looking Like the Character

I never was photographed in the role of Jackie, the jovial miner in *Our Gal Sunday*, but I always feel my face light up and lift up and my cheeks puff out good-naturedly when I become Jackie.

Virtue Rewarded

NEW YORK, Sept. 28.—John Moore, Australian-English actor, owes his radio success to a drink of water.

Actor had been making the usual rounds of agencies with the usual lack of luck and decided to call it quits and go home. Waiting for the elevator in the RKO building, he spotted a water cooler in the Ed Wolf office. Wolf's associate, Jack Rubin, heard Moore ask the telephone operator for permission to take a drink of water. The English accent was just the thing Rubin had been looking for to fill the part of an RAB pilot in *The O'Neills*. That was five years ago. Moore got the job and has been on the up ever since.

For good measure I drop my voice to a low pitch and make it drawl.

Here is a special problem for the radio actor, incidentally. Re-creating famous personages on the air is a difficult assignment. The individual interpretation is very important, more so, since listeners are familiar with the character being portrayed. Raymond Massey did a superb characterization of Abe Lincoln on the air. Before Massey went on the air, however, he had steeped himself in Lincoln thru stage performances of Abe Lincoln in Illinois. He wasn't reading lines into a mike. He was interpreting Lincoln.

The relation between radio actor and script writer is a close one. Too often the script writer receives little, if any, credit, tho a performance has been rated excellent. As an actor, I realize only too well how much credit should be given the good script writer, of whom radio could never have too many. I know that no amount of inspired acting can transform a poor script into a good one.

Memorizing Scripts

Some experiments were recently conducted to determine what might be gained if actors memorized their scripts. It would be interesting to know why the experiments were dropped. Obviously the needs of radio are such that memorizing scripts is virtually an impossibility. Think of my task if I had memorized the scripts for those 36 shows I did in one week!

Aside from this, I would prefer to memorize a script. I believe that a better performance would result, since the actor would give his entire attention to acting. Television may yet upset script reading.

There is still another problem that confronts the radio character actor—dialect. It is mandatory, but limited to regional dialects—the Southern accent, the New England twang, the Middle West nasality, the Tenth Avenue toughie, and so on.

There are some radio actors who specialize in dialects. They are called in for bits now and then and you can get most any dialect around—Welsh, Japanese, Malay, Mohammedan, chanting, Polynesian, Hindi, Slavish, Cockney English, Yorkshire English, Lancashire English.

I know an actor who has a natural Irish brogue. Yet he can do a very good Yiddish or Chinese dialect. Most actors, however, can do the regional dialects and let it go at that.

Audiences at regular dramatic shows haven't proved very successful, and I believe they are out of place. I refer to audiences in the same studio with the cast. Audiences seated under glass—in an observation studio—are on the contrary all right. Even the best behaved audience becomes confused by the fast-happening events on the studio stage: applaud, murmur, or produce other noises at the wrong time, all of which is a distraction to the listening audience. Nevertheless, a live audience stimulates me. The contact acts as a sort of challenge and arouses me to a better performance. There should be some way of reconciling the advantages and disadvantages of a studio audience at a script show.

A theatrical background still remains the best asset to any radio actor. I have never regretted spending eight years in stock before coming to radio.

If I were asked to suggest some training plan for radio's future actors and actresses, I'd propose a stock company, its members being required to do at least two seasons of intensive touring in a repertoire of plays leaning heavily on Shakespeare.

The field for radio actors is still wide open. Despite the ever-recurring forebodings of the more sophisticated, script shows remain widely popular among listeners and, therefore, among agency men and sponsors. There will always be that demand for radio actors and actresses, particularly those with stage experience.

Jack Neil KRIC Manager

BEAUMONT, Tex., Sept. 28.—Jack Neil assumed duties as manager of radio station KRIC here this week. Neil, former manager of KPAC, Fort Arthur, held similar positions with KOMA, Tulsa; KCMO, Kansas City, Mo., and other Southwestern stations.

Program Reviews

EDST Unless Otherwise Indicated

"Back Where I Come From"

Reviewed Monday, 10:30-10:45 p.m. Style—American Folklore. Station—Sustaining over WABC (New York, CBS network).

Back Where I Come From, one of the better *Forecasts* presented the past summer by CBS, has been trimmed to 15 minutes and is now presented thrice weekly as a sustainer. Tho lacking some of the names of the summer *Forecast*, including emcee Clifton Fadiman and the Luther-Layman singers, program still clicks as authentic Americana and impresses as a definitely salable item.

Program idea is to present on each show some phase of American life. On debut Monday the subject was "courtship" and the singing and general presentation had an old-time ballad flavor. Warblers were the Golden Gate Quartet of Cafe Society, including baritone and narrator Willie Johnson, tenors Henry Owen and Clyde Riddick, and basso Arlandus Wilson. Woody Guthrie and Burl Ives, authorities on folklore and American music, and Margaret Johnson and Bella Allen rounded out the cast.

As in the preview *Forecast*, show was written by Nicholas Ray, with research by Allen Lomax. Ackerman.

"Knickerbocker Playhouse"

Reviewed Saturday, 7-7:30 p.m., CDST. Style—Drama. Sponsor—Procter & Gamble for Drene. Agency—H. W. Kastor & Sons. Station—WMAQ (Chicago, NBC-Red network).

The threat is that future plays will be like the premiere, a visitation of nauseating hokum fabricated in the *First Nighter* vein. The fact that the play is not broken up into three acts does not eliminate the stigma of *First Nighter* formula—unreal situations, bloodless characters, and the light-romance plot, which, for some reason, has succeeded in flourishing nowhere so well as in radio—not even in the love pulps.

The story, written by Paul Franklin, concerns a newspaper publisher's son, ambitious to be a writer, who falls in love with a country girl come to make her way in the big city. He hires her as his secretary after the stars in her eyes inspire the finish of his book, and in order to do so works 18 hours a day in a lunch room. The girl goes back to her small-town sultor upon discovering that her hero has led to her about his real name. He wins her again by finding a publisher for his book, buying the local newspaper, and printing a story that the girl had jilted the small-town sultor. Lesley Woods and Lester Damon, who played the leads, made the best of bad material.

Conclusions: (1) P&G wants Italian Balm customers to buy Drene despite the fact that commercials attempted to appeal to the male audience. (2) Advertising men still reason: If a show sells product, show must be good. They avoid the corollary: If a show has an audience, it may be because it is the least of possible evils. Modell.

"Radio Magic"

Reviewed Monday, 7:15-7:30 p.m. Style—Scientific. Sustaining on WJZ (New York).

Veteran NBC show, produced by Dr. Orestes Caldwell, who also acts as narrator. It is scientific in nature but conducted in the language of the layman. Idea is to introduce a new scientific idea every week, particularly if it has any relationship to radio, and to explain to the listeners how it came about, how it can be used, etc. While boasting little entertainment value, it is generally informative.

As a rule, Dr. Caldwell brings to the mike the inventor of the idea or anyone closely familiar with it and brings out its essential points via the question and answer method. At this hearing main topic of discussion was the Solovox, a new Hammond instrument introduced in July.

Harry Campbell played the instrument, illustrating its possibilities in the home or with a band. As explained, the Solovox is an adjunct to the piano and furnishes musical effects ranging from

sounds simulating brasses to the high tones of the flute.

Explanations were rather brief and it is doubtful whether the average listener secured a concrete idea of the instrument after listening in. Honigberg.

Bob Hope

Reviewed Tuesday, 10-10:30 p.m. Style—Variety. Sponsor—Pepsodent Company. Agency—Lord & Thomas. Station—WEAF (NBC-Red network, New York).

Jerry Colonna, in a single, well-delivered line, provided the only decisive comedy on the debut of Bob Hope's return to the air. Whatever else the funny man said before and after amounted to a so-so brand of gagging which stirred not. Hope himself was anti-climactic after his guest appearance on the *Luz Theater* the week before. In all probability tho, the Great Hope will become the people's hope again, err many more of his programs are aired.

Hope again surrounded himself (besides Colonna) Cobina and Brenda, Skinny Ennis, and the Six Hits and a Miss. In addition, Gloria Jean proved that she need never worry about ad libbing, if her singing maintains a regular pace of improvement. She should have been given at least one other song.

Resuming the song-sketch as a closing comedy phrase, Hope offered *Let's Have a Party*, which dropped a notch below even the run-of-the-mill standard. Cobina and Brenda chattered, but not so brightly.

The musical holdovers and announcer Bill Goodwin were okay, bearing no scars of a summer lapse. The commercial was well written and delivered. The show will be more hopeful when Hope is revived. Weiss.

"Good News"

Reviewed Thursday, 8-8:30 p.m. Style—Variety. Sponsor—General Goods Corporation. Agency—Benton & Bowles, Inc. Station—WEAF (NBC-Red network, New York).

Good News still packs its time with entertainment built around Fannie Brice's brassy Snooks and Hanley Stafford's harassed Daddy. The other components of the half hour provide upright supporters, with Mary Martin revealing an amazing improvement as a singer, Meredith Willson edging in with a bit of comedy to supplement his orchestral chores, and Dick Powell carrying on as master of ceremonies and duet vocalist with Miss Martin. Team is entirely pleasant and easy to take. Maxwell coffee received tempting plugs.

Snooks and Daddy haven't changed. One would hardly want them to. They are highly dependable for ammonium up the laugh wrinkles. The Powell-Martin duet, a gay offering, was titled *Ferryboat Serenade* and a dash of *Bear Barrel Polka*. Later Martin soloed *Only Forever*, and Powell handled *He's My Uncle Alone*. Styles are good for both performers. And the half hour was good for the listening audience. Weiss.

"Winsome"

Reviewed Thursday, 8:30-9 p.m., CST. Title and quiz game. Sponsored by the IGA stores. Station—WTMJ (Milwaukee).

This is a take-off in the National Tea Company's *Cartoon-O*, except that listeners are required to answer questions in addition to naming musical titles.

For winners there are weekly prizes totaling \$40, 40 or more bags of groceries, and 60 jars of coffee. Answers are to be filled in on cards secured from IGA stores, and emphasis is on the announcement that "you don't have to compete with people all over the United States, but just in Wisconsin."

Sample of the type of questions asked is, "Name the largest lake in the United States which has no fish in it." Program reviewed ended with a dramatic mystery scene replete with horrifying sound effects, for which listeners were required to select a title.

Bob Holes is emcee of the program and Don Stanley announcer.

Brunner.

Philly a Barren Field for Names; DuPree Retiring

PHILADELPHIA, Sept. 28.—Prospects for traveling name bands for the local ballroom and dance promotion field are practically nil in this territory. Except for the appearance of Glenn Miller at Convention Hall Saturday (5) for the Philadelphia-La Scala Opera Company's dance promotion, local steppers will have to be content to hoof to the tunes of local and territorial faves on the ever-declining number of polished floors available.

Season will find little activity locally on the part of Reese DuPree, vet race promoter here and one of the first dance promoters in the country. It was only thru his efforts that the septa names had dance bookings here, but, heeding the advice of physicians, DuPree is going to take it easy. After he completes his coming tour with Count Basie, Jimmy Lunceford, Fats Waller, Benny Carter, and Horace Henderson, one-nighting the bands deep into the South until the middle of next March, DuPree will retire from active operation and take the much-needed rest the doctors ordered long ago. Before the farewell jaunt is over, however, DuPree hopes to break in an assistant to carry on.

Few Dancers Left

Availability of names for other outside promotions here will be further hampered this season by the return of vaude to the Earle Theater, house figured on using the bands heavily again, and protection clauses precluding the possibility of the bands playing dance dates in the territory.

Scant half dozen or so remain of the more than two dozen ballrooms that once blossomed in town. Except for Wagner's, where Lew Groux is taking in his umpteenth consecutive year, stands are mostly one or two nights a week, with ops plenty satisfied to meet the nut with local and territorial combos. La Casa unshuttered this week with the Las Vegas Orchestra back for Friday and Saturday dancing; The Oakes gets into swing again with Herby Woods on Friday and Joe Prasetto on Saturday, using different bands on those dance nights; Fred Wrigley starts the Saturday night sessions at Polonia Hall; and local house crews hold forth at Lyons Ballroom and Bombay Gardens.

Nat Shilkret Music Co. Sued for 19Gs

NEW YORK, Sept. 28.—Nat Shilkret Music Company was sued for \$10,000 last week by Gene McCann, who claims this sum is due him for legal work in establishing the company and organizing a \$100,000 stock issue in behalf of Shilkret's publishing house.

Arthur Shilkret, speaking for his father, said that McCann was affiliated with the company to handle financing deals, and when the outfit wanted to expand McCann said he could raise the necessary capital. None was forthcoming, however, he said, in describing the action as "a nuisance suit."

Suit was filed in New York State Supreme Court September 17.

Herman Returns to New Yorker in Jan.

NEW YORK, Sept. 28.—Woody Herman is going back into the Ice Terrace of the Hotel New Yorker here in January, the first band in the history of the room to get a return engagement so soon after the preceding stand. Herman is current in the spot, winding up a run that started August 8 on October 10, at which time Abe Lyman comes into the room.

The Herman band is credited by the hotel with some of the greatest business this room has ever done. In actual percentages, Herman has drawn business almost 30 per cent over the corresponding time last year, and 34 per cent more than the same period in 1938. Most unusual angle of the biz attracted by the ark is the young crowd found in the room at supper, a rarity for this spot.

Herman has 10 weeks of heaters lined up after he closes here, taking him up to the time planned for his repeat.

Union Politics?

On this page is a story about the Middletown (N. Y.) Musicians' Local filing charges with the American Federation of Musicians against Jack Rosenberg, president of New York Local 802.

Read the story. It is a good example of the sort of thing that has disillusioned so many people with unionism and union leaders.

Today, when we are facing world-shaking crises, when we are trying so hard to keep up the democratic idea, and when we are struggling with appalling labor problems, one musician's local seems to have the time and energy to harass another local's leader. The charges of the Middletown local are essentially minor but, even if they were true, why were not they filed when the incident occurred?

Filing of the charges coincides with the Local 802 election campaign now under way. Is it necessary to say anything else?

Sacks Head Man on Columbia, Okeh Pop Label Talent, Tunes

NEW YORK, Sept. 28.—Manis Sacks, who resigned last week as Music Corporation of America executive in charge of recording activities of MCA bands, Monday (30) takes over his new post with Columbia Recording Corporation.

Sacks will be in full charge of the entire popular record output of CRC, which takes in the Columbia 50-cent label and the Okeh 35-centers. Joe Higgins, previously in charge of selection of talent and material for the two labels in the pop field, will not be displaced, but will work under Sacks' supervision.

Sacks will not be concerned with either the classical or the hillbilly branches of the waxworks, but the complete handling of pop product will be his responsibility. His switch over to Columbia terminated a five-year association with MCA, during which he not only was in charge of the office's band recording activities, but did location booking as well.

WOV, New York, Getting Into Dance Remote Field

NEW YORK, Sept. 28.—WOV has obtained its first dance remotes in a campaign to build up English clientele in the evenings. Up to 6 p.m. station remains Italian language outlet. Deals cover Sunday night outlets from El Morocco, awank society club, and Friday nights from Club Cuba, new in the night club ranks, from 11:30 p.m. to midnight. Station is dickering for similar handling of Radio Franks spot.

Bands thus gaining air time include Jack Towne at El Morocco and Machito and Eliseo Grenet at the Club Cuba.

Carlson Building New Ork

MILWAUKEE, Sept. 28.—Bill Carlson, whose ork broke up recently in Denver, is back here auditioning musicians for a new aggregation. Three of the former ork's members—Joe Potzner, Otto Scharf, and Steve Kozera—have joined Lee Roth's band at the Riverside Theater here.

Middlet'n Local Files Charge With AFM Against 802 Prexy

NEW YORK, Sept. 28.—Jack Rosenberg, president of Local 802, AFM, the largest local in the Federation, this week drew the fire of the Middletown (N. Y.) Local 809, whose secretary, Henry Joseph, filed charges with James C. Petrillo against Rosenberg. "for conduct unbecoming an official of the American Federation of Musicians."

Rosenberg immediately labeled his accusers a "lot of cheap politicians who are stepping in the mud to blacken me during an election year." Local 802 elections are due to be held in December for all officers and the executive board.

Joseph told *The Billboard* that the charges were filed with the executive board of the AFM last Wednesday (25), after a unanimous vote by the membership of his local that Rosenberg had broken down the prestige of the Middletown chapter by staying at a hotel which employed non-union musicians, during the summer of 1939.

Joseph's claim was that Rosenberg's wife and children stopped at the Overlook House, Kiamasha Lake, N. Y., and that Rosenberg himself spent week-ends there, after his (Joseph's) repeated pleadings that the hotel employed non-union musicians to whom it paid \$4 a week plus room and board. According to Joseph, Rosenberg would not move. According to Rosenberg, "The charges are absolutely untrue."

Joseph's story was that in June, 1939, Rosenberg selected this hotel as the spot for his family to spend the summer, and that he warned him (Rosenberg) that the Overlook was unfair to musicians and to stay elsewhere, but Rosenberg refused. Joseph said that he sent a letter of protest to Rosenberg and to the AFM, but both were ignored.

Joseph also stated that he had sent a letter to all of the delegates to the last convention of the American Federation of Musicians, and because of the incident wouldn't vote for Rosenberg for membership on the International Executive Board. On September 8, Joseph said, his local authorized him to file

charges, which he did personally, filing them with Petrillo.

Rosenberg said that he knew all about the charges, and that they were attempting to smear him because Joseph, also a member of 802, wanted a job in the New York local and couldn't get it.

Answering Joseph's charges about the Overlook, Rosenberg said that his wife took a cottage near the Overlook but never stopped there. "My opposition inspired this," said Rosenberg. "It's a political gag they're trying to work in an attempt to lull me in this election. Otherwise, why should they bring a pigeon to life that's been dead almost two years. They've bothered me with this before, and as far as I'm concerned, it's just a lot of dirt."

Rosenberg also said that the Overlook was never placed on the unfair list of the union, blaming negligence on the part of the Middletown local.

Rosenberg said that he would file an answer with the AFM, and will also relate how musicians who have been working in the Catskill Mountains area have been treated by Joseph's local, which has the jurisdiction in that territory.

Petrillo was out of town and couldn't be reached for comment.

Ritz's First 3 Orks Of Season Total 4Gs

BRIDGEPORT, Conn., Sept. 28.—Ritz Ballroom here, operated by George McCormack and Joseph Barry, opened for the season September 8 with Tommy Tucker drawing 1,600 dance fans, and with duets scaled at 65 cents for the ladies and a dime more for the men. Gross was a nice \$1,140. On September 13 Jimmy Dorsey's one-nighter packed the spot with 2,750 persons. Admish was upped for this engagement to 88 cents, making a sweet intake of \$2,420.

Last Sunday (22) Tommy Reynolds was the attraction, with 1,100 persons passing thru the turnstiles. With the scale at 75 cents, gross was \$825. Tomorrow (29) Charlie Barnet was originally scheduled, but because of the New York Fiesta Danceteria engagement the Will Bradley-Ray McKinley combo will play the date.

Policy this year will be the same as in the past, with name orks playing Sundays and holidays, and the local Cash Ritz orchestra on the stand during the week.

Jan Garber Pulls \$1,300

DENVER, Sept. 28.—A dancing double-header at the Rainbow Ballroom here September 22 drew 1,550 people and \$1,300 to the box office. Admission was scaled at 80 cents for women, 85 cents for men, and 55 cents per couple for loge reservations. All prices included tax. Jan Garber, on a one-nighter, took over the stand from 8 to 1 a.m. and was preceded from 6:30 until 9 p.m. by Eddie Fitzpatrick, who is the current ork on the Rainbow stand.

JACK BLUE OFFICE in Denver now has three outfits working in Rocky Mountain spots. Bob Carroll is at the Shamrock in Pocatello, Idaho; Earl Brierly at the Capitol in Ely, Nev., and George Yaden at the Harlequin in Grand Junction, Colo.

AFM Sets \$30 Minimum Scale on Phono Machine Film Recordings

NEW YORK, Sept. 28.—Musicians' rates for recording sound on film for coin machines were issued by the American Federation of Musicians this week and call for a minimum of \$10 per hour and call for a minimum of \$30 per job and double for the leader. This is substantially the same as the scale now in force among the recording companies for regular disks.

Provision of the scale, however, prohibits musicians from recording under these rules for films which are not to be used on coin-operated phonographs.

New scale set-up, which was printed in this month's issue of *The International Musician*, house organ of the AFM, follows:

"For three (3) hours of recording, with or without rehearsals, not more than

four (4) three (3) minutes or less recording on one or more films to be made, per man, \$30. Leader double.

"For each additional three (3) minutes or less recording, \$7.50.

"One hour to be permitted to rehearse and record same.

"Every band or orchestra composed of members of the American Federation of Musicians or individual member of the Federation is hereby instructed that if they contract to record music for 16 millimeter or any other size of motion picture to be used in coin-operated machines, that such contract must provide that these recordings can only be used in such machines."

Rating also calls for a filing of each individual contract with the president of the AFM.

Maybe They Could Use A Personal Manager

FORT DIX, N. J., Sept. 28.—Strains of martial airs didn't have their usual "oompah" the other night when the 157th P. A. turned out for ceremonies under the eyes of Brig. Gen. Edward C. Rose, commanding the 69th Field Artillery Brigade. The general let his views on the musical shortcoming be known.

No wonder the band lacked some of its punch. It's short three trumpet players, four trombonists, one tuba player, and a baritone. As a result call has gone out for musicians of the type noted, and men who enlist for the instrumental sections will be given special ratings. They won't be given generals or majors, said Lieut. John McKeown, in charge of enlisting the bandmen, but they will be a lot better than buck privates.

Spivak Does Biggest Biz at Yankee Lake; Cavalier Spot Opens

YOUNGSTOWN, O., Sept. 28.—Charlie Spivak orchestra registered the biggest Saturday night's business of the summer last Saturday (21) at Paul Jurko's Yankee Lake Pavilion, when 1,700 persons paid 35 cents each to enjoy the attraction.

Yankee Lake is having the greatest September in its history, according to Jurko. Spivak has been by far the greatest hit of any location band to ever play here. His first appearance was for one week early in August, and the combo caught on immediately.

Jurko repeated the band for two weeks starting September 14, and the first week of the return was the best of the season. Band in six nights (no Mondays) played to 3,822 persons, believed to be tops in this territory for a night club policy ballroom.

YOUNGSTOWN, O., Sept. 28.—Elms Ballroom here, redecorated and enlarged six district dance managed by Tony Cavalier, bowed for the fall and winter season last Saturday (21), with all couples guests of the management without charge. Improvements cost approximately \$10,000, Cavalier said. Elms will operate every Tuesday, Thursday, Saturday and Sunday, with name and middle bracket bands as attractions. Ray Peal orchestra was the inaugural attraction. New Saturday evening policy will be cabaret dancing, with patronage restricted to couples only.

Elms now has accommodations for approximately 600 and dance area for 1,000. Sunday afternoon "tea dance" sessions are a new innovation. With the opening of this spot, the Mansion, swank outdoor dance also under the management of Cavalier, has been shuttered for the season.

Kaycee Terp Season On With Ellis' \$950

KANSAS CITY, Mo., Sept. 28.—Fall dance season here opened with a bang last week. Will Wittig's Pla-Mor Ballroom started the season September 12 with neat grosses, while smaller ballrooms also reported good takes.

At the Pla-Mor, Seger Ellis played a three-day engagement Thursday, Saturday, and Sunday, to 2,700 persons, with a total take of \$950, neat for an unknown crew in this area. Ducats peddled at 55 cents, 40 cents, and 30 cents, taxes accounting for some reduction in net.

Leonard Keller opened the second week with grosses stacking up higher thus far.

Fishman Represents Morris Agency at Hotel Men's Meet

NEW YORK, Sept. 28.—Ed Fishman, band exec for the William Morris Agency, left for Seattle, Wash., today (28) to attend the four-day convention of the National Hotel Men's Association, beginning October 2 to 5.

On his way Fishman will pick up Jack Flynn, of the Chicago Morris office, who will attend the convention with him. After the session with the hotel men, Fishman will tour the West Coast, returning to New York October 20.

Reg Marshall To Handle Glaser Bands on Coast

HOLLYWOOD, Sept. 28.—Fact was inched here this week between Joe Glaser and Reg D. Marshall Agency for handling of Glaser attractions on the West Coast. Marshall outfit will pilot Glaser bands in this locality, first of which is Louis Armstrong, who opens at the Paramount Theater October 8 for nine days.

Other outfits to follow under the Glaser-Marshall banner are Andy Kirk, Earl Hines, and Blanche Calloway.

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Orchestra Notes

By DANIEL RICHMAN

Broadway Bandstand

THE FAMOUS DOOR, 52d Street's noted swing spot, has had some hectic opening nights in the past, but is bustling Thursday (28) with **TEDDY POWELL** on the bandstand and also holding the new ownership reins, after its first dark summer in several years, left the trade literally gasping for breath . . . the place was never more crowded in its history, and entrance to, egress from, or just plain moving around inside was accomplished with the greatest difficulty and in some cases only with the aid of a few football tactics . . . travelers—**BILLY BURTON**, Jimmy Dorsey's mentor, off to New Orleans last Friday for a six-week rest . . . and **HILL FREDERICK**, of Frederick Brothers Music Corporation, off on a month vacation to his native Shawnee, Okla. . . . **JUANITA'S** rumba band signed to a personal management pact by Gordon and Williamson. . . . **JUDY STARR**, former Hal Kemp vocalist, goes to the Coast, after her Loew's State appearance this week, for MGM pix. . . . **Charles Diebel**, Max Ruden, and Pat Duffy, of Idora Park, Youngstown, O., dance spot, vacationing in New York for a week. . . . **JOHN GRAFF** is forming a small band to open at the Cafe Pierre following Bob Knight . . . typesetters, take care . . . **WLADYSLAW NOWICKI** and his ork open an indef engagement at Adria, first Polish hitery in town. . . . **JOHNNY LONG** leaves Roseland Ballroom October 24, with **GENE KRUPA** in for the three or four-week follow, after which Long comes back for another run. . . . **PETER KARA**, also at the danceant, stays another 10 weeks . . . latter ork just acquired **BUDDY McGUINNESS**, trumpet, from Dick Stabile's band . . . it sounds like a gag but isn't—**LOU MARTIN**, at Leon and Eddie's, has just had his 60th option taken up, which keeps him there 10 more weeks . . . that should be like a couple of minutes to him in comparison to the seven solid years he's played at the spot. . . . **KRIS KAY**, who has been directing Meyer Davis orks for the past 15 years, steps out on his own Friday (4) with a new band at the Casino Russe.

Midwest Murmurs

HARRY JAMES returns to the Panther Room of the Hotel Sherman, Chi., October 18 . . . he was there about a year ago. . . . **DON STRICKLAND** opens at the Radisson Hotel, Minneapolis, October 19 for a month. . . . **JOE (FLASH) BELVEL**, drummer formerly featured with Jack Rudolph's band, has taken over that outfit, and is currently playing a three-month engagement at the Gray Bar Club, Youngstown, O. . . . Belvel is spotlighting pianist **BOBBY SYMONS** in the combo. . . . **FRENCHY GRAPPOLIER** draws down his second holdover at the Oasis, St. Louis City, Ia., which keeps him there thru October 20. . . . Another renewal goes to **EMERSON GILL** at the Green Mill, Saginaw, Mich. . . . **DON GRIMES** and His Music of the Times have dragged an original two-week booking at the Half Moon Club, Steubenville, O., out to a neat 18 weeks, and are still going strong. . . . **EDDIE YOUNG** is at the Southern Mansions, Kansas City, Mo. . . . **MARK RUSSELL** has gathered unto himself a new orchestra which is presently regaling the patronage of the Chez Paree, Omaha, after winding up an engagement at Eden Gardens, Chicago.

Penn-Jersey Patter

WOODY TRAVERS takes over the stand at Covered Wagon Inn, Stratford, Pa., **LEO ZOLLO** departing but leaving behind his vocalists, Milly Rogers and Ralph Eastwood. . . . **RAY LONDAHL** tees off the season at Hightstown (N. J.) Country Club Ballroom this week. . . . **HELEN HERED** and Her Boys at Swiss Cafe, Trenton, and in the same New Jersey town, **RAY JANTZ** brings his band to Belva's Inn. . . . **TED OLIVER** first in at Carroll's new Philadelphia nitery on site of the old Cotton Club. . . . **BERT CLAYTON** gets the call at "Pop" Cusik's Almonesson (N. J.) Park. . . . Club Eldorado, Trenton, N. J., offers Swing and Sway with **JOHNNY KAY**. . . . **RUSS TAYLOR** takes over at the Wagon Wheel near Pleasantville, N. J. . . . **DANNY VERSEE** ushers in the new season at College Inn, Philadelphia, and in the same town, **BOBBY LEE** takes over at 69th Street Rathskeller and **JOE JOSEPH** at the Lido Venice. . . . **VIOLA KLAISS** brings her

gig gang to Crescent Log Cabin, Gloucester Heights, N. J. . . . **FREDDY BOWERS** set for the fall season at Club Nomad, Atlantic City. . . . **KIP HARBOUT** first in at Dance Casino, South Langhorne, Pa. . . . **FRANKIE ROSE** at Nick's Nook, Trenton, N. J.

Utah Topics

HARMON PERRY, former Ogden mayor has enlarged his old Mill Club in that town, and put in a cabaret where **ED PERRY'S** band holds forth, while **PRENTISS AOE** takes care of the rhythms in the outdoor dance spot. . . . **GLEN TOUT** plays at the Hermitage Park in Ogden Canyon every Friday and Saturday. . . . **LARRY KENT** wound up an engagement the middle of this month on the Hotel Utah's Roof, Salt Lake City, and stepped downstairs to open the hostelry's Empire Room. . . . **JOE MAL-LORY** brings his musicians into the Newhouse Hotel, Salt Lake City, October 5. . . . Melody Lane is presenting **GAYLE IRVINE** and His Masters of Rhythm. . . . **BEN BENEDECOT** and his band are giving forth at the Heidelberg cabaret, Salt Lake City, with **HAYDEN SIMPSON** at the New Louvre, where he is manager as well as trombonist-maestro. . . . **GLENN LEE** and **BY WOODBURY** are making the music as house bands at Salt Lake City's **KSL** and **KOYL**, respectively, with Woodbury in addition playing Saturdays at Latocuna Ballroom, American Fork, Utah.

Of Maestri and Men

BUNNY BERIGAN, after a couple of break-in nights at the Golden Gate Ballroom in New York's Harlem last weekend, took his new band into Michael Todd's Dancing Campus at the New York World's Fair Sunday (29), alternating with Gene Krupa on the stand. . . . **CASPAR REARDON** is auditioning his first dance band . . . it's instrumentation includes three saxes, a trumpet, bass, drums, and harp. . . . **ERSKINE BUTTERFIELD**, septa singer, pianist, and composer, is being featured in the Cafe-Rock of Brooklyn's Hotel St. George. . . . **FRANK SABATELLA**, piano pounder who made all the arrangements for Ray Kinney during its first two years at the Hotel Lexington, New York, is back with the band after a nine-month absence. . . . **TOMMY VARGOL**'s ork will provide the music for the Club Ball, Brooklyn. . . . **BILTMORE BOYS** open at the Park Plaza Hotel, St. Louis, October 9 for five weeks. . . . **BOB GRANT** steps into the Savoy Plaza Hotel, New York, November 29 for a four-month stretch. . . . Chase Hotel, St. Louis, hosts **WILL OSBORNE** starting October 11 for a two-weeker. . . . **LARRY CATAN** is at the University Club, Albany, N. Y. . . . **BERNIE COLLINS** is in his 35th week at Newmon's Lake House, Saratoga Lake, N. Y., and gets a hold-over ticket good for another 10 semesters. . . . **MITCHELL AYRES** is giving featured billing to **HARRY TERRILL** and **MARY OLSON** of His Fashions of Music Ork . . . boys play alto sax and trumpet, respectively.

Club Date Agents Warned About New Scales, Chisels

NEW YORK, Sept. 28.—Local club date agents, many of whom had their booking licenses revoked last year by Local 802, Musicians' Union, for alleged price-cutting and chiseling, were called before the executive board of the union last week, and (1) were informed as to the new scale affecting single engagements, and (2) were warned to keep their noses clean to avoid a repetition of last year. New scales call for \$14 per man for club dates and double for leader, as against \$10 per person which was in effect last year. Overtime was also hiked from \$2 to \$3 per hour.

Those called before the union included Charlie Rapp, Abner J. Greshler, Rice Theatrical Entertainment Bureau, Bert Jones, Triangle Entertainment Service, Bill Robbins, Apollo Entertainment Bureau, Al and Belle Dow, Nick Elliot, Carl Friedburg, Dan Harrington, Juliet Heath, Mike Hammer, Sid Hall, Carlton Hub, National Radio and Theatrical Bureau, Variety Entertainment Bureau, Tom O'Connell, Al Rogers, Al Locke, United Entertainment Bureau, and Variety Entertainment Bureau.

Kramer Appeals Union Decision

NEW YORK, Sept. 28.—Local 802, Musicians' Union, deferred action against Mrs. Maria Kramer, owner of the Hotel Edison here, in her alleged kickback involving Gustavus Clemens's band, from whom it is claimed she received \$3,078 in the dark over a period extending from December, 1937, to April, 1939. Mrs. Kramer, thru her attorneys, Campbell and Boland, notified the union that she intends to appeal, and was ordered to deposit the money in escrow by Monday (30), pending final decision by the executive board of the American Federation of Musicians.

The decision, which was handed down September 19, gave Mrs. Kramer one week (26) in which to pay back the money, or else be placed on the unfair list, which would cause Gray Gordon to vacate the Edison Green Room and Tony Pastor to leave the Hotel Lincoln, which Mrs. Kramer also owns. Decision to appeal the case, which Mrs. Kramer said she would do last week, extended the time until Monday. Union officials said that if money isn't received by then, both hotels would be placed on the unfair list. A representative of Mrs. Kramer's said she would deposit the money pending the appeal.

Case took on wider significance this week, because the appeal is being handled by the Hotel Association of New York, whom the lawyers represent. Kick-back trouble has always been a sore spot with hotel owners, many claiming unjust action against them, but this is the first case in which the Hotel Association has been brought into active play.

Appeal will be taken up at the next meeting of the AFM executive board.

New Buffalo Spot Opens to Good 900

BUFFALO, Sept. 28.—The new Esquire Ballroom here under the management of Harold Austin and partially backed by George Hall, Crystal Beach Transit Company, Inc., opened September 18 to a good crowd of 900 persons, reaching almost capacity, which is around 1,000.

Austin with a new 12-piece unit supplies the music four times weekly, Wednesdays, Fridays, Saturdays, and Sundays. So far ballroom does not operate full time, but will go on a six-day schedule as soon as the season gets under way. Admissions are at present 35 cents for women and 40 for men.

Name bands will be a regular feature once or twice a month. First one-nighter here was Harry James, September 24, who had a bad break because of cold and rainy weather. Next band on tap is Bob Chester October 15, a tentative date.

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- Upon receipt, the packet will be dated and filed away under your name.
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The Billboard

WEEK ENDING
SEPTEMBER 27, 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

- SIERRA SUE. (11th Week) Bing Crosby, Glenn Miller.
- I'LL NEVER SMILE AGAIN. (10th Week) Tommy Dorsey.
- WHEN THE SWALLOWS COME BACK TO CAPISTRANO. (5th Week) Glenn Miller, Ink Spots, Dick Todd.
- BLUEBERRY HILL. (4th Week) Glenn Miller, Kay Kyser, Russ Morgan.
- I'M NOBODY'S BABY. (4th Week) Judy Garland, Tommy Tucker, Benny Goodman.
- TRADE WINDS. (1st Week) Bing Crosby.

COMING UP

- MAYBE. Ink Spots.
- PRACTICE MAKES PERFECT. Bob Chester.
- FERRYBOAT SERENADE. Gray Gordon, Andrews Sisters.
- THAT'S FOR ME. Bing Crosby.
- WHISPERING GRASS. Ink Spots.
- THE CALL OF THE CANYON. Glenn Miller, Tommy Dorsey.
- THE NEARNESS OF YOU. Glenn Miller.
- CROSTOWN. Glenn Miller, Guy Lombardo.

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: Hession Music Co.; The Melody Shop; Mosher Music Co., Inc. Buffalo: Whiteman Song Shop; Broadway Music Shop; Avenue Record Shop. Pittsburgh: Volkwein Bros., Inc. Philadelphia: Ted Barker, Inc.; Weisman 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.: Meier and Frank Co., J. K. Gill Co. Los Angeles: Hinkel-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; Garetik Music Shop; Guidblatt Bros. Cincinnati: Song Shop; Willis Music Co.; Rudolph Wurlitzer Co.; Steinberg's, Inc. Milwaukee: Schwabacher; 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; Orinell 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: Holly Bros. Co.; Birmingham: Nolen's Radio Service Shop. E. E. Forbes & Sons; Monarch Sales Co.; Louisiana: Richards Store 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 Granwald Co., Inc.; G. Schirmer, Inc. Fort Worth, Tex.: McGorry's; Kemble Bros. Furniture Co. San Antonio: Thomas Acuna; Alamo Piano Co.; San Antonio Music Co.

NATIONAL

POSITION Last This Wk. Wk.	1. I'LL NEVER SMILE AGAIN —TOMMY DORSEY
4	2. MAYBE —INK SPOTS
2	3. BLUEBERRY HILL —GLENN MILLER
5	4. ONLY FOREVER —BING CROSBY
9	5. BEAT ME DADDY (Eight to a Bar) —WILL BRADLEY
8	6. TRADE WINDS —BING CROSBY
7	7. WHEN THE SWALLOWS COME BACK TO CAPISTRANO —INK SPOTS
3	8. I'M NOBODY'S BABY —JUDY GARLAND
—	9. CROSTOWN —GLENN MILLER
—	10. WHISPERING GRASS —INK SPOTS

EAST

POSITION Last This Wk. Wk.	1. I'LL NEVER SMILE AGAIN —Tommy Dorsey
2	2. I'VE NEVER SMILE AGAIN —Tommy Dorsey
3	3. TRADE WINDS —Bing Crosby
—	4. Crosstown —Glenn Miller
—	5. Nearness of You —Glenn Miller
6	6. Delimita —Erskine Hawkins
—	7. You're Breaking My Heart —Ink Spots
—	8. Our Love Affair —Tommy Dorsey
2	9. Blueberry Hill —Glenn Miller
—	10. Call of the Canyon —Tommy Dorsey

WEST COAST

POSITION Last This Wk. Wk.	1. I'VE NEVER SMILE AGAIN —Tommy Dorsey
2	2. Blueberry Hill —Glenn Miller
6	3. BEAT ME DADDY (Eight to a Bar) —Will Bradley
—	4. Whispering Grass —Ink Spots
—	5. Maybe —Ink Spots
3	6. Only Forever —Bing Crosby
—	7. Frenesi —Artie Shaw
5	8. I'm Nobody's Baby —Judy Garland
—	9. Trade Winds —Tommy Dorsey
7	10. Sierra Sue —Bing Crosby

MIDWEST

POSITION Last This Wk. Wk.	1. I'VE NEVER SMILE AGAIN —Tommy Dorsey
5	2. Maybe —Ink Spots
2	3. Blueberry Hill —Glenn Miller
3	4. I'm Nobody's Baby —Judy Garland
7	5. When the Swallows Come Back to Capistrano —Ink Spots
—	6. Beat Me Daddy (Eight to a Bar) —Will Bradley
8	7. Trade Winds —Bing Crosby
—	8. Only Forever —Bing Crosby
—	9. Trade Winds —Tommy Dorsey
9	10. Blueberry Hill —Russ Morgan

SOUTH

POSITION Last This Wk. Wk.	1. I'VE NEVER SMILE AGAIN —Tommy Dorsey
2	2. Blueberry Hill —Glenn Miller
4	3. Maybe —Ink Spots
7	4. Only Forever —Bing Crosby
2	5. When the Swallows Come Back to Capistrano —Ink Spots
—	6. All This and Heaven Too —Tommy Dorsey
8	7. The Nearest of You —Jimmy Dorsey
—	8. Practice Makes Perfect —Bob Chester
9	9. Sierra Sue —Bing Crosby
3	10. I'm Nobody's Baby —Judy Garland

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: Orinell 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.

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, September 27. 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.

Position Last This Wk. Wk.	Title	Publisher	Plugs	Net. Indle
—	1. LOOKING FOR YESTERDAY	Berlin	35	6
3	2. PRACTICE MAKES PERFECT	BMI	33	12
8	3. THERE I GO	BMI	30	9
—	4. AND SO DO I	F. B. Marks	28	21
2	4. MAYBE	Robbins	28	18
—	5. I'M HOME AGAIN	Olman	27	3
—	6. I COULD MAKE YOU CARE	Witmark	24	15
15	7. WE THREE	Mercer	23	3
6	8. TRADE WINDS	Harms	22	22
5	9. THAT'S FOR ME	Famous	21	17
16	10. FERRYBOAT SERENADE	Robbins	19	19
1	11. OUR LOVE AFFAIR (F)	Faist	18	16
7	11. WHEN THE SWALLOWS COME BACK TO CAPISTRANO	Witmark	18	13
12	12. I'M NOBODY'S BABY	Faist	16	16
11	12. SAME OLD STORY	BMI	16	13
—	13. GET THE MOON OUT OF YOUR EYES	Paramount	15	9
6	14. ONLY FOREVER (F)	F. B. Marks	14	17
4	14. CALL OF THE CANYON	Shapiro-Bernstein	14	8
4	15. BLUEBERRY HILL	Chappell	13	15
—	15. MY GREATEST MISTAKE	Bregman, V. & C.	13	10
—	15. ALL THIS AND HEAVEN TOO	Remick	13	8
17	15. IN A MOONBOAT	Crawford	13	4
14	16. CROSTOWN	Shapiro-Bernstein	12	9
11	17. I'LL NEVER SMILE AGAIN	Sun	11	16
9	17. A MILLION DREAMS AGO	ABC	11	10
—	17. ONCE IN A LOVETIME	Bregman, V. & C.	11	10
9	17. RHUMBOOCIE (F)	Leeds	11	6
—	17. I GIVE YOU MY WORD	BMI	11	3

NATIONAL

POSITION Last This Wk. Wk.	1. I'LL NEVER SMILE AGAIN
2	2. BLUEBERRY HILL
3	3. WHEN THE SWALLOWS COME BACK TO CAPISTRANO
7	4. MAYBE
6	5. I'M NOBODY'S BABY
5	6. GOD BLESS AMERICA
4	7. SIERRA SUE
8	8. PRACTICE MAKES PER- FECT
—	9. TRADE WINDS
9	10. ONLY FOREVER
14	11. THAT'S FOR ME
13	12. I AM AN AMERICAN
10	13. THE NEARNESS OF YOU
12	14. I CAN'T GET INDIANA OFF MY MIND
—	15. CALL OF THE CANYON

EAST

POSITION Last This Wk. Wk.	1. I'VE NEVER SMILE AGAIN
2	2. Blueberry Hill
3	3. Maybe
7	4. Trade Winds
4	5. When the Swallows Come Back to Capistrano
6	6. God Bless America
9	7. Only Forever
8	8. I'm Nobody's Baby
10	9. Practice Makes Perfect
11	10. I Am an American
5	11. Sierra Sue
13	12. That's for Me
14	13. All This and Heaven Too
—	14. Call of the Canyon
—	15. Love Lies

WEST COAST

POSITION Last This Wk. Wk.	1. Blueberry Hill
7	2. Maybe
5	3. I'm Nobody's Baby
6	4. Practice Makes Perfect
4	5. When the Swallows Come Back to Capistrano
3	6. Sierra Sue
14	7. That's for Me
8	8. All This and Heaven Too
10	9. Only Forever
12	10. God Bless America
—	11. Same Old Story
9	12. The Nearness of You
—	13. Trade Winds
13	14. I Am an American

SOUTH

POSITION Last This Wk. Wk.	1. I'VE NEVER SMILE AGAIN
3	2. When the Swallows Come Back to Capistrano
7	3. Blueberry Hill
4	4. I'm Nobody's Baby
6	5. Sierra Sue
4	6. Practice Makes Perfect
8	7. Only Forever
12	8. Maybe
—	9. Trade Winds
14	10. All This and Heaven Too
13	11. The Nearness of You
—	12. The Breeze and I
15	13. That's for Me
—	14. Same Old Story
10	15. Six Lessons From Madame La Zongra

On the Records

A critical analysis of the latest record releases, stressing their commercial value to record retailers and music machine operators. Reviews of greater length are given to recordings that possess unusual interest as to artist, selection, or both.

Key: FT—Fox Trot; W—Waltz; VC—Vocal chorus; V—Vocal recording.

By DANIEL RICHMAN

FLOYD CAMPBELL (Bluebird)

Blow My Blues Away—FT, VC. What You Want Poor Me To Do?—FT, VC. **SUBSTITUTING** "and his orchestra" for "and his Gang Busters," Campbell, a semi-sepia band leader from Chicago, makes his disk debut on the Bluebird label, and turns out a pair of sides a great deal more listenable than the label leads one to expect. Both tunes are blues, the first one faster tempoed than the reverse, but there are a few individual touches that stamp the platter as definitely worth while. Enough to sell the disk as a novelty is a remarkable exhibition by the clarinetist in holding one note thru a couple of choruses. Both sides display Campbell's voice in not unusual blues warbling, but the songs themselves—both originals by the maestro—are listenable, and the band's work is good.

GRAY GORDON and DICK TODD (Bluebird)

Molly Malone—FT, VC. You've Got Your Mother's Big Blue Eyes—V.

OCCASIONALLY the waxworks will release two different artists doing the same song on the same disk as a novelty, but Bluebird tries something else here. It's two different artists, but the songs have no relation to one another, which is more or less a throwback to a recording practice of some years ago, when almost every record had different artists back-to-back. This platter ought to be a good test of the present-day commercialism of the idea. Gordon's *Molly Malone* takes the honors by far, with Art Perry beating Todd on the reverse at his own singing game. Perry, Gordon's male vocalist, does a terrific job on this 1940 reincarnation of the old Irish ballad, his tenor voice taking a couple of notes of thrilling proportions at the end of the side. The band's backing is also grade A. This one should be a natural for coin phono locations, particularly with a Gaelic patronage. Todd's contribution to the pressing is only fair; he forgets to be Crosby for a change, and sings nicely enough, but the whole side (a short one, incidentally) is undistinguished.

RUSS COLUMBO (Bluebird)

Just Friends—V. All of Me—V.

BLUEBIRD (which seems to capture the prize for special disk events this week) has a good commercial item in this reissue of two of the most popular sides made by the late Russ Columbo. The singer was a best selling record artist before his death seven years ago in a shooting accident, and there are plenty of record buyers who still remember him and who will go for this reissue. Naturally the technical aspects of the disk are not on the same level as the records being pressed today, flatness and lack of brilliance make Columbo's work suffer in comparison with the way singers of less ability are made to sound on current recordings. But some of the same quality that made Crosby great is discernible on this disk, and also Columbo at that time hadn't developed it into the same inimitable, ingratiating vocal personality, it's easy to see why his untimely death was a great loss to a good many popular music fans. One interesting angle to both sides here is the change in vocal arrangement style. Whereas now the format takes in a first and last chorus by the singer, with the accompanying band having its tunings on a middle chorus, on this disk a sung verse takes the place of the second instrumental chorus.

ERSKINE BUTTERFIELD (Decca)

Boogie-Woogie St. Louis Blues—FT. Chocolate—FT.

With Butterfield's piano out front, *St. Louis Blues* is pretty completely lost in a boogie-woogie bog, and the plattermate, an original by this colored pianist, is too reminiscent of Meade (Lux) Lewis' *Honky Tonk Train* (and a couple of other jazz bits) to mean anything on its own.

HARRY SOSNIK (Decca)

Strike Up the Band—Six-Record Album.

Sosnik and the Decca band plus King's band and the American Legion band, are packaged in an album that should appeal to everyone who loves a parade. Some of the nation's best known 6/8 numbers are included, and it's a good all-around job of martial rhythms, the only sour note being the King's band disk. This sounds as tho it were out some years ago, and its tiredness spoils the liveliness and general worth of an otherwise excellent grouping.

LOUIS ARMSTRONG (Decca)

New Orleans Jazz—Six-Record Album.

Satchmo heads a list of swing stars, including Zutty Singleton, Red Allen, Johnny Dods, and Jimmy Noone, in another attractive Decca packaging. This time it's a parade of the sort of numbers and interpretation that were the hot jazz base upon which present-day swing was built. A field day for record collectors and jazz lovers, but meaningless to anyone else.

TOMMY DORSEY (Decca)

Looking for Yesterday—FT, VC. I Wouldn't Take a Million—FT, VC.

With Dorsey riding the crest of the popularity wave as a result of *I'll Never Smile Again*, his smart, smooth arrangement of Jimmy Van Heusen's *Looking for Yesterday* is apt to be one of the top records in the music machines and in point of home sales. The song itself shapes up as a smash hit, which completes the prospects for a rosy career for this disk. The reverse is all right, but *Yesterday* is the side here.

GUY LOMBARDO (Decca)

Notre Dame Medley—Parts 1 and 2.

This is nothing more or less than a two-sided plug for Notre Dame, and Lombardo is the last band in the world to attempt martial collegiate stuff like

this. He just hasn't the band for it, which is bad for the Notre Dame songs, the listener, and Guy himself, as far as sales on this particular disk are concerned.

COLEMAN HAWKINS (Decca)

Honeysuckle Rose—Sax solo. Jamaica Shout—FT.

Hawkins is recognized as one of the great sax stars of jazz, and the A side here is another manifestation of why. Its commercial appeal is of course limited to those who really appreciate swing musicianship of this sort. The reverse is less distinguished because it contains less Hawkins.

FOUR KING SISTERS (Bluebird)

Ferryboat Serenade—V. I'll Get By—V.

This is by far the best waxing ever done by these four girls. Their arrangements and their diction—wherein has lain the trouble on all their other disks—can't be complained about here, with the standard on the B side just as good as the new novelty *Ferryboat* ditty. (See ON THE RECORDS on page 72)

Claude Thornhill

(Mark Hopkins Hotel, San Francisco, CBS Network, Monday (23), 12:30-1 a.m.)

THE arranging arm behind the record success of Maxine Sullivan, Claude Thornhill stepped out of anonymity six months ago to make a bid for public prominence in his own name. The climb is still a pretty rough one—but he has in his favor a danceable style and a listenable sweet-swing quality.

Remote was well fashioned, with the rotating vocals of Jean Essex and Dick Harding a strong help, but there is such a profusion of oldies that the show loses spirit after a while. Thornhill isn't entirely to blame, however, considering the network restrictions on ASCAP tunes.

Musically, however, the half hour is lively and listenable.

On the Stand

Reviews of orchestras playing hotel, night club and ballroom locations and one-nighters. Comment is based upon the present or potential commercial value of the band, as well as its musical quality.

Augusto Sanabia

(Reviewed at Jack Lynch's Walton Roof, Philadelphia)

ONE of the rare occasions where a local spot imports its rumba-conga inspiration instead of depending on localities that look like Latina. And the home folks readily tell the difference. Crew cuts the South American pattern in expert fashion with a high degree of authenticity, giving the home vanguard added incentives to hop on the one-two-three-kick band wagon.

It's a big band as far as rumba crews are concerned, Sanabia, a stately gent, keeps scratching on the fiddle, leading the way for piano, bass, sections, drums, trumpet, and bongo. Selections run the gamut of Latin lullabies, with a generous interspersing of waltz tempos to make for change of pace. The colorful ruffled blouses enhance the appearance.

Geared strictly for the South American stuff, even in the song selling, which is just as inviting as the playing. Features the voice of Felicia. Gal is not a looker, but she can sing. Shares the vocal assignment with Carlos Campos, bongo banger with the band, both giving out individually and in duets. *Orodenker.*

Jan Garber

(Reviewed at Rainbow Ballroom, Denver)

GARBER is one of the most friendly and personable frontiers in the business and altho he does little baton work he keeps a steady flow of chatter going at all times. His four-four-three instrumentation is constant on the beat, keeping up a steady flow of sweet sending, which gets jivey now and then but stays well within sweet confines. There is always a fullness of either reeds or brass emanating from the stand, with the music marked by an identifying smoothness.

Vocal department is headed by Lee Bennett, who has become a stylist in his deep croonerish vocalizing, which is definitely good on the ballads. Fritz Hellbron, handling the novelties, does a nice job, especially on his voice variations with accent on the fem side. Dorothy Cordray, who formerly warbled with Ray Noble, is a sweet little miss with a lot of voice. *Trackman.*

Skeeter Palmer

(Reviewed at the Turnpike Casino, Lincoln, Neb.)

PALMER gets around the job of being heard with a small, intimate-styled band in a large ballroom via a different approach than most leaders. He's a specialist in uptown rhythms, some tangos, a lot of late stuff in the library, a beautiful hand at the piano, and all delivered with a small crew.

Palmer, instead of trying to blow and pound above the din of bouncing rhythms, sells a rhythm which compels a graceful, gliding dance manner. His music has no trouble filling the hall under this arrangement and, except for

a few juvenile exercise hounds who may squeal for a fast one during the early part of the evening, he's smooth in the matter of bringing converts to his music.

Palmer writes many of the arrangements, is expert on piano, and sings in a soft, dreamy voice, which makes him an all-round feature. Bill Schaeffer, guitarist, gets some swell effects on the steel. Vocalist is petite Gloria Hart, new with the outfit and previously with George Olsen, and she's very good. Volume she attains for such a small girl is a novelty in itself.

Palmer is up to any room job anywhere, and on a long stay will have no trouble building. He's apt to be a greater favorite with the age old enough to be spenders than he is with the crowd who come with two bits and a yen to five. *Oldfield.*

Nora Morales

(Reviewed at La Conga, New York)

SEVEN-PIECE rumba outfit conducted by the "Fate Waller of Puerto Rico," from the piano. Morales, however, doesn't attempt to display much of the Waller style of showmanship, depending mostly on his entire aggregation to come thru with steezing arrangements of rumbas, tangos, and congas.

Instrumentation consists of three rhythm, three sax, and a trumpet. In addition, Tito Rodriguez, who in spare time works with a small recording combination, vocalizes on native tunes, and beats out fast tempo on the bongo.

Outfit is okeh as a main attraction in small spots or as an intermission combo in larger rooms (as is the case at La Conga). Nothing sensational, but serving the purpose. *Hontigberg.*

Lewis Bonick

(Reviewed at the Mayfair, Boston)

BONICK has a smart band that can handle jive, tho its tendency is definitely toward the sweet side. Long one of the best of the Jack Marshall maestri, Bonick has been working steadily without a vacation for about seven years. In that time he has returned for several engagements at the Mayfair, making stops at other fashionable spots.

Features three brass, four sax, and three rhythm, sometimes picking up fiddle himself to add to the rhythm section. He has a large library of mostly sweet arrangements done by himself, in what he likes to call "business men's tempo." Result is easily danceable music.

Morley Sax on tenor and Harry Gorenstein on piano provide the background and balance for the arrangements. Charlie Wolke handles vocals. *Kaplan.*

Lang Thompson

(Reviewed at the Village Barn, New York)

THIS outfit has made slow but steady progress during its four years' existence. A sweet-styled band, it has all the necessary equipment to dish out danceable and listenable rhythms in a smart and modern manner.

One of the best assets here is the leader himself, a talented and personable youth who sings nicely and plays accordion, trumpet, and trombone. He is, therefore, on the job to augment both his rhythm and brass sections when such augmenting is in order.

Basic instrumentation includes four rhythm, four brass, three sax, and a fiddle. Some of the boys, individually, are given plenty of opportunity to display their versatility. Check Eaton, bass man, doubles on vocals, and he does a fine job on pops. His pipes range from tenor to an impressive baritone. Pete Foeter, violinist, is seen to good advantage in many novelties, while the drummer, Gordon Thompson (billed as Foo Martin) goes haywire on the non-sensical stuff during the more informal dance sets. Dick Roberts, pianist and arranger, handles the celeste, which contributes a pleasing note of variety to a number of the softer selections.

Peggy Nolan is the outfit's appealing fem warbler. Sings rhythm numbers in cute Irish fashion and is far from bad on personality. Recent addition to the outfit is Harry Yoder, former trombonist for Hal Kemp. *Hontigberg.*

On the Air

Comment on dance remote programs from the standpoint of showmanship, presentation and general listening appeal, rather than the musical ability of the bands reviewed.

By SOL ZATT

Terry Shand

(New Kenmore Hotel, Albany, N. Y., CBS Network, Tuesday (24), 1-1:30)

TERRY SHAND, as is obvious by his programs, is making every attempt possible to build up his own personality above that of his band. Plugging his reputation as a songwriter, his own vocalizations of his own tunes, and his own pianistic interpretation of them, it becomes slightly annoying, since there is little else in the background.

Shand let a few other pops in, with Luauane doing some sweet singing on them, but in the main it's a half hour devoted to the glorification of Terry Shand. Ork is too unco-ordinated for its own good.

Music Items

Publishers and People

BEN GILBERT, general manager of **B Miller Music**, has launched the campaign on three songs from the picture **Down Argentine Way**. Tunes, by Mack Gordon and Harry Warren, include **Two Dreams Met**, **Down Argentine Way**, and **Nettle**.

Jack Ostfeld is a new contact man for **Mercer-Morris**.

Edgar Bergen will feature the new **Bregman-Vocco-Conn** tune, **We Meet Again In the Rain**, on his Sunday night broadcasts beginning early in the fall.

Harms is releasing **Along the Same Fe Trail**, from the Warner picture of the same name.

Music Note Music Company has released **Some of Your Sweetness Got Into My Heart**.

Doraine Music acquired the rights to **Never Say Good-bye**, which the **1st Regiment National Guard** has adopted as its theme song.

Sam Fox Publishing Company is publishing the title song from the picture, **The Rompers We Watch**. Music by **Leut. Com. W. Gordon Beecher**, **N. S. N.**, and **J. S. Tolder**.

Mills Music will release **Who Am I?** by **Julie Sive** and **Walter Bullock**. Tune is done by **Kenny Baker** and **Frances Langford** in **Republic's Hit Parade of 1941**.

E. B. Marks is publishing an album of Latin-American tunes, to be called **"Congo-Land"**. Compositions are by **Locena**, **Ellis Grenet**, and **Xavier Cugat**.

Chicago's Chart Music is releasing a new Hawaiian original, **"Ka-Puho"** (**The Honolulu Boodle**) by **Eddie Armstrong** and **Nat Vincent**.

Songs and Such

GLADYS SHELLEY, a new member of **ASCAP**, has placed **Down in Toyland Village** with **Irving Berlin**. **Ruth Cleary** was the collaborator.

After a two-year layoff, **Terry Shand** and **Jimmy Eaton** have teamed up again. Their first renewed effort is **A Problem In Arithmetic**.

Al Kavelin's latest tune, **Moon on the Savanah**, is being published by **Jewel Music**.

Ted Mossman and the prolific **Miss Shelley** mentioned above have completed a new patriotic tune for **Mills** entitled **Let Freedom Ring**, which is now being prepared as a band and choral number.

Ed Claypool has penned a new piano solo, **Slop-Happy**.

Eric Madrignera is author of the song, **Fun American Way**, which gets its initial airing over short wave **October 12** when the maestro plays for the **Ford Show at the New York World's Fair**. **Bregman-Vocco-Conn** publishing.

Cal DeVolvi's latest is **Slue Tears**, which is being published by **Broadway Music**. **Jimmy Lunceford** is featuring **Wheat-Cha Know Joe**, by **James Young**. **New Era** is the publisher.

Falling in line with conservatism, is a new release, **What're the Girls Gonna Do for Some Lovin' When the Boys March Off to Camp**. In **Broadway Music's** catalog.

Low Brown is reviving his ditty of yesteryear, **I'm the Lowestest Gal In Town**, which he did with **Albert Von Tilzer**.

Kennedy Attracts \$550 on Canadian One-Night Date

REGINA, Sask., Sept. 28.—**Mart Kennedy** and his **Western Gentlemen**, heading for **Brant Inn, Burlington, Ont.**, after a good season at **Banff, Alta.**, played a solo stand at the **Trinam Ballroom** here **September 18** under **Kinamen Club** auspices, with 500 couples at \$2.20 per pair on hand.

Ork has been entertaining at military barracks on route and while in **Regina** danced for the air force boys before dance time. **Outfit** has signed for a radio commercial, starting in **October**.

Hill and Holmes Get N. Y. Location Dates

NEW YORK, Sept. 28.—**Tiny Hill** and **Herbie Holmes**, Midwestern luvvies attracted for the past few years, are being imported to the **New York territory** for local build-ups in locations.

Tiny Hill was signed to go into **Dona-bue's, Mountain View, N. J.**, **November 8** for an indefinite stay, succeeding **Cecil Gelly**, and **Holmes** moves into **Log Cabin, Armonk, N. Y.**, **October 31**, replacing **Ray Herbeck**, who goes into the **Faramount Theater, October 30**. This is **Herbeck's** first theater date in the East.

He's Gotta Right to Know

NEW YORK, Sept. 28.—"Why don't they tell me these things?" That is the squawk of **Ben Selvin**, who is program director of **Musak**, vice-president and general manager of **Associated Music Publishers**, and recording director for the **Associated Library**, all of them affiliated organizations.

Ben went home the other night and received a letter from his landlord stating, "We are generously giving our tenants 'Music by Musak'."

Ben swears he knew nothing about it.

Four Dance Spots in Lincoln This Winter

LINCOLN, Neb., Sept. 28.—**Antelope Park's** open-air Pavilion, which **R. H. Pauley** had rented during the past summer and used for dances three nights weekly with local bands, closed this week and represented a slight loss for the season.

Harold Trombla, last band leader in the spot, is going to run it until the weather turns too cool, probably until mid-October.

For the winter it appears the immediate area around **Lincoln** will have four dance spots running about four nights weekly, **Wednesdays, Fridays, Saturdays, and Sundays**. **Pauley** indicates he'll be using the full week-end manner at his **Turnpike Casino**, while the others will take **Wednesdays, Saturdays, and Sundays**. Latter include **Clair Lanning's King Ballroom**, **Mrs. Matt Kobalter's Pia-Mor**, and **Harry Stroud's Sunset**.

LINCOLN, Neb., Sept. 28.—**Herbie Kay**, at the **Turnpike Casino** here **20**, speeded at 75 cents advance and \$1 at the door, drew \$810 for **R. H. Pauley's** dancery last week. It was a hot night and too early in the school year for the kids to be on the move, but a very profitable take nevertheless.

Skooter Palmer, first time here **(21)**, followed at 55 cents per person and drew \$350, also good.

Severity of Attendance Drop Shown in Comparison of '39, '40 Mich. Fair Band Figures

DETROIT, Sept. 28.—The comparative drawing power of the bands at the **Michigan State Fair** here during the past year and in **1939**, as well as the severe drop in patronage of the name acts at the **Fair in 1940**, despite the fact that general attendance decreased less than 3 per cent, is revealed in figures uncovered by **The Billboard**. The statistical comparison between the four bands that appeared in **1939** and the quartet that played this year, taking in number of nights played, total draw, best night, poorest night, and average, will be found in the two-column box below.

Bad weather was the first reason for the drop in band attendance this year, with the **Arbor**, new outdoor spot built to house the names, drawing the bad luck to be rained out on three important nights. Absence of beer at the **Fair**, by order of **Governor Dickinson** of **Michigan**, was another contributing factor, since the original plan in building the **Arbor** was to use it as an outdoor beer garden as well as a dance floor.

Decreased budget for the bands, resulting in names somewhat less in drawing power than last year's roster of **Benny Goodman**, **Glen Gray**, and **Bob Crosby**, also hurt. Only band to repeat from the year before was **Wayne King**, who was the lowest grossing band in **1939**.

This year's contract for the four bands for 10 days was for \$11,000, or \$1,100 a night, while the highest gross for the week was set by **Shep Fields** on **Labor Day**, at only \$787. **Fields** also turned in the lowest gross on opening night, \$24. **Admission** was 50 cents, except on opening night, when it was a quarter. Despite **Fields'** near record low of 96, he turned in the best average of any band playing more than one night.

Result of this season's poor showing, with the 10 nights grossing only \$4,401 against a band cost alone of \$11,000, is likely to be a decision against continuing the bands next year.

Band Drew at Mich. Fair

Comparative drawing power for bands at the **Michigan State Fair** in **1939** and in **1940** follows:

Year	Band	No. of Nights	Total	Best Night	Poorest Night	Aver.
1940—	Shep Fields.....	4	3,835	1,574	96	957
	Dick Jurgens.....	1	206
	Ted Flo Rato.....	2	1,230	626	604	615
	Wayne King.....	3	2,750	1,416	502	917
	TOTALS.....	10	8,802	880
1939—	Benny Goodman.....	3	6,716	3,246	1,478	2,280
	Glen Gray.....	1	2,071
	Wayne King.....	3	4,786	1,786	1,258	1,595
	Bob Crosby.....	3	7,330	3,354	1,733	2,510
	TOTALS.....	10	21,103	2,210

conductors among others to judge the efforts of the unknowns from schools, colleges, communities, and churches, every non-professional aggregation in the country being eligible to compete. Closing date for entries is announced as **September 27**.

N. O. Hotels Plan Roosevelt Competish

NEW ORLEANS, Sept. 28.—Two hotels here, the **Jung** and the **Bienville**, are planning to give the only name band haven in the local hotel field, the **Roosevelt**, some competition on its big time o.k. policy by **Thanksgiving Day**. **Ray Cantrell**, manager of the **Jung**, says the hotel's **Tulane Room** will open late in the fall, but would not reveal definite plans. **Fred Berger**, head man at the **Bienville**, hopes to get the old **Roof Club** open again after more than a decade of darkness. He estimates an outlay of \$30,000 for renovation.

Ted Lewis opens the new **Blue Room** of the **Roosevelt** **October 1**, to be followed by **Jan Garber** and other names set thru **Music Corporation of America**, according to **George Riley**, hotel manager. Motif of the **Blue Room** is still a mystery, but the former **Hawaiian** theme is understood to be out.

THE CASINO BALLROOM at the **Mid-South Fair grounds, Memphis**, opened **Saturday (21)** on the eve of fair week for the fall season. **Joseph Bennett**, manager, announces dancing **Fridays** and **Saturdays** following close of the fair. **Richard Diggins** and 10-piece o.k. will have **Rita Wright** as vocalist. Admission fee is 50 cents plus tax.

Everyone to His Taste

NEW YORK, Sept. 28.—**Harry Gordon**, tenor sax with **Buddy Clarke's** band at the **Park Central Hotel** here, left the outfit last week after a three-year association. Reason for the departure is a change of show policy at the spot.

New schedule calls for band stand endeavor until 3 a.m., which makes it tough on **Harry** to fulfill his college course. He's preparing to be a teacher some day, preferring that to sax tooting or even a band-leading career.

Selling the Band

Exploitation, Promotion, and Showmanship Ideas
By **M. H. ORODENKER**

Record Concerts

IT IS all too well known that many inexpensive promotions crystallize into major selling returns. Advertisers and merchants have long realized that the playing of records over the radio is an effective means of attracting potential customers to the product. Likewise, many music stores throughout the country have found that the playing of records in the form of a store concert can bring in profitable record sales in excess of its cost. Depending entirely upon the music merchant's own initiative and showmanship, the store concert can be developed as the most potent sales weapon at the command of every record dealer.

Classifying your mailing list as to the particular record tastes of your customers, a series of private concerts for potential record buyers can easily be arranged for each group—those interested in the singing sides, others enthused over the hot swing records, the sweet music fans, and even the lovers of the classics. It can be conducted in the store itself where there are seating facilities or in a hired room. Even when a room is rented, the total expense of conducting such a recorded concert is extremely small. The results of thus acquainting groups of specially invited guests with selected records in keeping with their buying habits can be measured in terms of both immediate sales and long-term purchases.

The concerts, about one a month sufficing, should be kept very informal. The method used to organize and conduct such concerts naturally will vary according to the size of the town and the nature of the dealer's business. However, it is preferable to hold the concert away from the store, people feeling more free to come if there is no direct intimation of commercialism. Written or printed invitations to the initial concert help. And while it is well to permit requests for each group's concert, a certain portion of the program should always be reserved for new releases. It is also well to bear in mind that

where possible the concert should be tied in with a visiting recording artist making a personal appearance in town, band leaders and singers being always most co-operative in that respect.

Samuel H. Pennstein, of the **Shepherd Park Pharmacy**, only drug store in **Washington** with a full line of records and sheet music, makes much of **The Billboard Music Popularity Chart** with effective returns in hyping sales. A reprint is made of the weekly chart for customer use. "And I mean to tell you that it is working wonders," writes **Pennstein**. "People who used to come in for one or two records now are just as likely to select from six to nine, due to the chart. I am right proud of the fact that the chart is pulling in sales."

Band Contests

THE thousand and one small and unknown bands blushing unseen in the hinterlands, yet aspiring to fame and fortune, are offered an opportunity in the "Strike Up the Band" contest tied in with the new **Mickey Rooney-Judy Garland** feature picture of that name by **Metro-Goldwyn-Mayer**. Individual contests are to be held in each State, the semi-finals to be held in 16 key cities throughout the country. Eight bands will be chosen from these 16 spots, four each to represent **East** and **West**, and in the finals the best entry from the **East** will fight it out musically with the best from the **West**. Special sound-camera crews will make the 16 key centers to take pictures of victorious bands.

The winning band will receive a week's personal appearance engagement in **New York** with a visit to the **World's Fair** during off-moments. To the runners-up will go diamond-studded, gold, silver, and bronze-tipped batons. In addition to the band prizes, separate awards will be made for the best girl vocalist, this to be presented by **Judy Garland**.

An impressive list of judges includes bandleaders, music critics, and symphonic

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

A
Abb. Vic (Stuyvesant) Buffalo, h.
Alberto (Music Bar) Atlantic City, c.
Alexander, Van (Sea Girl Inn) Sea Ovi, N. J., h.

B
Bakay, George (Wilson's) Phila, m.
Barnet, Charlie (Fiesta) NYC, re.
Barnett, Arne (Harry's New Yorker) Chi, re.

C
Cabo, Tony (Villa Moderna) Chi, re.
Cameron, Cecil (MacDonald) Edmonton, Alta, h.

D
Davidson, Bill (Star Dust Inn) Pleasantville, N. J., re.
Davis, Eddie (La Rue's) NYC, re.

E
Ehr, Jack (Royal Palm) Miami, re.
Ellington, Duke (Sherman) Chi, h.

F
Farber, Burt (Sign of the Drum) Cincinnati, re.
Farr, Lew (Fiesta Danceteria) NYC, re.

G
Gardner, Bill (Paradise) Chi, h.
Gardner, Sonny (Walton) Phila, h.

H
Hale, Tip (Concert Band) (Fair) Coshocton, O., h.

I
Irwin, Mary (Churchill Tavern) Pittsburgh, Pa.

J
James, Harry (Brunswick) Boston, h.
James, Sonny (Renault Tavern) Atlantic City, re.

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

K
Kane, Johnny (Roosevelt) Pittsburgh, h.
Kara, Peter (Rosedale) NYC, h.

L
Ladd, Lew (Bordewick) Tuckahoe, N. Y., re.
Lamb, Drexel (Rosedale Inn) Jackson, Mich., re.

M
McCallough, John (Tally-Ho Tavern) Albany, N. Y., re.
McGee, Johnny (St. George) Brooklyn, h.

N
Nakash, Michael (Riverview Casino) Paterson, N. J., re.
Nasrett, Marie (Mary Hubbard Inn) Berlin, N. J., re.

O
Oger, Bill (Hilcrest) Toledo, h.
Oman, Phil (Trocodero) Hollywood, Calif., re.

P
Palermo, William (La Marquis) NYC, re.
Palmer, Frank (Capitol) Atlantic City, c.

Q
Quartell, Frank (Colosmo's) Chi, re.
Quintana, Don (El Chino) Miami Beach, Fla., re.

R
Ramos, Ramon (Drake) Chi, h.
Rama, Hal (Croncker's) Sea Isle City, N. J., re.

S
Sachara (Colony Club) Chi, re.
Sachara, Juanito (Bavaria-Madrid) NYC, re.

T
Tardiff, Emil (Paradise) Chi, h.
Tardiff, Sonny (Walton) Phila, h.

U
Unger, Eddy (Colony Club) McClure, Ill., re.

V
Vander, Eddy (Colony Club) McClure, Ill., re.

W
Walker, Eddy (Colony Club) McClure, Ill., re.

X
X... (Various listings)

Y
Y... (Various listings)

Z
Z... (Various listings)

Bands on Tour - Advance Dates

WILL OSBORNE: Liederkreis Society Auditorium, Great Bend, Neb., Oct. 2.
MILT BERTH: Roxy Theater, New York, Oct. 4 (3 weeks).
CLAUDE HOPKINS: Prospect and Star theaters, New York, Oct. 4-6.
ACE BRIGADE: Celebration, Clinton, Ill., Oct. 4; Eagles' Ballroom, Milwaukee, 6.
COUNT BASIE: Murray Casino, Washington, Oct. 4; Sports Arena, Bluefield, W. Va., 10; Beckley (W. Va.), Arena, 11; Charleston (W. Va.) Armory, 12.
LOUIS ARMSTRONG: Paramount Theater, Los Angeles, Oct. 9 week.
DEE COURTNEY: Memorial Union Ballroom, Minneapolis, Oct. 11.

WILL BRADLEY: Empire Ballroom, Allentown, Pa., Oct. 16; Olympia Theater, Altoona, Pa., 21; State Theater, Conneville, Pa., 32; Penn Theater, Butler, Pa., 28.
BEN CUTLER: Edison Hotel, New York, Oct. 17.
AL DONAHUE: Astor Theater, Reading, Pa., Oct. 25-28.
DUKE KLINGTON: Maxmar Hall, Gary, Ind., Oct. 26.
RAY NOBLE: Memorial Coliseum, Cedar Rapids, Ia., Nov. 18.
TED LEWIS: Metropolitan Theater, Houston, Tex., Nov. 8 week; Majestic Theater, San Antonio, Tex., 16 week; Majestic Theater, Dallas, 23 week.

Murphy, Prof. F. (New Goblet) Albany, N. Y., re.
N
Nakash, Michael (Riverview Casino) Paterson, N. J., re.

O
Oger, Bill (Hilcrest) Toledo, h.
Oman, Phil (Trocodero) Hollywood, Calif., re.

P
Palermo, William (La Marquis) NYC, re.
Palmer, Frank (Capitol) Atlantic City, c.

Q
Quartell, Frank (Colosmo's) Chi, re.
Quintana, Don (El Chino) Miami Beach, Fla., re.

R
Ramos, Ramon (Drake) Chi, h.
Rama, Hal (Croncker's) Sea Isle City, N. J., re.

S
Sachara (Colony Club) Chi, re.
Sachara, Juanito (Bavaria-Madrid) NYC, re.

T
Tardiff, Emil (Paradise) Chi, h.
Tardiff, Sonny (Walton) Phila, h.

U
Unger, Eddy (Colony Club) McClure, Ill., re.

V
Vander, Eddy (Colony Club) McClure, Ill., re.

(See ORCHESTRA ROUTES on page 17)

Indianapolis Sees Good Year Ahead

INDIANAPOLIS, Sept. 28.—English's Theater is having its earliest opening in recent years this week with a four-day (another unprecedented event) run of Gertrude Lawrence's *Skyline*. The play's dates are October 2, 3, 4, and 5.

First announcement for the season by Vincent Burke, manager, gave theater patrons the prospect of a full week of legitimate drama October 14-19, with *Too Many Girls* occupying the first three days and *The Little Foxes* taking over the last section. *Too Many Girls* was canceled out, however, because of the imminent release of the movie version.

Starting the season English's will have more plays with four-day runs than has been the case in years. Katharine Hepburn comes here in *The Philadelphia Story* for four days starting November 20, and the Lunts will be seen in *There Shall Be No Night* for the same stretch starting December 4. And *Tobacco Road* is beginning to feel the ravages of time. The hoary play, English's standard Christmas attraction for a full week in years past, is penciled in for only four days this trip. The run opens Christmas night.

Again this year the theater's schedule of plays is being plugged by the Citizen's Committee of the Theater-Goesers of Indianapolis, a non-profit organization of civic leaders. They have distributed much advance literature about English's season, along with a form letter urging attendance in order to build the size of the audience and thus make it possible for the management to secure more plays. The plan was instrumental in materially boosting interest and attendance at English's last season, when it was tried for the first time.

The local Civic Theater starts its season later this month with a schedule of last-season Broadway plays and some revivals such as *Of Thee I Sing*, which will open the year. Group is directed by Richard Hoover and uses gratis local thespians.

Portland, Ore., Bookings

PORTLAND, Ore., Sept. 28.—There will be no legit booked here as a series for the 1940-41 season, William B. McCurdy reports. If he can get guarantees that the shows will appear, McCurdy added, he will book them in series, but until then he will sell them separately.

Shows booked so far and tentative bookings are: November 1, *Jane Cowd*, lecture; December 12, 13, 14, *Little Foxes*, Mayfair Theater; December 30, 31, January 1, *The Man Who Came to Dinner*, Mayfair Theater; February 6, 7, 8, *There Shall Be No Night*, Mayfair Theater; March 25 (week of), *San Carlo Opera*, Paramount Theater; sometime in March, *Pins and Needles*, Mayfair Theater.

Buffalo's Good Start

BUFFALO, Sept. 28.—Erlanger Theater began its 1940-41 season to good success with *Tobacco Road* back in its seventh time here, September 17-21, grossing \$6,200 for five days and seven performances. Last year *Tobacco Road* grossed \$7,000 for six days and eight performances.

The subscription drive for the Guild series of six plays was most successful, according to the Erlanger management, with all seats in the balcony disposed of as well as over half of the downstairs chairs. Several non-Guild plays are under consideration now, but bookings are not definitely set.

Philly's Spotty Season

PHILADELPHIA, Sept. 28.—It's feast or famine in legit here this season. Coming to life even before Labor Day with a rush of musicals, three in five weeks, with the sixth week ended Saturday (5) returning *Philadelphia Story*, the footlights now relapse into a dreary October. Month's sole prospect is *Lady in Waiting*, due at the Locust Street Theater October 31.

As an example of the feast-and-famine, November 4 brings to the Forrest and Locust respectively *Twelfth Night* and *Ladies in Retirement*. Definitely set for the two Shubert houses, but no dates made as yet, are a premiere for *Night of Love*, new musical play; *Buddy De Sylva's Panama Hat*; *Too Many Girls*; and a return for *DuBarry Was a Lady*, making it a bumper crop of musicals; *Separate Rooms*; *The Time of Your Life*; and *There Shall Be No Night*.

Accidentally?

DETROIT, Sept. 28.—J. J. Shubert, in town for some time to make arrangements for opening of musical stock at the Wilson Theater, keeps in close touch with show business when he goes night clubbing. Out at the Club Royale the other night he was greeted by dancer Kay Ballou taking a spill right at his feet. Then in a subsequent number Burt Maxwell skidded clear into Shubert's ringside table.

Dramatist Pact Confabs Continue

NEW YORK, Sept. 28.—Conferences among managers, motion picture men, and the Dramatists' Guild continued this week, with all parties maintaining optimistic attitude toward future of a new basic agreement and a pact for picture-backed legit.

Other proposed contract changes, besides those listed last week, include the managerial proposal that the new basic agreement revert to the old set-up between manager and author whereby legal titles would be held in partnership. Guild is as definitely disinclined to accept that as the proposal to change the 40-60 coin split deal to a 50-50 pact. One concession which managers will probably get, however, is that which provides the alternative of 75 road performances to the requisite three-week run in New York, for the maintenance of foreign rights.

Milwaukee Co. Deferred

MILWAUKEE, Sept. 28.—The Society of Allied Arts, organized here last spring to establish a resident professional theater, is deferring the project because of present unsettled conditions. In the meantime the committee will offer a subscription season of five plays at the Faust Theater, of which Margaret Rice, moving spirit of the committee, is the manager. Four of the plays are Theater Guild productions. They are: *There Shall Be No Night*; the Helen Hayes revival of *Twelfth Night*; *The Philadelphia Story*; and *The Time of Your Life*. The fifth will be announced later.

AC Builds New Tryout House

ATLANTIC CITY, Sept. 28.—Work will start this week on the construction of a new 1,450-seat theater with facilities for legitimate shows as well as motion pictures, to be built on the site of the long-closed Second National Bank by the SCA Company, whose president is Frank P. Gravatt, operator of Steel Pier here. Building, which will cost in excess of \$250,000, is the result of the widespread movement at this resort this summer to construct a house suitable for legit shows and return the town to its former try-out glory.

The entire operation will be completed by January, 1941. House will show films in the off-season months and aim for at least 10 important legit premieres next summer.

Hub Op House for Sale

BOSTON, Sept. 28.—The Shuberts announced this week that the Boston Opera House, largest house in town, is up for sale. Reports were that it might become a super market or a garage or both.

House was erected in 1909 by Eben Jordan and has come to be the biggest white elephant in the history of the city. Used only twice last year, for Michael Todd's *Hot Mikado* and Clifford C. Fischer's *Night at the Folies Bergere*, expenses of heat and rent continued mounting until the Shuberts decided to sell.

Understood offers to make spot a night club, a skating rink, or a dance hall have been rejected. Efforts to have the city take over have been unsuccessful. Only place in town where opera could be staged, sale of the Opera House apparently marks the end of an era.

"Pins" for Wilmington

WILMINGTON, Del., Sept. 28.—*Pins and Needles* will be presented one night, Monday, October 7, at the Playhouse in the DuPont Building here. Scale will be orchestra, \$2.20; balcony, \$1.65 and \$1.10, and gallery, unreserved, 65 cents, all including tax.

From Out Front

By EUGENE BURR

IF YOU insist on frequenting the byways of the entertainment world in addition to its broad highways you usually emerge plastered with the travel-stains of poor performances, insect vehicles, and sundry other impedimenta which are numerous enough for the average taste even on such an artery as Broadway. The sights you've seen repay you only because of their antiquarian or esoteric value, and you become merely the possessor of a large assortment of mental collectors' items. But occasionally you do manage to emerge from the byways with a legitimate treasure—and that's repayment enough for much previous and unrewarded peril.

One such treasure, in the field of the drama, was the marvelous performance of a modern-dress *Orpheus* presented by the Prevue Players at the Barbizon-Plaza early last spring. Another such, in the field of old-time films, is a short comedy called *Goodness Gracious*, shot 25 years ago, with Clara Kimball Young and Sidney Drew in the leads. It was included in a recent series of American comedies at the Museum of Modern Art.

Comedies of that period—and dramas, melodramas, and tragedies as well—were usually pretty sad affairs. We laughed at them boisterously (memory insists on that much), but for the life of us we cannot tell why. They were broad and obvious and painfully slapstick; their humor was several degrees below that of a "comic" cartoon; and their acting would seem hammy to the broadest of burlesque comedians. But *Goodness Gracious* was none of these things. Directed by Robert Young (not the current Robert Young) as a satire upon plays and pictures of its own and the immediately preceding eras, it is a legitimate little art work that would probably be thoroughly enjoyed if it were revived in art cinemas thruout the country.

These days when we try to satirize old-time melodramas we burlesque them, poking heavy-handed fun, with each snick resembling a hammer blow. But *Goodness Gracious* adopts an entirely different technique. Its basis is broad burlesque, with a widening and heightening of all the foolishness of old meller, but its working technique is not burlesque but rather a hyped-up satire that almost attains the realm of fantasy. Its actions are ridiculous—but fantastically ridiculous. And its tempo and tone, rapid and light and highly amusing, are pleasures to behold. Not once in the course of the little picture is either broken in the slightest degree; the fantastic tone is rigorously maintained, and the rapid, light tempo is so well sustained that the film at times almost seems like a ballet. As a matter of fact, if its date weren't known, it might easily be mistaken for an unusually light and amusing product of a modern impressionist.

No small part of the credit goes to Miss Young and Mr. Drew, who so successfully maintain the purpose and plan of the director. Mr. Drew is far removed from the genial business man of his more famous comedies made with his wife; and Miss Young seems hardly the same person as the determinedly dramatic actress of several years later, who primaced and rolled her eyes and in general committed all the sins that she so gaily satirizes in *Goodness Gracious*.

AS MATTER of fact there's food for plenty of theatrical thought in the entire series of comedy revivals—aside from the inevitable musings on changing the taste and the precarious position of an actor's fame—aside too from horror at the feeble efforts of such former idols as Mabel Norman and Douglas Fairbanks. Mr. Fairbanks, seen in a 1910 comedy, *His Majesty the American*, achieved neither the

(See FROM OUT FRONT on page 62)

BROADWAY RUNS	
Performances to Sept. 28, Inclusive	Opened Perfs.
Johnny Belinda (Belasco) Sept. 19	14
Partner Lambs (Belasco) Sept. 9	24
Kissed Lady (revival) (Fitz) Sept. 10	21
Time of Your Life (Theater) Sept. 8	21
Life With Father (Hayson) Nov. 8	374
Man Who Came to Dinner (The Music Box) Oct. 16	400
Separate Rooms (Forsythe) Mar. 23	427
San Carlo (Belasco) Sept. 9	24
There Shall Be No Night (revival) (Fitz) Sept. 9	24
Time of Your Life (Theater) Sept. 23	5
Tobacco Road (Forrest) Dec. 4	3,383
Musical Comedy	
DuBarry Was a Lady Dec. 6	342
How to Succeed in Business Without Really Doing Sept. 11	22
Louise Lumsden (Imperial) May 29	143
New Hippopotamus (Wieder Garden) Dec. 11	230

Brokers OO Code; Lose Court Plea

NEW YORK, Sept. 28.—Theater ticket brokers are undecided about signing the League-Equity code again, pending a confab on the League's refusal to drop the 8-cent tax measure. Indecision is complicated by set-back brokers had this week when court refused them an injunction against the State law fixing price maximums. Brokers declared that they would probably meet within the next few days to discuss League's offer to prune bonds and fines in return for complete payment of levies still owed on tickets sold. The first reaction to the League's reply was not enthusiastic. Brokers had conferred with League and Equity code committees recently and presented requests for modification.

In their legal battle, brokers will now prepare for an equity trial of their case, asking that the State law be declared unconstitutional. Passage of State law had been materially aided by efforts of the League, which had also solicited support from Equity and the stagehands' union. Attorney for the six brokers involved indicated that preparation for the trial would be started promptly.

Denying the injunction, Supreme Court Justice J. Sidney Bernstein overruled all contentions of the brokers, returned the attitude of the courts of 1937, and held that the law was "affected with a public interest." Court based the decision on the Nebbia ruling of 1934, which validated the New York State Milk Control Law. Brokers' legal advisers expect to argue at trial that theater tickets and prize-fight tickets can hardly be compared with the health requisite of milk.

Shubert Detroit Ops Set

DETROIT, Sept. 28.—Detroit will have a musical comedy stock company for the first time in several decades with opening of the Wilson under Shubert management October 12. Local stock, with Romaine Simmons as production manager and Carl Randall as choreographer, will be the policy, with a 30-week season with fortnightly bills. Opening production is *Unfaithfully Yours*, formerly *The Du Barry*.

The Wilson will give the town two legitimate houses running at one time, a condition unknown for several years.

Fred Schader, formerly in charge of entertainment and publicity at the Michigan State Fair, will be Shubert's personal representative, with Louis Ralski, former treasurer of the Fox Theater, as house manager, and Arthur Warsaw as treasurer.

"Road" Loses Scenery; Opens Day Late in Buffalo

BUFFALO, Sept. 28.—The scheduled season-opener, *Tobacco Road*, ninth time back at Buffalo's Erlanger Theater, did not go on as scheduled Monday night, September 15. Show got separated from its scenery and costumes when the Jetter, Lester shanty and other equipment got lost between Brooklyn and Buffalo due to a railway misadventure and failed to arrive before Monday's opening show.

The missing equipment did, however, arrive in time for Tuesday's show, September 17, and the house opened the 1940-41 legit year to pretty fair crowds.

CAPE MAY, N. J., Sept. 28.—G. W. Johnston and not Louis Brainerd played the part of the idiot in William Saroyan's *Sweeney in the Trees* which played here late in August. Show was reviewed in the September 7 issue of *The Billboard*.

"Stage" Pays Plenty For Play Rights But Songs Will Be New

NEW YORK, Sept. 28.—Stage magazine, which resumes publication with Alexander Ince as publisher and Alexander King as editor, will be in entirely new form when it hits the stands around October 28, according to King. Already most publicized and talked about feature is publication of a full-length hit play each month, but it's proving something of a headache, according to King. Dramatists' Guild contract allows authors full powers on publication rights, and result is that each play must be bargained for individually, with no basic contract set. In the cases of plays already published in book form—and most have—are so published—rates demanded by the writers for mag republication have been soaring, since such reprinting is figured as cutting in on book royalties. King said the contracts were being obtained "with great difficulty and at great expense."

Set so far are *The Men Who Came to Dinner* (for the first issue), *The Main Animal*, *The Time of Your Life*, and *There Shall Be No Night*.

Also rumored was monthly publication of voice and piano parts of what the mag would call "the song of the month." One tune will be published in each issue, according to King, but the numbers will be "obscure" tunesmiths and not previously published, which does away with possibility of publication tangles with Tin Pan Alley firms. A board of musicians will select the tunes to be published.

Generally, according to King, the mag will place entertainment value over completeness of news coverage. Policy on reviews, particularly those of radio and pics, will be to run only those on good shows, leaving notices of floppers unpublished. King figures on that basis to find about five radio reviews a month worth running, he says. Legit shows will be reviewed primarily via pictures and captions, according to present plans.

Mag is intended to cover all show fields, with no story running over 1,500 words, which is the page size. King says he wants yarns written by show business people concerned, rather than by professional writers.

Detroit Stagehands Sign House Pacts

DETROIT, Sept. 28.—Contracts covering stagehands have been completed by Local 30, I.A., with major theaters. Wage scales are practically unchanged, and only differences are in minor technical working conditions.

One important wage change affects the Fox and Michigan, both using intermittent wages. Under the new contract, these houses may move the band cars up six feet farther on the stage, to the present position of the picture screen, allowing acts to work in front of the band, under the "pit band show" policy. Two additional men, one on each shift, are required to handle the additional labor involved.

The legit houses, the Wilson and Cass, have been signed, with the Wilson taking a 10-man minimum crew for the musical stock policy being inaugurated there, while the Cass has a four-man minimum crew. Further change is that extra men used to put on and take off shows will be subject to a four-hour instead of two-hour minimum call.

Contracts have also been signed with the two burlesque houses, the Avenue and the National.

Lakewood 6% Behind

SKOWHEGAN, Me., Sept. 28.—The Lakewood season, in all departments, was 6 per cent off from 1939, according to Herbert L. Swett, general manager. Bad weather in June and a dull September accounted for most of the slump. With the early and late weeks out, Lakewood was up to its usual business.

Of five tryouts, *Foet's Corner*, *Mr. and*

Mrs. North, *The Hard Way*, *Dollars and Horse Sense*, and *Children of Today*, only the second and third are understood to be headed for Broadway.

Lakewood tried out a five-week drama festival with a tilt in prices. This did not increase the number of persons attending, but did make for added dollars in the till.

Events Set for Houston

HOUSTON, Tex., Sept. 28.—Edna W. Saunders, Houston impresario, has announced the following schedule for the 1940-'41 season: *Eva LeGallienne*, October 24; *Orson Welles*, October 30; *Yehudi Menuhin*, November 5; *Argentinita* and *Spanish dancers*, November 25; *Sergei Rachmaninoff*, January 21; *Minneapolis Symphony Orchestra*, February 11; *Ballet Russe de Monte Carlo*, three performances, February 21 and 22; *Vladimir Horowitz*, February 27; *St. Louis Symphony Orchestra*, conductor *Vladimir Golschmann*, April 1.

Few Guests Disappoint Maine Cowbarn Spots

BANGOR, Me., Sept. 28.—Maine summer theaters did pretty well toward fulfilling their guest star announcements this season.

Ogunquit, which set its schedule early and definitely, did not miss on any important players. Deertrees at Harrison Hopkiss was due to open with *Mariam Hopkins*, but canceled the week. Deertrees also announced *Ruth Gordon*, but instead held *Joe Brown* for a second week.

Lakewood announced *Henry Hull* for the *Phil Dunning* show, *Dollars and Horse Sense*, but he did not appear.

Portland Civic Reopens

PORTLAND, Me., Sept. 28.—Guy Palmerton Players have returned to the Civic Theater after suspending in July, following a 19-week season. Company opened with *Ruth Chatterton* and *Barry Thompson* in *Private Lives* and then played *Ethel Barrymore* and her company in *School for Scandal*.

Chatterton, playing at regular 83-cent top prices, proved as popular as *Barrymore*, but the latter played to a \$1 top. For the third week the stock company returned, including *Voila Blakely*, *Louise Kirtland*, *Robert Perry*, *Frank Lyon*, *James Ganon*, *Nancy Duncan*, *Frederick Lynwood*, and *Raymond Greenleaf*.

OUT-OF-TOWN OPENINGS

"George Washington Slept Here"

(Bushnell Memorial)
HARTFORD, CONN.

A comedy by *Moss Hart* and *George S. Kaufman*. Staged by *Mr. Kaufman* in a setting by *John Root*. Presented by *Sam H. Harris*, with a cast including *Ernest Truex*, *Berton Churchill*, *Jean Dixon*, and *Nachel Taliferro*.

Here are hi-jinks in a crumbling Pennsylvania farmhouse where Washington is said to have slept.

It deals with a shy New York business man who has bought the place and has taken his wife there to be shocked by the gullibility with which their savings have been squandered on premises that don't even contain drinking water or a road to approach the house.

Just when she is beginning to like it a bank threatens foreclosure proceedings and the husband is required to play host to a disagreeable but reputedly rich uncle, who turns out to be penniless. Through the bamboozlement that has enabled the uncle to maintain the appearance of opulence the house is saved and it all ends happily.

Mr. Truex, of course, is the would-be squire, and *Jean Dixon* is his long-suffering spouse. *Berton Churchill* is the uncle, and the surrounding players are all admirably cast.

Less boisterous than *The Men Who Came to Dinner*, this new play has a more universal appeal. It opened the legit season in Hartford to a packed and

Saroyan Prize Play Reopens

NEW YORK, Sept. 28.—Back for a two-week revival after a disappointing run considering that it won both the Pulitzer and the Critics' Circle awards last season, *William Saroyan's The Time of Your Life* reopened at the Guild Theater Monday (28) as the first item of the Theater Guild's 1940-'41 season.

A few changes in the cast and a pruning of dialog, for the better, plus a Willie gag, mark the revival. *Rosa Bagdasarian*, who had the newboy role last time, has the *Will Lee* role now. *Blackie Shackner* does the newboy and the excellent offstage harmonics playing. *Leo Chazel* does very well with the bartender role, handled last time by *Charles De Smet*. *Fred Kelly* comes thru very well as *Harry the booper*, which his brother, *Gene*, did originally.

Others new in the cast are *Seymour Gross*, *Marilyn Monk*, *Frances McHugh*, *Henry Jones*, *Arthur Hunnicutt*, and *Ann Brody*. *Eddie Dowling*, who in association with the Theater Guild, Inc., is presenting the show, still has the key role of *Joe*, the ever-drunk who manages to make the Saroyan double talk sound fairly reasonable. *Julie Hayden*, attractively fragile, hardly gets into her character, altho in fairness we must say that practically every role in the play is so nutty and so short that the various characters hardly ever pass beyond the dimensions of vaudeville acts.

As for the play itself, it is more a vaudeville show kept together by a successfully sustained mood, the domination of the saloon set, and a couple of key roles. The characters are bizarre enough to startle and entertain, and the dialog has overtones of profundity that provoke an audience into feeling that maybe here is a great play saying great truths. But it is not a great play, and proof of that is the fact that its impression doesn't even carry over until the next day. Remembrance of it is as a laugh show, not as a strong emotional experience.

Paul Denis.

AE Members Ban Ism Sympathizers

NEW YORK, Sept. 28.—Membership of Actors' Equity Association at a quarterly meeting yesterday endorsed resolutions condemning Communism, Fascism, and Nazism as passed by a special meeting of council Thursday, and backed on an amendment which prohibits any member or sympathizer of such groups from holding a job or office in Equity. Meeting never got to the subjects of Sunday shows, the Theater Code, or renewal of the basic agreement with the managers, other than to react favorably to the mention of them in *Paul Dulzell's* executive secretary report. Meeting of 709 actors reached heated proportions during the discussion of the amendment, which had been introduced by *Winifred Lenham*.

At Council's special meeting Thursday, *Paul Dulzell* received a vote of confidence for the manner in which he defended members against attacks by Congressman *Lamberton*. Council and membership resolutions requested that the Dies Committee make a prompt investigation of the *Lamberton* charges that Equity was run by Communists, and that the Dies report be printed in full in the union's magazine.

enthusiastic house despite high humidity and torrential rain. It has every trick known to the theater and there is a measure of expectancy created by new situations continually cropping up.

Its chances for success seem rather better than average. J. B. TUOHY.

TUNE PLUG PLAN (Continued from page 5)

reports there will be another half dozen waxings made within the next week or so, the Miller will start the plugging locally, at his Hotel Pennsylvania date starting October 7.

Bookings set for *Ice-Capades* so far are as follows: *Duquesne Garden*, Pittsburgh, November 4-12; *Arena*, Philadelphia, 13-19; *Arena*, New Haven, 20-26; *R. I. Auditorium*, Providence, 27-December 3; *Garden*, Boston, 4-9; *Arena*, Quebec, 10-11; *Forum*, Montreal, 12-15.

Gold Mine Ice Show

COLORADO SPRINGS, Sept. 28.—*Goldcamp* Galeties, ice show produced for the American Mining Congress, closed a three-day run last Friday at the Broadmoor Ice Palace. Public was admitted to the last two nights of the showing. Cast included *Ed Scholdan*, juggler, *Maribel Vinson*, *Douglas Duffy*, and *Guy Owen*. Production duplicated an old mining camp, with scenes from *Gripple Creek*.

Tucson Hotel Ice Show

TUCSON, Ariz., Sept. 28.—*Dorothy Franey*, women's speed-skating champion, brought ice skating to the Sun Country last Tuesday (24), opening a six-month engagement at the Santa Rita Hotel Rendezvous Room.

Miss Franey's company of six includes *Walter Ridge*, screen comedian; *Gena Retchel*, Midwest junior skating champ; *Grace Harvey*, *Ruth Cavanaugh*, *Gertrude Gruber*, and *Harriet Arvan*.

St. Regis Ice Routine

NEW YORK, Sept. 28.—Ice production which will open at the St. Regis October 3 will not have an elaborate title, but will be billed simply as a new entertainment on ice. Show will consist of five numbers as follows: A new tango by *Billy and Betty Wade*, *Me and My Shadow* by the *Heasley* twins, *Morton Gould's American Coprice* by *Dorothy Lewis*, *I Dream Too Much* by *Miss Lewis* and the *Heasleys*, and the finale, *Cafe Society*. Show will be held together by comedy continuity.

Ice Activity

NEW YORK, Sept. 28.—Local ice activity took on a spurt this week.

The Hotel New Yorker will continue ice shows thru January, establishing a longevity record for ice shows in its Terrace Room (current revue opened May 9).

The New Yorker will change almost the entire ice cast October 10, with other changes listed for the first week in November.

Sonja Henie's touring show will come to Madison Square Garden some time in January, competing with the *Henie-Wirtz* produced show (if it lasts that long) in the Radio City Center Theater.

Sonja Henie's show will start its tour November 21 in Houston, Tex.

It Happens on Ice has added to its cast singers *Joan Edwards*, *Felix Knight*, and the *Buccaneers*, and the opening date of the Center Theater ballet has been changed to October 10, to keep local premiers on even keel. Original date of October 9 would have conflicted with opening of the rodeo at Madison Square Garden.

Until *Ice-Capades of 1941* resumes rehearsals (October 28) for its road tour (November 4) *Beitia* will head the changed show at the New Yorker. Additional skaters will be lined up over the week-end. *Abe Lyman's* band will open with the new show.

Office of *William Burke*, general manager for the Center Theater show, said no book or narrative would be added to the revue.

STATEMENT OF THE OWNERSHIP, Management, Circulation, etc., required by the Act of Congress of August 24, 1912, and March 3, 1933, of The Billboard, published weekly at Cincinnati, O., for October 1, 1940.

Name of Owner: The Billboard Publishing Co., Cincinnati, Ohio.
Name of Publisher: E. W. Evans, Cincinnati, Ohio.
Name of Business Manager: E. W. Evans, Cincinnati, Ohio.
Name of Editor: E. W. Evans, Cincinnati, Ohio.

1. That the names and addresses of the publisher, editors, managing editor and business manager are: Publisher, The Billboard Publishing Co., Cincinnati, Ohio; Editor, E. W. Evans, Cincinnati, Ohio; Business Manager, E. W. Evans, Cincinnati, Ohio; Managing Editor, E. W. Evans, Cincinnati, Ohio.
2. That the owners are: The Billboard Publishing Co., a corporation, 25 Opera Place, Cincinnati, Ohio; Stockholders owning 1% or more stock: Max Marjotta D. Littleford, Fort Thomas, Kentucky; J. S. Littleford, St. Thomas, West Virginia; Kenneth L. McHenry, Fort Thomas, Kentucky; Frank G. Kobl, 298 Carroll St., Cincinnati, Ohio.
3. That the known bondholders, mortgagees and other security holders owning or holding 1% or more of the total amount of bonds, mortgages or other securities are: None.

Sworn to and subscribed before me this 23rd day of September, 1940.
R. T. EVANS, Business Manager.
LAWRENCE W. GATTO,
Notary Public, Hamilton County, Ohio.
(My commission expires June 23, 1941.)

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FALL TERM BEGINS OCTOBER 26TH

FOR CATALOG ADDRESS SECRETARY, ROOM 145, CARNEGIE HALL, NEW YORK

More New Clubs Opening in N. Y.; Joe Moss Returns

NEW YORK, Sept. 28.—More night clubs are announcing openings. Joe Moss, who operated the original Hollywood Restaurant and also the International Casino, will re-enter the niterly field with the opening of the Fairway Yacht Club at the eastern end of 52d Street. The Club, overlooking the East River, will be a three-layer affair, with a dining and entertainment room on the river level. Will seat 350.

Pefe Perry will reopen his swank Monte Carlo Club Tuesday (1) with Ted Straeter's ork.

The Boumanian Village will reopen as the Pan-American Village October 12. The initial bill will include Iliana, The Merranvilles, Joey Shaw, Betty Stone, Anna Lubin, and a line of eight, with Bothwell Browns producing, and Eric Correa's band. Moe Wetzman will manage the spot.

The Club Ball, Brooklyn, has reopened, with medium priced talent. The spot is also using screen name guests from the near-by Brighton Theater. Already scheduled for one night p. a. a are Ramon Navarro, Josephine Dunn, and Claudia Morgan.

The Hurricane has instituted a Saturday luncheon session, with Chiquito on the bandstand and Bernie Sager offering conga instructions.

Negotiations are going on to reopen the shuttered Cotton Club, with Nicky Blair, who formerly operated the old Paradise Restaurant, and George White interested. The venture is reported to be temporarily stymied because of the amount asked for the rental.

Club Maxim, Bronx, reopened last week after being shut for the summer. Using several standard acts, usually changed bi-weekly.

Radio Quiz Show For Fox, Detroit

DETROIT, Sept. 28.—The Take It or Leave It radio quiz show, recently recommended by The Billboard as a possibility for vaude houses, landed its first vaude date at the Fox here week of October 16. Stunt will be presented at every show, offering participants cash prizes, and will be conducted along the lines employed on the air. Bob Hawks, show's emcee, will also act in this capacity in theaters.

Program's Sunday broadcast will be staged in the theater. Herman Citron, of New York, set the date.

Name Bands Again In Atlanta Hotels

ATLANTA, Sept. 28.—The Spanish Room got under way Saturday (15) when Saxe Dowell opened and had the crowd at the supper show yelling for encores.

Opening the Rainbow Room atop the Ansley Hotel will be Dowell's old boss, Hal Kemp, tonight. The Rainbow Room has been closed since early last spring. This will be its second season. Follow-

(See NAME BANDS on page 57)

"Jack of All Trades"

NEW YORK, Sept. 28.—Instead of pinning for the good old vaudeville days, Jack Frazer, a vaude actor for 20 years (with such acts as Weber, Beck, and Frazer; Weber, Dolan, and Frazer, and Stilwell and Frazer), has been keeping busy ever since he left the theater in 1932.

He has been a contact man in the Wall Street store of Young's Hata, cashier in one of Thompson's Restaurants, special policeman in Loew's 44d Street Gallery, doorman and ticket taker in Loew's Theater, Flushing, L. I. manager of the Gus Chink Bingo Game in Playland Park, Rye, N. Y.; manager of Gus's Dart Game, and for the past three years has been in the protection department of the Waldorf-Astoria Hotel here. He is currently the house officer of that hotelery.

Haddock Won't Resign; Sticks to Three-Year Plan

NEW YORK, Sept. 30.—Hoyt S. Haddock, national executive secretary of the American Guild of Variety Artists, has denied reports that he will resign from that post. He said that he is determined, as he has been since he was given the job last February, to build a strong performer union, and is still of the opinion that it will take three years to accomplish that job.

Reports hinting at his resignation grew out of the current rift among members of the national executive board, emphasized last week when the board reinstated Tom Kelly as executive secretary of the Philadelphia local, despite Haddock's order to fire him.

Under the AGVA constitution, the national board is empowered to fire its executive secretary. The board is scheduled to meet today (30) and Haddock hopes to come "to a complete understanding" with its members regarding his leadership of AGVA.

Royal Palm, Miami, To Reopen in Nov.

MIAMI, Sept. 28.—Royal Palm Club reopens late next month, according to Arthur Childers, owner and manager. This silences rumors that club will remain shuttered due to gambling trouble from last year.

The club will operate again on the same elaborate scale. It is likely that Tony Martin, Abe Lyman and his orchestra, and Joe E. Lewis will appear this season.

On October 15 Childers will fly to California to choose a chorus of dancing and show girls. Georgie Woods apparently will again produce the shows.

Torrington Sunday Vaude

TORRINGTON, Conn., Sept. 28.—State Theater opened its second season of Sunday vaudeville last week (21). Six acts and two feature pictures, booked thru the Ross Friscoe office of Boston. Two performances.

House is operated by Charles Levine, Morris Jacobson, and Murray Kaufman, executives of the Strand Amusement Circuit of Bridgeport, with Ernest Gregola as house manager. Theater plays pictures during week.

Wheeling Club Reopens

WHEELING, W. Va., Sept. 28.—Club Diamond has been revived. Still operated by Danny Phillips, the club has opened a Jungle Room for dancing. Traveling bands will be used as well as floorshows. Jungle Room will accommodate 250.

Frank Sennes, Cleveland agent, will set the talent.

Joe Pursent Visits Night Club Utopia But Everybody Isn't Happy

Utopia Positively, N. Y.

Dear Paul Denis:

I'M STILL scouting for new talent up here in the resorts. This is a new community and already there are two night clubs in town. It's one of those planned communities, with everybody under strict orders to be positively happy. That's why they call the town Utopia Positively.

One club is called Gay Time Positively and the other is a Spanish spot called El Sinko Positively. The second club gets most of the business, because patrons drink on the house and can't leave if they can still walk a straight line.

The emcee likes the job, but told me confidentially that he's awfully tired of being so happy. He says the club rules are that all performers must smile all the time. The Italian singer must smile while singing Pagliacci; and the Russian dancer must smile—and who ever heard of a Russian smiling? And the ballad singer complains that nobody believes her heart is breaking when she sings those sad songs.

But the worst part of it, complains the emcee, is that he had to buy a new set of front teeth because the constant grinning wore out the old set.

They've got a new singer at the club. He's supposed to be a baritone; but I'm sure he isn't because he hasn't sung On the Road to Mandalay or Ol' Man River once.

The poor fellow is having trouble with the club owners because he refuses to smile—and you know the rule. He says he won't smile because baritones feel more deeply than tenors and, naturally, suffer more in their songs. And, he claims, a good baritone just won't think of smiling. (I guess the poor fellow is going to be canceled.)

Not only that, but the club owners claim his photos are no good (and the contract says the artist must deliver good photos and billing). The owners claim not one of the photos shows him with his collar open and looking romantically far away. And a baritone that doesn't look a he-man in his photos just isn't a real baritone, they say.

So you see, Paul, there's trouble even in utopias. And here I was beginning to think I was the only one with troubles.

JOE PURSENT.

Check-Up Reveals AGVA Pact With Agents Is Strictly on Paper; Union Blames ARA and Vice Versa

NEW YORK, Sept. 28.—The "binding" agreement signed last March by the Artists' Representatives Association, a group of some 150 New York agents, with the American Guild of Variety Artists appears to be little more than a scrap of paper, according to a check-up made this week.

Hoyt S. Haddock, national executive secretary of AGVA, admitted that the progress made as a result of the ARA-AGVA contract has been small and called the co-operation "unsatisfactory." I. Robert Broder, attorney for ARA, expressed his belief that the full terms of the 28-page AGVA-ARA regulations book are not in effect because of the comparatively small progress made by AGVA in organizing the important New York clubs and in its drive to increase its membership rolls.

Latest squawk made by AGVA against ARA centers around the refusal of ARA agents to keep the union fully informed of all their booking activities. Haddock claims that the only way AGVA can help the agents as well as its own members is to check on all bookings to make sure that they are made in accordance with AGVA regulations. Broder states that the AGVA-ARA agreement does not call for such action and that ARA members are not obligated to reveal such business secrets.

ARA has a meeting Monday (30) but, according to Broder, other matters will be discussed and the AGVA request will come up only if time permits. He added

that ARA considers the complaint a minor matter, as it has nothing to do with the agreement. Haddock last week claimed that he will revoke the license of any AGVA-licensed agent who does not file with the AGVA office a full booking report at least once a week.

ARA agents who, according to the agreement, are not supposed to employ any non-union acts, admit using such talent, and explained that AGVA is still too weak to force union conditions on all performers. Of necessity, agents say, they have to hire non-AGVA members who are standard acts, and must do business with clubs that have no AGVA agreements.

Internal friction among AGVA's national board members, which delayed action on other matters, is also partly responsible for the strained relationship between AGVA and ARA, Haddock claims.

2 Bands and Vaude New Haven, Sundays

NEW HAVEN, Conn., Sept. 28.—The Arena opened its flesh policy for the season last week, using two bands and acts. Opening show had the Mitchell Ayres and Jack Teagarden orchestras and a vaude line-up topped by Henry Armetta.

Afternoon admissions are 40 and 75 cents, tilted to 55, 85, and \$1.10 evenings. Nathan Podoloff, who manages the Arena, stages sports events here weekdays.

Arnheim Opener Strong

HOUSTON, Tex., Sept. 28.—The Plantation opened Thursday (19) to the largest crowds that ever thronged a local night club. Hundreds were turned away. Gus Arnheim and his band did a fine job on good music. Catherine Joyce does the bulk of the vocalizing. Dick Wheeler and Joe Landwehr, co-owners of The Plantation, were pleased with their opening.

Herbie Kay is scheduled early in October.

Stage for 800-Seater

SEAFORD, Del., Sept. 28.—Work on a new 800-seat theater, which will include a stage, has been started by Webb & Turner, contractors.

Thomas E. Ayers, owner of the new theater and of the Palace Theater here, says the building will be completed by the middle of December and will be known as the Layton Theater.

Bridgeport Adds Vaude

BRIDGEPORT, Conn., Sept. 28.—The Loew-Poll-Globe Theater here, which has been using vaude Monday and Saturday nights, will add four shows Saturdays. Amateur shows and three vaude acts plus two features Monday nights are also used.

House is managed by Harry Rose, and booked by Leo Cohen, of the WHN Artists' Bureau. Opening bill will be headed by Charles King.

Castle Farm to Full-Weeker

CINCINNATI, Sept. 28.—Castle Farm, which has been operating week-ends only with name bands the last several years, goes into a full-week policy early in October, according to Manager A. J. (Toots) Marshall. Spot will continue using names.

Help! Help!

CINCINNATI, Sept. 28.—Trudy McGee, producer at Glenn Schmidt's Beverly Hills Country Club, is telling the one about the actor traveling across the desert who met a fellow in a bathing suit.

"What are you doing here?" asked the Thespian. "I'm a lifeguard," replied the fellow in tights.

"Why there isn't any water within 1,000 miles of here," said the actor. "I know," parried the life guard, "but ain't it a helluva beach?"

Night Club Reviews

Latin Quarter, Boston

Talent policy: Show and dance band and relief band; floorshows at 7:30 and 11:30 (Saturdays at 10:30). Management: Lou Walters, manager; Frank Cronin, publicity; productions by Lou Walters. Prices: Dinner from \$1.50; drinks from 50 cents; minimum \$1.50; \$2.50 Saturdays.

Presenting five terrific acts, Walters, canny showman, has fashioned one of the finest floorshows ever seen in Boston. Frank Mazzone and the Abbott Dancers, in a whirlwind acro number, start the show off at a great pace. Utilizing more or less standard stunts, the quintet manages to hold attention with their ease and rapidity.

Ruth Daye, clever tapper, is a hard worker, her tapping ranging from the straight to the novelty steps, full of movement and tricks. An attractive miss, she requires little room for her numbers, all of which are sock.

In her second year here, beautiful Janet Carroll continues to please with ballads, pops, and semi-classicals. A talented singer gifted with a truly beautiful voice, she never fails to please.

The Honey Family (6), in another acro act, have several new and exciting tricks that keep their audience breathless. A reversal of partners on a pyramid and several neat mass tumbling tricks gained enthusiastic response.

Headlining the show for a return engagement is Harry Spear, who emcees and holds down next-to-closing. Does a topnotch job with his parodies and gags. On the opening Sunday night show Spear held the attention of the fun-making American Legionnaires for 80 minutes with never a letdown. With some new parodies and new stories he makes his turn the outstanding part of the show.

Closing finds Mazzone and the Abbott Dancers returning in an apache number. A beautiful set and a gripping routine make this a smash finale. Music for dancing and show by Tony Bruno's orchestra, one of the best hereabouts. Joe Caudullo plays relief. M. N. Kaplan.

Jimmie's, Miami

Talent policy: Three shows; one band. Management: Jimmie Corrick, owner; Hal Mandell, manager. Prices: No cover or minimum; drinks around 30 cents.

Business in the Miami area being good this month (the worst weather month of the year), Jimmie is continuing with shows. As a rule the spot eliminates

them during May, June, and September. It's a modest presentation, with chorus, two novelty acts, and emcee. Novelty acts rarely fail to click here. Cast has Valley and Lynne, combo dance and instrumental duo, who have a sock toyland number. Other novelty is The Southern, kid acro and dance team, the girl doing specialty tap to fill out show. Don La Mont is emcee. A hard-working, youthful, and pretty chorus is led by Ione Carroll.

Band is Buddy Sawyer's (six men) and does nice job. Intermissions handled by Eddy Martin, showman fiddler. Lee Simmonds.

Hotel Gibson Rathskeller, Cincinnati

Talent policy: Show and dance band; floorshows at 7:30 and 11:30. Management: Randolph Davis, hotel management; Gene Jaeger, captain; Charles Gillett, publicity. Prices: Dinners from 75 cents; drinks from 25 cents; minimum, Saturdays, \$1.

This spot has just concluded another fair summer, and for the first time since its beginning carried its floorshow policy thru the warm months. However, the hotel plans to drop the shows next summer. Business has been above par the last several weeks, with Saturday night turn-aways common.

Quality of the shows has been good. Two acts are used on a two-week basis, with the orchestra usually contributing specialties.

Ork Leader Rudy Rudisill, doubling as emcee, introduces first his own canary, Jean Gordon, a brunette looker with a good sense of song selling. Warbles Six Lessons From Madame La Zoupa, registering well despite a muffled p.a. system.

Forced to can their magic to hold down the show's running time, Fioretta and Boyette suffer a bit as a result. They launch immediately into their rapid-fire mental turn, with Fioretta, blindfolded, in the center of the floor, and Boyette working the tables. With machine-gun rapidity, Fioretta names objects on patrons' tables and person and calls people by names, both first and last. If Fioretta misses, the person is handed a ticket entitling him to a free champagne cocktail. The few misses at this showing seemed intentional. The neatly garbed team made a profound impression.

The Oehman Twins, Rita and Eddie, youthful song and dance team, registered solidly with their refreshing and original hoofing. Their team work, as well as their solos, are not cut and dried and are loaded with considerable intricate stepping. Their song efforts, with which they break their routines, are pleasing, too. Rita's handling of Irish Eyes being especially effective. Encored with a slow high-kick tap novelty.

Rudy Rudisill and his band, who have made a fine impression here since opening a fortnight ago, did okay by the show music, but scored best with their catchy dance rhythm and specialty efforts. Bill Sachs.

Russian Kretchma, New York

Talent policy: Gypsy string orchestra, shows at 8:30 and 12:30. Management: Peter Nemeroff, owner and manager; Samson Jacobs and Dorothy Boss, press agents. Prices: Dinner from \$1.25; drinks from 35 cents; supper minimum \$1.25 week-days, \$2 Saturdays and holidays.

For 17 years now the Kretchma has been a gathering place for the former Russian aristocracy, dreaming in an authentic atmosphere, of old Russia. Entertainment is furnished by real Russian and gypsy dancers and singers, some of whom have been here for years. They become favorites with the Kretchma's steady clientele and stay on for season after season (spot is closed three months every summer).

Admirably different in environment and show policy, the Kretchma assures patrons an enjoyable evening. While regular floor bills (split in two parts) are offered at periodic intervals nightly, entertainment is continuous. In addition, the more regular customers are treated to a personal visit of the spot's interesting owner, Nemeroff, who at a moment's notice will give you the fascinating history of each of his entertainers. First part of the show spots the various entertainers individually, while the second section sees them in a group, forming an authentic gypsy chorus. Per-

formers in the current show include Genia Dolova, folk dancer; Nastia Polakova, veteran gypsy songstress; Mischa Udanoff, dagger dancer, and Adia Kuznetsoff, basso. Simeon Karavaeff, dancer and once an Anna Pavlova partner, doubled as emcee. During certain shows he further displays his versatility by singing in tenor voice.

The choral group is joined by Ara Felova, soprano. Scheduled to rejoin the line-up in a few days is Marusia Sava, contralto, and Michell Michon, baritone.

Kuznetsoff, the basso, is the show's outstanding performer. In addition to a fine voice, he has an extremely pleasant personality and a charming way of expressing himself despite (or perhaps because of) his Russian accent. Everyone on the bill entertains in Russian, although the introductions are in American.

Nicolas Mathey, violinist, leads the gypsy band, playing not only Russian tunes but also, in his own way, American and Latin numbers. Udanoff, the dagger dancer, is the strolling accordionist during intermissions. He invites singing support and, during the reviewer's evening here, Vera Smirnova, Russian singer, entertained with emotional selections.

On Mondays a gay balalaika ensemble occupies the bandstand. Food and service excellent. Sam Ronigberg.

Roosevelt Hotel Patio Grill, Jacksonville, Fla.

Talent policy: Dance and show band; four shows daily. Management: Charles Greiner, manager. Prices: Luncheons, 35 cents up; dinners, \$1 up.

A pretty good layout at this popular midtown spot; in fact, one of the best of the season.

The Cinema Dolls (6), above the average, open with a simple musical comedy routine and later in revealing wardrobe with a strut and kick number that earned applause.

Harvey Bell, emcee, gave the acts a good build-up and sang Sierra Sue and Neger Smile Again in fine voice. Conducts the show smoothly and in a manner to invite heckling, which he handles well.

When a string-strumming banjoist, playing one spot for three years, can stop a show cold, that's something. That's what Jimmy Bigelow did, and not with flag-waving stuff, either.

Freda Sullivan does some of the most unusual acro work seen here. Hip-weaving along in slow motion, she goes into somersaults, one-handed walkovers, twisting cartwheels, etc., that had the customers standing up. The kid has gone a long way since the old Prolies at Miami.

Alma and Rowland, opening with Poet and Peasant, unleashed about every dance mood imaginable. A classic, done by real artists, with 100 per cent band support. Encored with a Google Woogie novelty and at second show did a swell piece of toe work to Ida, with Bell singing the obbligate.

Virginia Ater, eye-filling brunette, handled vocals just right. Did Nobody's Baby and a couple of encores to a big hand.

Billy Rast's orchestra shows great improvement, particularly in playing the show. Aim cut twice daily over local stations. Almost necessary to call out the riot squad when the hobby horses were brought out. W. H. Colson.

Town and Country Club, Milwaukee

Talent policy: Dance and show band; floorshows at 10:30, 11:30, 1:30. Management: Jerry Klein. Prices: No cover or admission.

Billy Meagher emcees the new fall show at this ritzy several miles north of Milwaukee. His specialty is a rapid-fire of salty stories, interspersed with nimble soft-shoe dancing.

The show includes two exotic dancers—Conchita, whose Mexican semi-stripe number meets with a hearty response, and Renee Villon, creator of the Gone With the Wind dance, regarded as a sensational star. Both girls are plenty snappy and put on a good performance. Mildred Parr, a good-looking blond warbler, turns out several naughty but nice numbers in first-class style.

Three Smart Girls, dance specialists, go thru their route in a commendable

manner. One of their number is a contortionist of no mean ability.

Costumes in all cases are fetching. Lighting is good, and the music of Benny Skovira's band, both for the show and dancing, is delightfully tuneful.

Shows are booked thru Dick Pritchard. H. O. Brunner.

Palmer House, Empire Room, Chicago

Talent policy: Dance and show band; relief band; floorshows 8:15, 10 and 12:15. Management: Edward F. Lawless, general manager; Merriell Abbott, producer; Albert C. Fuller, publicity; Victor (Pete) Hagner, headwaiter. Prices: Dinner, \$3; supper, \$2.50, except Saturdays and holidays, when 50 cents is added; drinks from 50 cents; minimum, daily, \$3 (10 p.m. supper, \$2.50); Saturdays and holidays, \$3.50 (10:30 supper, \$3).

The new Palmer House show, fashioned along novelty lines, is a satisfying mixture of class, comedy, and corn. Ray Noble and his orchestra continue as the ace attraction and will remain in the Empire Room until January 8. Noble's music is satisfying to both listeners and dancers, and his soloists, Janalee and Larry Stewart, do a swell job. Gary Stone has been held over as emcee. In addition to doing the introductions, he sings, dances, and does imitations skillfully.

Opening production number presents the Merriell Abbott Dancers in *The Hunt*, sprightly and colorful routine with Mary Bein, pretty scrobatic dancer, as the fox, and remainder of the girls in riding habits as the huntresses.

Trixie, attractive young girl, astonished the audience with her skill as a juggler. She skips rope and does flips while juggling a large rubber ball. Juggles plates and hoops with amazing facility, and puts a lot of showmanship into her work. A thoroughly entertaining act that was given repeated applause.

Chick and Lee, comic impersonators, furnish the corn of the bill, and the audience liked it. Comic impersonators, they start off with an imitation of a hillbilly program that is amusing, and follow up with a routine ranging from hoke to high-hat satire that wins laughs and a big hand.


Second production number is a lovely ballet to routine to the theme *Dresses Are Made for Twilight Hours*, beautifully costumed and gracefully executed.

The Six Dancing Debonairs, male unit, please with classy and clever precision routines done in perfect unison. Best is their novel number called *Machinery*, in which, with rhythmic precision, they go thru the motions of machines, introducing clever comedy touches. A splendid act of close to show-stopping proportions.

In the 10 o'clock show, Dorothy Dale offers a neatly done tap routine to *Stomping at the Baby*, and Ikey Noble and his band play some of Noble's popular tunes, with Janalee and Larry Stewart doing the vocals.

Original music for *The Hunt* and arrangements for *Dresses Are Made From Twilight Hours* were done by Hestie Smith. Nat Green.

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SHELL SCENIC STUDIO, Columbus, O.

St. Moritz Hotel, New York

Talent policy: Dances and show band; floorshows at 8 and 12; dance instruction hour 9:30 to 10:30. **Management:** Gregory Taylor, hotel director; Robert Reed, publicity. **Prices:** No cover or minimum.

Opening of the hotel's Cafe De La Paix for its usual fall and winter season Wednesday (25) brought Eddie Varzos band and Emile Boreo downstairs from the Sky Gardens, with dance team Glover and LaMae and vocalist Arline Thomson added.

Glover and LaMae, who introduced the dance instruction Champagne Hour at the Rainbow Grill about four years ago and are credited (or blamed, depending on your viewpoint) with starting the instruction idea in many night spots, are doing the same job here. They also work in the twice-nightly floorshows, Miss Glover being resplendent in a flashy bare-midriff gown and the duo working smoothly together in a waltz, rumba, Continental, and jitterbug satire. Some of their lifts and spins are punchy and they have no trouble pleasing, altho their Continental is weak.

Miss Thomson is a tall, stately, striking brunette who looks exceedingly well but who doesn't sing well, despite the fact she is one of Al Segal's proteges. Okay as band vocalist, but not strong enough to solo. Varzos fiddled three numbers to pad out the floorshow, holding close attention all the way with continental numbers played in dreamy style. Boreo, with new material except for his always-present wooden soldier bit, socked across French and English songs, impersonations, parodies, and hokey bits, but hurt his effectiveness by giving the customers too much. He is still a very impressive, skillful, attention-demanding entertainer.

The Varzos band played the show well and provides excellent dance rhythms. **Paul Denis.**

Club Encore, New York

Talent policy: Dance band and floorshows. **Management:** Dan Healy and Helen Kane; Dorothy Kay, press agent. **Prices:** Dinner from \$2, drinks from 50 cents; no cover.

Two veteran Broadway personalities—Dan Healy and Helen Kane—have taken over the former Mon Paris and, since its

official opening Thursday (26), have been experimenting with both a dinner and supper club policy. Originally this spot was famed for its food, and paid comparatively little attention to talent.

Healy and Miss Kane are trying to follow in these footsteps but, in addition, have also loosened the purse strings for talent. Early indications are that the spot will turn into a late hour hangout of Broadwayites.

And there is no reason why two such personalities, still bright performers on the floor, should not make a success of such a small, intimate spot. Miss Kane, in particular, sells a song unusually well with her tiny voice and keeps all her offerings within the bounds of her personality. She delivers originals and pops and briefly reviews some of the hits she popularized during her hoop-a-boo days. Makes a fine appearance.

Healy emcees, still sings *The Night Mayor of Broadway*, and executes a flip with the deftness of an acrobat. He fits in nicely with all the acts on the bill and works briefly with Miss Kane and with Floria Vestoff, tapper, in a *Fee for Two* sort shoe number. Miss Vestoff is a snappy, snappy dancer who executes remarkable turns.

Cliff Conrad is a youthful, winning baritone who opens with some special material built around the title, *In Spite of What Science Can Do*, and winds up with a Southern medley. Neat work.

For the first couple of nights, some of Healy's old friends in the business helped out with impromptu entertainment. They included Joe Fenner, Ray Bolger, Bill Robinson, Nancy Healy, Tom Lane, and Phil Cook.

Jack Sherr's versatile five-piece dance combination is handy on danceable and listenable tunes. Most of the boys double on vocals and Jack himself is a one-man band—plays accordion, clarinet, sax, among other instruments.

Helen Pope, former piano accompanist for Rae Samuels, accompanies Miss Kane and Healy. **Sam Montberg.**

Talent Agencies

RAY S. KNEELAND, Buffalo, has added the Moose Club, Buffalo, four acts, Saturdays. WALTER J. (WALLY) GLUCK, Buffalo, has lined up Ryan's night club and the Lackawanna Hotel, Buffalo.

PHIL BLOOM returns to his New York desk at the Music Corporation of America Monday (30), following a business trip to the Coast. . . . MILES INGALLS played Wednesday (23) to Cincinnati to set the show at the Beverly Hills Country Club, Newport, Ky.

Benny the Bum Returns

PHILADELPHIA, Sept. 28.—Benny the Bum (Fogelman), town's most colorful operator, returns in a managerial capacity at the Chateau Madrid, formerly the El Club and El Chico. Spot changes its name to Benny the Bum's, opening Wednesday (2).

William Deppenschmidt, former registration commissioner, is taking over Bell's Corner Cafe, suburban Bustleton Pike spot.

Contest Helps Night Clubs

ST. JOHN, N. B., Sept. 28.—The entry of the Riverview Pavilion, an all-Canadian summer girl-dancer competition, at Fort Hope, Ont., was given third place. The preliminaries and finals in the contest had stimulated business at the Riverview for a month. The closing of the current season will be late October.

Tic Toc Opens Well

BOSTON, Sept. 28.—Newest local spot, the Tic Toc Theater Restaurant, opened Saturday (18). No cover, no minimum, continuous entertainment. Phil D'Orsay headed the first show, booked thru Ben Ford agency here.

Spot is owned by Joe Hotess, who is debuting in the nitery field.

Vaudeville Notes

BETTY GRABLE was released by 20th Century-Fox last week to play the Chicago, Chicago, week of October 26, set thru MCA. She was originally booked to play that house a few months ago, but the house released her to enable her to work in Argentine way.

TOMMY TUCKER and orchestra will play the two Brandt houses in New York, starting at the Flatbush, Brooklyn, October 17.

DOLLY STARK, umpire; Al Schacht, baseball comedian, and Buddy Hasset, first baseman, will do a vaudeville act at the conclusion of the current baseball season.

MARY JANE BROWN, tap dancer who has been working in Midwest and New York night clubs, headed Ann Miller's spot in the touring unit of George White's Scandals. . . . SMITH, ROGERS, AND EDDY signed by the Barnes & Caruthers office for the Pomona and Dallas State fairs.

BUSTER SHAVER and Olive and George have been held over at the Casino Atlantico in Rio de Janeiro and don't plan to sail back before October 16. Olive added an impression of Carmen Miranda which, Shaver writes, goes over big. Shaver claims that Rio likes American acts very much, but "it is too bad that they don't send down more comedy, as the people are so eager to laugh, but most of the acts are dancing and singing."

ESTHER RALSTON will make a comeback screen appearance in *Tin Pan Alley* at 20th Century-Fox. . . . SHAVO SHERMAN reveals that he has been a groom for the last six months, having secretly married an oil heiress in Tulsa, Okla.

CLIF MARION and SID HALL are the replacements for Willie and Eugene Howard at the Streets of Paris show at the World's Fair. . . . DON ZELAYA has been signed for the film *Gypsy Cavalier*.

BOB AND BETTY BROWN have been set for the new Benny Davis unit. . . . WOODY HERMAN goes into the Strand, New York, October 25. . . . ETHEL SHUTTA has signed a management contract with Music Corporation of America. . . . INK SPOTS go into the Paramount, New York, October 18.

STUART MORGAN DANCERS are using the billing of *Kitchen Pirates* in theaters where they appeared recently under their own name. Do two separate acts. . . . WILLIE WEST and MCGINTY left the Joe Fenner unit after the first week at the Adams, Newark, N. J., ended

September 26, to fill previously booked fair dates. . . . THE DENNIS SISTERS (3), now in their second week at the Roxy, New York, turned down an offer to replace the Hylton Sisters in the Streets of Paris World's Fair unit, preferring to hold out for a spot in a Broadway show.

EDDIE KAY, of Kay, Katya, and Kay, is completing arrangements to join the Ted Lewis unit. Thru Ray Lyte, of the David P. O'Malley office, the act has been booked for a 30-week tour with Lewis, starting at the Roosevelt, New Orleans, October 1. Unit will play all of the Interstate Circuit.

PHIL SPITALNY band has picked up four more weeks thru Music Corporation of America. Opened the new vaude policy of the 3,200-seat Rialto, Louisville, Ky., Friday (27), followed by the Lyric, Indianapolis, October 4; Missouri, St. Louis, October 11, and Chicago, Chicago, October 18.

MURRAY LOCKWOOD and May O'cott, formerly with Joe Howard, have formed a new comedy act.

ANDREW'S SISTERS are preparing for a 10-week vaude tour. Dates already set are the Earle, Philadelphia, October 4; Earle, Washington, October 11, and two weeks of Brandt Time in New York following. . . . LARRY CLINTON is set for the Century, Buffalo, November 22.

DIOSA COSTELLO goes to the State-Lake, Chicago, October 4. . . . AL DONAHUE starts two weeks of Brandt Time October 10. . . . FREDDY FISHER'S Schnickelfritzen are set for an indefinite run at the Happy Hour Club, Minneapolis. . . . WOODY HERMAN precedes his Strand, New York, date with a week at the State, Hartford, Conn., beginning October 11. . . . HYLTON SISTERS are leaving the Streets of Paris unit to go to the State, New York, October 31. They follow with the Earle, Washington, November 14.

ART JARRETT is set for the State-Lake, Chicago, November 27. . . . MILLS BROTHERS, recently returned from a South American tour, go to the Apollo, New York, October 18. They follow at (See VAUDEVILLE NOTES on page 26)

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Club Talent

New York:

JOHN BECK, comedian, was forced to cancel his engagement at the Hotel Sutton due to a serious illness contracted at his home in Evanston, Ill.

MARCIA HARRIS has gone into Pat Goode's Embassy Rest, Brooklyn. . . . MARTHA VICTOR, singer, has returned after nine weeks in summer resorts.

Chicago:

AUDREY HOVELER, at Harry's New Yorker, was married Sunday (29) to Arne Barnett, ork leader. Bridesmaids were Audrey's younger sisters, Winnie and Rhodora. . . . NILA BROOKS' MODELS have been booked by Ray Lyte to augment the Colosimo show.

THE DUANOS opened an engagement at the Ill Hat here September 25.

Philadelphia:

THE MANCHINOS move over to the Little Rathskeller from Club Ball. . . . ALBERT MARCUS, who operates the Stock Club with his son-in-law, Joe Toll, celebrated his 35th wedding anniversary this week. . . . LILLIAN FITZGERALD back at Lexington Casino. . . . GEORGE CLIFFORD back for a second season at Embassy Club.

Atlantic City:

JEANNE TAYLOR takes the lead at Zineck's Log Cabin. . . . PALM ROOM BOYS, headed by Benny Bishop, usher in the new policy at Penn-Atlantic Hotel. . . . ARMEN CAMP returns to Hotel President. . . . Bankers Tavern takes in an all-gal show for the fall season. . . . PHILIP CLINE, who emceed many local spots as JOE BROWN, drops out of show business to serve in army. . . . CAROL DENNISON takes over the lead in Earl Lindsay's revue at Babette's.

Here and There:

RINGO AND HARRIS, piano and singing team, jumped from New York to open at the 100 Club, Sioux City, Ia., where BERNARD AND HENRIE closed a 14-week engagement last week. Both teams were booked by the Tommy Sacco Theatrical Mart.

JOYCE DUFFIN, of the Duffins, celebrated a birthday September 24 and was tendered a party by Matt Duffin and Joyce's sister, Bobbie Zetschel, at the Hollenden Hotel, Cleveland, where the act is playing.

NICK LUCAS is currently filling a 10-day date at the San Francisco Fair, winding up September 30, the closing date of the fair. . . . THE SEILER BROTHERS open at the Ohio Villa, Cleveland, October 2, for two weeks. . . . CHANEY AND FOX, dancers, are head-

ing east and opened September 21 at the Park Plaza Hotel, St. Louis, for four weeks.

JOY AND WING, continuing at the Casino Atlantico, Rio de Janeiro, write that the following acts are currently in Rio spots: John Botes, DeAngelo and Porter, and Buster Shaver with Olive and George at the Atlantico; Carmen Miranda, Estelle and LeRoy, Peg-Leg Bates, and Titan Trio at the Urea, and Gomez and Mpor and Max and His Gang at the Copacabana Hotel.

JANET REISENFELD, dancer who wrote a book following her visit to Spain during its civil war, is now a member of the dance team of Raquel and Tarriba, appearing at the La Conga, Hollywood.

JACKIE WHALEN, emcee, who closed at the Nomad Club, Atlantic City, after 24 weeks, is now doubling at the Rathskeller and the Two-Four clubs in Philadelphia. . . . THE LOBBY in Juarez, Mexico, gets a new show October 7, with Stubby Kenmore a holdover, Faye and Andre, Mona Lee, and Maxine Smith.

RAUL AND EVA REYES have screen-tested for 20 Century-Fox. . . . SYLVIO AND MELBA open at the Beachcomber, Boston, Monday (30). . . . DEANA AND DEL CAMPO follow their run at the Cromwell House, Miami Beach, with an engagement at the Henry Grady Hotel, Atlanta. . . . RENEE AND NARI have returned to the Swiss Castle, Milford, Conn., after a recent eight-week run. . . . PRYDE AND DELL are set for a date at the Glen Park Barn, Williams-ville, N. Y., after their engagement at the Silver Ball, Utica. . . . SHERMAN BROTHERS AND TESSIE are current at the Hofbrau, Lawrence, Mass. . . . JEANNE FRANCIS AND JERRY GREY will remain at Earl Carroll's Hollywood, until December. They claim they were denied a release to join the Ed Wynn show. . . . MARIA KARSON TRIO has been expanded to a quartet, now in its sixth week at the Miami Biltmore Hotel, Dayton, O. . . . RALPH SHAW is ill at the Grasslands Hospital, Valhalla, N. Y., and hopes to be out in two weeks. . . . GONZALO AND CHRISTINE, after a lengthy date at the St. Moritz, New York, opened at the Hotel Nicolet, Minneapolis. . . . COLLETTE AND BARRY are current at the Club Royale, Detroit, and return to the Bismarck Hotel, Chicago, October 4.

GLORIA MILLER has moved from the Three Trees, Detroit, to the Mayfair Club in the same town. . . . DANNY RICHARDS is still at Deauville Inn, Detroit, for a steady run as emcee. . . . NADINE AND CHARLES, after four weeks at the Henry Grady Hotel, Atlanta, moved to the Lookout Mountain Hotel, Chattanooga, Tenn., for a week and then to Jimmy Brink's Lookout House, Covington, Ky., for a limited run. . . . THE THREE DEMONS, dancers, opened Monday (30) for Pete Iodice, Detroit agent, at Deer Head Inn, Haslett, Mich. . . . THE DUMAS TWINS, Jes and Jen, have left Truly McGee's Truylettes at Beverly Hills Country Club, Newport, Ky., to join the line at the Book-Cadillac Hotel, Detroit. . . . AL SAMUELS is in his sixth week as emcee at Buck Brady's Primrose Country Club, Newport, Ky. . . . MAE MACK is back at Lookout House, Covington, Ky., for her singing and piano-playing stroll duties. . . . JACKIE LAYNE, Helen Bridges, and Jane Meier are new additions to Donn Arden's Artists' Models at Lookout House.

WILLARD ELLIS, whistler, singer, and emcee with the Gene Austin unit, filled in last week at Benny Rafalo's Cat and Fiddle, Cincinnati. He rejoins Austin at the conclusion of the inter's current engagement at Old Vienna, Cincinnati. . . . BOBBIE LARUE, Kenn King, and Jean Hamilton are at the Dorr Street night club, Toledo, O.

It Really Happened

NEW YORK, Sept. 30.—A girl singer was haggling with a small-time agent last week over a club date, and the agent said, "You know my reputation; my word is my bond. So just forget the salary and the contract and leave it to me. Just don't worry about salary. I'll give you what's right. So don't worry."

The girl refused to take the date on such a promise and was called into another corner by the agent's partner. He, too, haggled with the singer and finally wrote the salary on a slip of paper. The salary, of course, was awful, and the girl walked out of the office.

The other agent ran after her in the hall and asked to see the slip. When he saw the salary figure, he exulted, "See what you get for not trusting me. If you had taken my offer I would have given you more than that."

"Hollywood Hotel" Unit Opens Tour; D'Orsay Unit Set

NEW YORK, Sept. 28.—Harry Howard and George Oshrin's unit, Hollywood Hotel Revue, will bow at the Plymouth Theater, Worcester, Mass., October 7 on a three-day date. The unit will include the Diamond Brothers, Bobby Morris, the Harvest Moon Lindy Hop winners, and a 30-girl line. It is said the unit will carry 50 people.

Full week dates lined up for this show are the Century, Buffalo, October 11; RKO Strand, Syracuse, N. Y., October 15, and the RKO Temple, Rochester, N. Y., October 25. The appearance of this show at the Temple (1,500 seats) will mark the first stagelash at this house in several years.

Charles Yates, of Consolidated Radio Artists here, is producing a new unit featuring Phil D'Orsay. Line-up includes Ann Dupont and band, Tirza (wine-bath girl), Marie Bartell and Williams Brothers, and "Stars on Strings" puppet act. Scheduled to open in Wheeling, W. Va., October 30.

Australia Lifts Money Restrictions

HOLLYWOOD, Sept. 28.—Sam Kramer, United States rep for Tivoli Circuit in Australia, has been informed by the Australian government that American acts can remit 60 per cent of their gross earnings.

This is a modification of the government's former strict coin embargo restrictions. In view of this news, Kramer intends to send another show some time this month.

Raids Shut London Clubs

LONDON, Sept. 21.—The constant sounding of air-raid alarms and air battles over the metropolitan area has reduced the city's night life to a negligible minimum. Altho little actual damage by bombs has been done to night clubs and hotels, the fear of being caught in a vulnerable area when enemy aircraft drop their cargoes has caused patrons to abandon the stay-up spots.

Hardest hit by the war are the clip joints catering to service men on leave and occasional civilians. Practically all these places have disappeared. The legitimate night spots are catering to less than 5 per cent of their normal clientele.

W-B Club Condemned

WILKES-BARRE, Pa., Sept. 23.—Cocopopolitan Club, between Shickshinny and Hunlock's Creek, is no more. It was located in the center of the proposed \$425,000 State highway between the two towns, and Proprietress Lillian Klugallon finally agreed to disposal of the property.

New Houston Club

HOUSTON, Tex., Sept. 28.—The new Lucky Club, billed the "smartest night spot in town" is the old Blossom Heath Club. Floorshow includes Christina and Ray, dance team; Billy Manners, acrobatics; Ian Dean; Janett Eskason, Spanish dances; Billy Martin, Kitty Kelley, Dusty Himes is emcee. Al Lube ork provides the music.

Fox, Michigan, Ready for Pit, Band Show Idea

DETROIT, Sept. 28.—Outlook for local vaude in downtown houses looked brighter this week with completion of the new stage equipment at the Fox and Michigan. This will allow the orchestra pit to be elevated to full stage, and the band, in a self-propelled car, to be moved back onto the stage, with the spotlight opening covered over. Acts will then work out front.

The Colonial Theater opened with vaude Sunday, with a name policy, while the Broadway-Capitol, a subsequent-run downtown house operated by United Detroit Theaters, booked in Aloma and Company, mentalist act, as a single attraction, opening Thursday.

Milwaukee House Back to Wm. Morris

CHICAGO, Sept. 28.—William Morris Agency here is slated to book the Riverside, Milwaukee, again next week when the Columbia Artists' Bureau and Eddie Weisfeldt, manager of the Riverside, wind up their brief association.

Weisfeldt switched from William Morris to Columbia five weeks ago in an effort to stimulate business, but the change did not boost the box-office receipts.

Columbia Artists' Bureau here this week appointed Robert M. Hafter as manager, succeeding Nan Elliott. Hafter was formerly production manager for Station WBBM (CBS).

J. Dorsey's 6 Weeks

NEW YORK, Sept. 28.—Six vaude weeks have been lined up for Jimmy Dorsey after he leaves his current stand, the Windsor, Bronx. Dorsey starts at the Palace, Cleveland, October 4, and follows with the Chicago, Chicago, October 11; Erie, Philadelphia, October 18; Erie, Washington, October 25; Hippodrome, Baltimore, November 1, and the State, Hartford, November 8. He opens a stay at the Meadowbrook, November 19.

General Amusement Corporation books.

RKO Unit Opens Columbus

COLUMBUS, O., Sept. 23.—Bell Bell, new unit, will be the first stage attraction of the new season at the Palace, starting Friday, October 4, says City RKO Chief G. Harry Schreiber. House has been straight films thruout the summer.



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Vaudefilm Grosses

Broadway Grosses Strong; Rooney Big; Para 42G, Good; Strand Opens Well

NEW YORK.—Broadway box offices continue to be blessed by theater-going weather. Together with strong attractions, grosses continued strong.

The Paramount (seating capacity, 3,664; house average, \$36,000) had a good first week for the Andrews Sisters, Jerry Lester, and Jan Savitt's band, together with pic, *Rangers of Fortuna*. Week ended Tuesday (24) was \$42,000. Second week should produce around \$33,000. Prior bill, with Ken Murray, Tito Guizar, and Will Bradley's band, totaled \$123,000 in three weeks.

The Strand (seating capacity, 2,758; house average, \$33,500) also fared well in the third week of Larry Clinton's ork and pic, *No Time for Comedy*, grossing \$30,000 for week ended Thursday (26). New bill Friday (27), including Bobby Byrne's ork, the Coltons, and Three Pitchmen, plus *City for Conquest*, should draw around \$43,000. Layout is scheduled for three weeks. Total for the Clinton show was \$106,000 for three weeks.

The controversial *Semporis We Watch* at the Music Hall (seating capacity, 6,200; house average, \$84,000) had a good but not outstanding single week, pulling \$82,000, ended Wednesday (25). New

bill Thursday (26) with *The Howards of Virginia* and Dick, Don, and Dinah plus the usual MH layout on stage should pull around \$93,000.

The State (seating capacity, 3,664; house average, \$23,500) did a nifty \$24,000, with Milton Berle topping the stage bill and *Pride and Prejudice* on the screen. New bill, headed by Mickey Rooney, which opened Thursday (26), could approach the record for the house no doubt, but MGM studio is restricting Rooney to five shows a day and six on Saturdays, and this will pull the gross down to about \$36,000. Pic is *I Love You Again*.

The Roxy (seating capacity, 5,886; house average, \$36,000) pulled \$37,000 for week ended Thursday (26), the first of Brigham Young plus bill with Barry Wood and Dennis Sisters. Second and last week of bill looks like a mediocre \$20,000. Gross here is below expectations.

Buffalo Houses Start Off Well

BUFFALO.—The 20th Century opened well for the week of September 27 with the Blackstone magic show. Altho attendance will include many youngsters, gross is expected to reach \$12,000. Average is \$8,000. Pic, *Tom Brown's School Days*, good for the kids. Week ended September 28 the Century fell below anticipations with a just-above-average \$8,500 despite a well-paced stage show starring Will Osborne and band. Other attractions were Dick (Stinky) Rogers, Emerald Sisters, Masters and Rollins, and Allen Gale. Pic, *Ladies Must Live*.

The Buffalo opened okay for week of September 27 with the strong picture attraction, *Strike Up the Band*, with Mickey Rooney and Judy Garland. Added feature is *March of Time On Foreign News Fronts*. Buffalo is operating for the first time in many years without a house ensemble, having changed policy in order to bring more name vaude. Gross is expected to top \$15,000. Average is \$12,500. For week concluded September 28 the Buffalo fell short of management's hopes with \$18,700, altho that figure is still more than \$4,000 above average take. Sammy Kaye's band was popular with patrons, and the "So You Want To Lead a Band" stunt went over well. Ork featured Tommy Ryan, Charlie Wilson, Three Kadets, and Jimmy Brown, and added talent, including Three Nonchalants, Dancing Debs, and Cries Cross. Pic, *Public Deb No. 1*, not too strong.

Bowes "Very Good"

SPOKANE, Wash.—The Balboa Four, Bobby Hill, George Lynes, Serro Twins, and Demay, Moore, and Martin, supported by *Orphans of the North* and *Half a Sinner*, upped the gross \$300 at Post Street Theater (950 seats) September 20 to 23 over previous week-end, to equal house average of \$1,750.

Major Bowes' *Sixth Anniversary Unit*, playing Orpheum (1,250 seats) September 18 to 21, did "very good business," approximately 50 per cent more than normal film business, according to Assistant Manager Mel Haberman. Pictures were *Golden Fleece* and *Guicho Serenade*.

"Sea Hawk" Fair; Blue Barron \$15,500; Tommy Tucker 15G; Chi Is Due for Dip

CHICAGO.—Importance of a strong supporting stage bill was demonstrated at the Chicago Theater the week ended Thursday (26). With *The Sea Hawk*, highly touted pic, and only an ordinary stage bill with no names, the house grossed only a fair 34G. Had been expected to do close to \$40,000, but the picture alone proved insufficient. At the State-Lake, Blue Barron headlining, his picked up over the week-end and house ended up with a satisfactory gross of about \$15,500. Tommy Tucker was a satisfactory draw at the Oriental and was responsible for a gross of close to 16G. The Oriental has a fair week in pros-

Burly, Vaude Names Give Philly \$7,400

PHILADELPHIA.—Fay's Theater (\$6,900 average, 2,100 seats) cornered a neat \$7,400 in its second week of the season ended Wednesday (23) with a combination of burly and vaude names. In spite of the Bi-Centennial Celebration at the University of Pennsylvania in the immediate neighborhood, biz was above average all week.

Dorothy Henry, "The Girl in the Milk Bath," shared the billing with Louise Stewart, with the vaude contingent including the Three Sailors, Dorn Brothers and Mary, Henry King and Ariens, Lester and Martin, house line of 16, and Harry Kahn's ork. Screen showed *The Girl From Avenue A*.

Current bill is headed for another \$7,600 based on biz for first half of the week. Julie Bryan, Margie Kelly, and Isabel Brown for the Tom parade has variety support in Ross and LaPierre, Gus Howard, Mark Huling and Sharkey, Martin and Marvel, and Charlie Barrer, with *Lucky Chico Kid* for the screening.

Glenn Miller 23½G In D. C.; Adler 13G

WASHINGTON.—Glenn Miller and his band are expected to bring capacity business to Warner's Earle for week ending October 3. Five shows a day, with film, *Sporting Blood*, expected to bring \$23,500. With Miller are Marion Hutton, Ray Eberle, Roy Davis, and the Berry Brothers. Last week, *Howards of Virginia* met expectations with \$12,500 on its second week.

Lee's Capitol, for week ending October 2, is showing *Haunted House*, with Marie Adler headlining stage. Expected to do around \$13,000. The Three Swifts, Caryl Gould, Pearl Robins, and the Rhythm Rockets complete the stage. Mickey Rooney, fell off from previous estimates, grossing \$35,000. However, take exceptionally good in view of \$17,000 average.

Milwaukee Gives 3 Stooges \$11,300

MILWAUKEE.—The Three Stooges turned in a tasty \$11,300 take at the Riverside Theater for the week ended September 28. Generally fair weather for the week helped business.

Show also included Andy Andrews, Jimmy and Mildred Mulcahy, Condos Brothers, Geraldine Ross, and the Three Zilch Brothers, formerly with Bill Carlson's band and now members of the Riverside orchestra. Pic, *The Secret Seven* (Col.).

Blackstone Average At Colonial, Dayton

DAYTON, O.—Blackstone the Magician, an excellent show with elaborate trappings, made the grade at the Colonial Theater last week to the tune of \$7,800, just an average week for the house.

Jessel Neat 11½G At Lyric, Ind'p's

INDIANAPOLIS.—The \$11,500 take by George Jessel and his *Hollywood Parade of Stars* didn't cause any long faces at the Lyric, where he wound up September 26.

Lyric's average gross is \$8,000.



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Mental-Magic

Thanks Phil Tyrell



Sp'fd Expo Cuts In on Vaude Rival

SPRINGFIELD, Mass.—Competition from the Eastern States Exposition gave the Court Square Theater below average attendance for the six-act bill and the film for three days ended Saturday (21). Manager Don Bachydt reported, however, that he was satisfied with the turnout.

On stage were Leslie and Rollins, comedy act, Val, Ross, and Duke; Milton Douglas, Petty and Lester Beat, Hedder and Emily, and the Two Vespers. Movie, *Golden Gloves*.

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Strand, New York

(Reviewed Friday Evening, Sept. 27)

Bobby Byrne, in his first Broadway appearance, gives a creditable account of himself with a band having an instrumentation of four trombones, including that of the maestro, three trumpets, four saxes, piano, bass drum, and brass. The outfit, altho heavy on the brasses, doesn't rely on them to get across. The ork has a nice tone, can do sweet stuff, and Byrne handles himself in showmanly fashion. Despite his precocious years, he has sufficient ability to wield the baton in backing the show.

The former Jimmy Dorsey handsman is not hurting the reputation of the Glen Island Casino as a maker of bands. The outfit is destined to go places. It contains musicians of authority who make a nice appearance on stage. Byrne does an affable emcee job.

The band's showpieces include *Night Time*, based on the tobacco auctioneer's chant; *I'm Happy When You're Happy*, with Dick Parrell at the drums; and a medley of *Blueberry Hill* and *Perfect Song*, Byrne doing a neat bit of tromboning in the latter. Jimmy Palmer makes up some slight vocal deficiencies with superior salesmanship. Dorothy Claire, band canary, likewise got some hefty applause with *Corn Pickins* and *Stop Pretending*, the latter with okeh vocal backing by the boys. The gal is better suited for the shtetlbug matinee trade than for the more adult evening audiences.

The surrounding talent is also made up of reliable applause getters. Raymond Wilbert does his accustomed competent job of juggling hoops, and winds up making a hoop jump five strings and travel the length of the stage and over his shoulder. Neat trick—nice hand.

The Colstona turn in a terrific spoof of ballroom dancers. Both are agile dancers with a solid background of ballroomology which they dust off after comic interludes. Their forward front spins are excellent. Their comedy in go for many laughs. Going on while

a wheezy soprano voice sings Brahms' *Lullaby* over the p.-a. system, they go into their comic waits, fox-trot, and tango, all of which register big. Begged off.

In the next to closing spot, the Three Pitchmen wow with impressions of maestro and instruments on their hum-a-tone, an instrument two of them formerly pitched at the World's Fair. In six months, this trio has built itself up to a top comedy act. Get remarkable effects from their 10-cent instrument. They carry with them an assortment of brasses, rigged up from curtain rods, funnels and a rickety violin. Their tones are remarkably exact facsimiles and their patter and comedy sense work in high gear. They also begged off. Third member of the crew does accompaniment on the mini piano.

Show closed with *Rhumbogee*, with Dorothy Claire singing.

Pic, City of Conquest, with Cagney and Sheridan, is a terrific lure. Production by Harry Gourtain is also top-notch.

House packed when caught.
Joe Cohen.

State-Lake, Chicago

(Reviewed Friday Afternoon, Sept. 27)

Wilma and Buddy Ebsen with their delightful nonsense are the most refreshingly entertaining act on the new bill. Bruce Cabot's likable personality and his screen rep put him over big with the customers, but he has no material to work with. Balance of the bill is fair entertainment. Picture, *Sporting Blood*, is fair.

The International Rollos, man and two girls, do an entertaining job on the little rollers. In addition to the usual standard tricks they have several of their own which elicit generous applause.

Three Dinning Sisters are personable lasses who harmonize nicely and earned a good hand for their singing of *Six Lessons From Madame La Zouze*, *Sierre Sue*, and a couple of novelty numbers.

Sid Miller impersonator, given a big build-up by Bob Hall, who acted as emcee, was not so happy in his characterizations, with the exception of Benny Fields. Did okeh with a couple of songs and exited to a big hand.

Bruce Cabot had little opportunity to demonstrate what he can do. Chatted about screen villains, read a couple of phony fan letters for comedy, and with William Perry did the sheriff and bad man sketch from the picture *Dodge City*, with no opportunity for adequate delineation of character. But the picture fans liked him and gave him a great sendoff.

Bob Hall scored as usual with his extemporaneous verse. It's corny, of course, but the audience went for it and pounded their palms aplenty.

Buddy Ebsen is an accomplished comedian with a winning personality and whatever he does is funny. His sister Velma is cute and an excellent dancer, and the two of them scored handily with their goofy stepping, winding up with the old-fashioned cake walk for a generous response from the customers.

Not Green.

State, New York

(Reviewed Thursday Afternoon, Sept. 26)

Mickey Rooney, Metro's gold nugget, is winding up his four-week personal appearance tour of Loew houses here (his other stands were Cleveland, Pittsburgh, and Washington). While the opening shows did not attract record-breaking business, they played to capac-

ity houses, the best since Bob Hope. Rooney is doing five-a-day (the arrangement with Metro forbidding him from doing more, even if business should warrant it) and has with him the same four acts who started the tour in Cleveland.

Show has little to offer until the appearance of Rooney and he, to a great extent, makes up for the early-lining lull. Layout is only some 35 minutes long and the acts are ushered in and out in record time. Rooney's act takes up about 15 minutes.

Jackie Bookman, emcee, makes no attempt at comedy, handling the show in a straightforward fashion. Also makes a convenient straight for Mickey during some of the latter's talk.

Bob Robinson and Virginia Martin, tappers working on the order of a ballroom team, have a chopped-up turn which displays their versatility all right but lacks sufficient entertainment value. Their musical arrangements are not impressive, either. Clap's wavy arm movements and circle of turns in the exit bit highlight the offering.

Judy Starr did not fare as well as usual. First, such songs as *You Can't Brush Me Off* and *Imagination* (her first two) have long been deserted by the Hill Parade and should not rate the main course in the act. Closes with *Boop II*, more suitable for her personality, but in too late to do much good.

The Four Lazanders, three men and a woman, offering novelty balancing and acro feats in cut-up fashion, stayed on briefly and fared comparatively well. Three-high balancing trick serves as their windup.

Rooney is as magnetic a personality on the stage as he is on the screen. The kid is really talented and never makes an attempt to loaf thru the act with a mere thank-you speech or with any one of his famed Andy Hardy mannerisms. He goes to work and it pleased the customers no end. His initial task is to run down the aisle, sign autographs, and shake hands (winning bit). Then he warbles his own song, *Loee's Got Nothing On Me*, well done, altho the tune is not strong. The Impressions of Clark Gable, Lionel Barrymore, and Clem McCarthy are surefire, and the mugging of *Our Love Affair* while making love to Judy Starr (who, because of her small stature, makes a suitable partner) is equally strong. And just to make sure that the fans get all they want, he plunks an original ditty on the piano and beats the house band's drums for a flashy finale.

Full house third show opening day, with some standees on first floor. On screen, Metro's *I Love You Again*, which recently had its first run at the Capitol.
Sam Hontigberg.

Carmen, Philadelphia

(Reviewed Saturday Evening, Sept. 28)

Pattern of five standard acts still holds good here without any emphasis on names, and late supper show found biz of sides-standing proportion. Screen aided heavy draw with *For Breakfast*.

Louis Baal has the house fans on the stage for this trip, the maestro handling the introduction expertly as well, and for 50 minutes it is a thoroughly enjoyable run of variety to socko returns.

Nadia and Ernie Perez are first on for potent perch aerobatics. Male member balances props on head, shoulder, and waist bett, as fem half of team produces the mid-air thrills.

Deuce spot is a dandy with the Dorn Brothers and Mary, two boys and a girl, for delightful harmonizing. Come on with an *All in Favor Say I* warmer-upper and then win them over solidly with *I Do Impersonations*, giving the trio a chance to indulge in vocal and instrumental impersonations which leads to a swingy *Darling Nellie Gray* for the finish. Called back for a *School Days* medley, including some kindly Kay Kyser take-off and college songs.

Andy Mayo, as "Penny the Horse," gives the troy turn a novelty twist of show-stopping proportions. Beaut blonde puts the pony get-up thru the paces with the emphasis on wholesome comedy thrust. Comedy mood carries over in the next turn Monologist Johnny Burke having a clinch with his standardized soldier story of army life and levity.

The Lanes, Joyce, and Ginger, two mixed and youthful teams, make for the finale flash with highly rhythmic boogie tapping embracing some acrobatic flourishes.
M. H. Ordenker.

Music Hall, New York

(Reviewed Thursday Evening, Sept. 26)

With its usual dignity and lack of gut-busting entertainment, the current show has its moments of beautiful scenic display, and a wisp of solid entertainment. Picture is *The Howards of Virginia*. Advance build-up had the house jammed on the opening night.

Opener was a ballet produced by Russell Markert with his squadron of dancing feet, which was second in importance to Nat Karson's setting. Idea was pulled off neatly, but the length of the number was wearing. Grant Moura-doff, Nicholas Daks, Iran Triesault, Ruthanna Boris, Louise Furnace, and Marie Grimsald are in this number.

Five men, "Comedy Harmonists," failed to show any signs of comedy, but there was plenty of harmony. They stayed on for several numbers in the glee club scene, with enough talent to substantiate the effort, but hardly enough showmanship.

Only show-stoppers were Dick Don, and Dinah, who pull off a terrific display of comedy acrobatics. They employ plenty of slapstick in working excellent routines, including bouncing around individually and collectively on a rubber ball and doing three-highs that drew tremendous laughs.

A honor this week is pulled by the Rockettes, who are ever show-stopping with their well-grooved precision routine, doing the same precision dance in evening gowns. Entire value of this routine is the exhibition of the large line going thru perfectly unified leg and body movements. Effect is lost due to the gowns.

The pit symphony orchestra plays a medley of Gershwin tunes
Sol Zeit.

Orpheum, Omaha

(Reviewed Friday Afternoon, Sept. 27)

Stan Laurel and Oliver Hardy have put together a 60-minute show that should be good for many weeks, judging by the audience reception here, the show's inaugural. Unit showed surprisingly few rough edges and presented fresh, snappy routines and acts in above-average costuming.

Fifteen-minute Laurel and Hardy closer is the only thing not new. The two comics might have lifted any of their two-reelers, planted it on the Orpheum stage, and had a similar act. The folks ate it up, as it was typically Laurel and Hardy.

Show opens with Lew Parker as emcee. Local pit ork is lead by Carlton Kelsey, of the unit. Line of 10 shapely girls, billed as Danny Dare's Hollywood Glamour Girls, have four routines, one an exceptional novelty as musketeers using swords.

Maxine Conrad, blonde thrush, warbles *I'm Nobody's Baby* and *I Can't Resist You* in a voice that appeals. The Pedercos, diminutive couple, work with the line on two ballroom style dances that the audience liked.

Cass Owen, and Topsy click with acrobatic dancing and contortions. Best here is slow motion novelty.

Metro's *Dr. Kildare Goes Home* on screen. Opening good. John A. Scott.

Oriental, Chicago

(Reviewed Friday Afternoon, Sept. 27)

While the Dead End Kids and the Little Tough Guys, both from pictures, are featured on this week's program, they contribute only a modicum of entertainment compared with the other four acts on the bill. Aside from the kids, the show is an excellent one. The picture, *Three Faces West*, has only fair appeal to the Oriental clientele.

Band and organ prelude, with musicians on the rising platforms, precedes the appearance of the Three Reading-ton trampolines artists. A standard act, surefire for laughs. Mother dispensed comedy patter over the mike while the father and daughter work the trampoline. A couple of kids from the audience are used for comedy effects.

Patricia Payton, young and attractive brunette singer, has an appealing voice and an ingenuous manner that wins the audience. *Nobody's Baby* brought heavy applause. *They Call It Puppy Love* and

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Princess and Baby

YVONNE

PSYCHIC WONDERS

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SENSATION

4313 Roosevelt Blvd., Philadelphia

One Fine Day, from *Madame Butterfly*, brought calls for more, and as an encore Miss Payton sang "I'll Never Smile Again," practically stopping the show.

Johnny Masters and Rowena Rollins have a screamingly funny comedy character and dance act. Miss Rollins has the faculty of twisting herself into every imaginable shape. The pair's burlesque, announced as an imitation of Fred Astaire and Ginger Rogers, brought howls of laughter.

The Hudson Wonders, who have been pleasing audiences since they were kids, grow better each year. Marvelous acrobatic dancers, they give a classy performance. It's an all new act they are presenting—new routines, new wardrobe. Their high kicks, back and front flips, traveling splits, and various other difficult acrobatic feats and graceful dance steps put them over to a solid hit.

The Dead End Kids and the Little Tough Guys were disappointing. They presented several bits of knockabout comedy and a comedy military drill that was pretty thin entertainment. Garnered some laughs. Nat Green.

Reviews of Units

"Blackstone the Magician"

(Reviewed Friday Evening, September 27, at the 20th Century Theater, Buffalo)

Blackstone Show of 1,001 Wonders opened well and the unit presents an excellent performance. Only criticism of the magician's presentation might be that he gave almost too profusely, running 70 minutes. Altho Blackstone is one of the best in his field, his amazing tricks are so numerous that show is almost too much of a good thing.

There is, however, never a dull moment with the personable Blackstone. His clever patter and occasional pantomime enhances the effectiveness of all stunts. Showmanship is emphasized with beautiful backdrops, which change for almost every routine; clever lighting effects, and attractive girls garbed in an array of costumes. In-between scene changes the maestro works out front, oftentimes. Audience participation is given full play, which smacks of clever selling.

A patron's hankie is used for a spirit sequence, in which it comes to life and follows master's command. Another fellow hands over his watch, and after vainly trying to catch up with it on stage, finally finds it in loaf of bread. The rabbit disappearing-reappearing sequence, in which a little boy was finally awarded a box of candy and the bunny, clicked. This effective bit of audience appeal is being exploited more heavily during week-end matinees, when dozens of rabbits are given away to youngsters. Bird and cage disappearance, while four women customers hold it, is another stumper.

Noteworthy were production scenes, in which Blackstone produces a flower garden effect by pulling bunch after bunch of posies from an old shawl, finally topping it off with sprinkling water fountains. Girl's disappearance in a box and re-entry high up in the air on a trapeze, the vanishing of a live horse, and other similar, well-staged effects were well received. Hindu rope trick was well received, as was the sawing in half of a woman. Final puzzle is most confusing of all. Blackstone makes himself disappear, leaving an ape in his place. The ape and an old witch do a dance and then Blackstone emerges from the witch's get-up, which has the audience entirely unnerved.

Because of delay in setting up stage props, the girl-floating-in-air act was omitted the first day. House band provides the show's music. Pic is Tom Brown's School Days. House was well filled. Fra M. Warner.

"Meet the People"

(Reviewed September 25 at Municipal Auditorium, Denver)

Staged in 25 fast-moving scenes, the Hollywood Theater Alliance's baby is taking to the road after a run on the West Coast. Boasting no prominent names, but with a well-selected cast, the revue stays well within the suggestions of its title and contains several well-selected musical numbers. Producer Danny Dare has gone in heavily for satire, which at times seems to cause a sacrifice of punchier gag lines. Satire is within the keeping of the theme, however.

Top scenes include, *The Stars Remain*, in which Beryl Carew and Robert Davis do some smooth vocalizing, with a romantic background of terpsit work by Marie De Forest. Marion Colby follows with several other romantic numbers and a low-down interpretation of the

same song. Her voice breakdown and gestures are one of the big sells of the revue. Elizabeth Talbot-Martin in her impressions of Garbo, Hepburn, and others followed by dance interpretations of a dramatic script is a sure laugh-getter. Her style of presentations displays marked showmanship. *Unos Labels*, a comedy song and dance number, climaxed by a mild strip of both boys and girls, is a click. *The Lecture*, a true to life pantomime bit, is good for a gradual build-up of laughs in its reflection of average reactions to a lecture.

Jack Gilford in his movie fan and slow motion sports interpretations is an example of how simple lines and gestures can get a good hand and lots of laughs when properly presented. Other well-staged scenes are *Let's Steal a Tune From Offenbach*, *Elmer's Wedding Day*, and *The Finale*, a clever bit of each featured player's offering as it would fit in a movie. A note of Americanism is attained in the scene, *The Bill of Rights*.

Eddie Johnson and Jack Albertson in *The Same Old South* handle both lyrics and terpsit work in clever style. Bernice Parks, featured dancer in *Chickadee-tenango*, does some smooth footwork that combines nicely with her sexy style. While the revue in general is of people, customs, and locales, it does accomplish its purpose of having the audience meet the people. Nicely costumed, with scenery not too elaborate, but in keeping with the theme, *Meet the People* should meet with the approval of a variety of tastes in its refreshing and novel presentation. Herb Trackman.

Try-Out Nights Stunt

INDIANAPOLIS, Sept. 28.—A new wrinkle is being tried at the Lyric here. Starting this week the Lyric will stage Monday "Opportunity Nights," which will not be an amateur night, since all performers must already have had some stage experience.

Plan was concocted by Kermit Dart, former house manager at the Lyric, and William McIlwain, who succeeded him when the former went to Chicago to book the theater's shows. Dart will make the rounds of Chicago night spots for talent. Local talent will be used, but only after it has been auditioned by Kay Kyser.

Laurel-Hardy Unit Trouble

HOLLYWOOD, Sept. 28.—The Laurel and Hardy unit almost didn't leave town this week when line girls threatened to walk unless wage demands were met. Local AOVVA office straightened matters out so that girls will get \$50 per week for 30 shows, with \$1 for each additional show.

Show is the *Danny Dare Revue*, which just closed 60-day run at the Coconut Grove here. Company opens in Omaha, then Milwaukee, Indianapolis, and New York. Layout is under the management of Joe Kane and is booked by MCA.

Thomasville One-Day Vaude

ATLANTA, Sept. 30.—Nat Williams, manager of the Rose Theater in Thomasville, says he has worked an agreement with the Wilby-Kincy theaters to take one-night vaude each week and that three months' work has been provided by the circuit for each act.

Performers Fight Curfew

HARTFORD, Sept. 28.—Vaudeville Artists' Association is organizing a lobby to amend the Connecticut curfew law which forbids femme entertainers from working in night clubs and hotels after 10 p.m.

The VAA has a membership of 131 performers in and around Hartford.

Asbury Park Club Fire

ASBURY PARK, N. J., Sept. 28.—Fire here Wednesday (25) wrecked the interior of Club Madonna, doing damage estimated at \$1,500. Spot was operated by Louis Madonna.

Pat Roman, vocalist, was slightly injured when she attempted to save part of her wardrobe. Madonna declared business will be resumed within fortnight.

Dows Book Bridgeport

NEW YORK, Sept. 28.—The Lyric Theater (2,170 seats), Bridgeport, Conn., will have Sunday vaude shows beginning Sunday (29). Ten acts are scheduled for the initial bill.

A. & B. Dow are booking.

Paradise "Buries the Show"

ATLANTIC CITY, Sept. 28.—Paradise Cafe closed its 18th season Sunday (8) with 63,447 persons clocked as viewing the twice nightly shows during the summer.

Wind-up was a Sunday breakfast jamboree, being the time-honored "Burying the Show," wherein the gals ape the routines of the male members and vice versa.

Season's show was produced by Leonard Harper.

Brady Gets Columbus Club

COLUMBUS, O., Sept. 28.—Hugh Brady, formerly of the Hotel New Yorker, New York, has taken over management of the Arabian Supper Club here, succeeding Clinton Wander, who resigned to join WBNS, local Columbia radio outlet. The spot is owned by a group headed by Tom Worlund, of Toledo, O.

N. O. Nut Club Opens

NEW ORLEANS, Sept. 28.—Nut Club, dark this past spring and summer, will reopen in October under management of Joe Messers. Club will continue policy of house ork and direct booking.

Roxy, Atlanta, Held Back

ATLANTA, Sept. 30.—Roxy Theater has opened with only pictures, but will begin vaude around October 15. Manager McKay says signing of union contracts is all holding up fall vaude.

Roxy, Salt Lake, Resuming

SALT LAKE CITY, Sept. 28.—The Roxy Theater opens October 15 and the new name chosen by Manager Andy Flor is Lake Theater. Over \$65,000 is being spent for remodeling after the fire which destroyed the main floor.

A new stage and new seats are among features. Flor will again use stage attractions and units.

Cape Cod Club Clicks

BOSTON, Sept. 28.—Lou Walters, manager of the Latin Quarter, reports a highly successful summer season at the Latin Quarter on Cape Cod.

Walters took over the Old Silver Beach Casino and brought in well-known acts. A five-year lease was taken on the place.

Chi Hi Hat Reopens

CHICAGO, Sept. 28.—Louis Falkenstein's Hi Hat Club reopened Friday after having been closed for several weeks for redecorating. While Shore returns as emcee, and the show includes the Duanos, Lillian Carson, and a line of girls.

Copley-Plaza Roof, Maybe

BOSTON, Sept. 28.—Copley-Plaza Hotel may construct a glassed-in roof garden, where name bands and acts will be used. Hotel has used bands only in the Sheraton Room.

Estimated \$1,000,000 will be spent yearly for talent if the plan goes thru.

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Personal Management: BERNARD BURKE

Magic

By BILL SACHS

(Communications to Cincinnati Office)

EIGHTH Annual New England Magicians' Convention, held September 21-23 at New Haven, Conn., attracted a goodly crowd and panned out a huge success, according to reports reaching the magic desk. Saturday night show, emceed by Al Baker, included John Davidson, Vynn Boyar, Kardyro, Hanson and Company, Max Holden, Delaposte, and Ray Cox and Company. Annual banquet, held Sunday at Hotel Taft, New Haven, was followed by a second show, which comprised Bill Williamson, emcee; Le Hot and Company; John Mulholland, Al Floss, Hardeen, Prince Mendis, Graeie Andrews, Silent Mora, and L. Raymond Cox and Company. The Harry Houdini trophy was awarded to Fred C. Kusterer, of New Haven, by Theodore Hardeen. The stage management was in the skillful hands of the old-timer, Marius Chasude (Silent Maurice). The 1941 convention was awarded to Springfield, Mass. . . . CHARLIE MOORE, Montreal magician, known as Edward Charles, is now located at Halifax, N. S., as Lieutenant in the Royal Canadian Navy. . . . DR. RO-BAR, of Dayton, O., writes in to rave about the grand time he and the other Dayton magi had at the recent Percy Abbott magic picnic in Colon, Mich. . . . KENNETH SPENCER, ventriloquist-magician, who has been working fairs for Station WCCO since July 30, is moving into the Dakotas with his one-man show, playing halls, auditoriums and flicker houses on three-night stands. . . . PORTLAND, ORE., Society of Magicians is staging a banquet and magic show at Timberline Lodge atop Mount Hood, near Portland, October 12. All magicians and their wives are invited. C. H. Talbot is in charge of arrangements. . . . L. E. (ROSA) COLLINS recently visited Zanto's Magic Factory at Waverly, O., managed by Lewis Ridenour. (Zanto) While in Cincinnati recently with the W. S. Carl Shows, Collins enjoyed a visit with Mr. and Mrs. Howard, who are presenting their magic in Gluey niteries. . . . HAL HAVLAND informs that he's still in circulation and that he has just finished a last half at the Granby Theater, Norfolk, Va., after a week at the National Theater, Richmond, Va. Says he is presenting several new wrinkles, one his new version of that old favorite, the torn and restored newspaper, and the other a new silk production which he says has all the wise guys guessing.

JOHAN BOOTH, Canadian conjuror, after two weeks at the Chez Maurice, Montreal, moved into a Rochester, N. Y., restaurant, where he wound up a three-week stand Sunday (29) to resume his ministerial studios at the University of Chicago October 1. . . . MAGICIANS' ALLIANCE of Eastern States gathered at Community Inn, Hershey, Pa., September 27-28. The Friday night magic show, high-lighted Ross, Bonart, Cola and Cola; Charles Becker, Don Greenwood and Company, Chetorum, and Kidel. Saturday night bill included Eckam, McNair, Dillenback, Dr. Sheeler, Carey and Lou Meyer, Fred Elwood, and Coko Cecil. . . . ROY A. DOHS, Endicott, N. Y., magic maker, info that recent visitors to his shop included Gordon Wilson, billiard ball was playing up State New York niteries. Billy Bell, who recently concluded three months at Hotel Wagner, Beth, N. Y., and Maurice and Josephine, of Tampa, Fla., who have put in 45 years in the magic game. . . . THE GREAT KALAHAD (Estel Scarborough) is playing theaters in Ohio, Kentucky, and Indiana, using hypnosis, *Sleeping a Woman in Half*, *Floating Lady*, and small magic. His show carries 10 people, including the Sweethearts of the Prairie and the Roaming Rangers cowboy ork. . . . MAL B. LIPPINCOTT played the Bedford County Fair, Bedford, Va., last week, his third appearance there in four years. Lippincott has just taken delivery on a new Ford V-8 panel truck. . . . (See MAGIC on page 27)

Always the Comic

PHILADELPHIA, Sept. 28.—Marty Bohn, local nitery comic, was called as a witness the other day before Municipal Court Judge Adrian Honnelly in a case involving a girl stripper.

"Did you ever see this?" demanded the prosecuting attorney as he waved the State's most damaging evidence, a G-string, in Marty's face.

"That's the closest I ever got to it," quipped Bohn.

Burlesque Reviews

Hirst Unit

"The Hinduettes"

(Reviewed at Froc, Philadelphia, Monday Evening, September 23)

Hinda Wassau and Bobby Morris splitting the billing and getting excellent support in a bang-up show that's heavy on comedy and femininity.

Miss Wassau gives the torso treatment that had the crowded house raving. Terry King is a red-topped charmer giving a heavy accent on the cooch connotations. And Ermaine Parker prefaces her parade with a song and the sultry tangle twisting. Miss King and Miss Parker also foiled for the funny men.

Comics have an easy time of it. Cute Bobby Morris makes every line count. His mannerisms and mugging menaging much more than the material. Best is his bughouse sketch with Miss Parker, an age-worn bit but delivered freshly. Just as capable is State Taylor's drawing, Charles Schultz gives both boys excellent straight, with Sam Gould also on the assist. Latter also does the off-stage singing for the production numbers, being just about bearable as off-stage voices in these categories go.

Show-stopping honors go to a standard act, male team of Gallow, Lewis, and King. Cheering house left no doubt that good talent and a fine performance is much appreciated in burly. No newcomers to the boards, boys warm up with a precision rhythm tap turn. Single male is sock for some acrobatic and eccentric hoofing, with the other two coming on for smash returns with hand-to-hand balancing. Sequence repeats with mid-air somersaults from the two-all position, with the third member rejoining the team to make it a rotating finish.

Nine prancers and four for show offer little to stand out. Nor is there anything to arrest the attention in the ballets, save for Ann Sinclair's high kicks and acrobatics. Miss King also embellishes one of the ballets with a cooch and undress dance.

No sagging spots, plenty of punch. A commendable show.

Jack Montgomery, producer, Merrick Valente supplies the musical setting, Biz bulish.

Zorita and Billy "Cheese 'n' Crackers" Hagan head the next unit in.

M. H. Orosdenker.

Follies, Los Angeles

(Reviewed Friday Evening, Sept. 20)

This house continues to put out top burly entertainment, appealing to the boys who like their strippers rare and their gags hot. Being smart enough to know what patrons want, this Dalton Brothers' house has weathered a few bad breaks and now seems set for a good winter run.

Show opened with producer Paul Locke's line girls going into *The New Bolero*. Well done and a nice curtain-raiser.

A shapely femme, Mile. Jeanne, gave a husky-voiced rendition of *I Can't Get Started With You*. After her Parisian accented warbling she went into a strip, which seemed to please the boys.

A timeworn blackout took the next spot, with Lou DeVine and Annette Ross pulling the olde about "increasing the population." customers liked it.

Good production number featured Jimmie Lewis singing *I'm Stepping Out With a Memory Tonight*, with the gals parading in the background.

Olive Shannon, another blonde, starts slowly but gets in high gear before she winds up her strip. A nice performance.

Jack Romig, Jimmie Lewis, and Marlane presented a rustic bit which was good for laughs. Marlane worked well in this bit, altho her voice didn't carry any too well.

Louise Miller took the femme warbling spotlight very effectively. Nice looking and with a pleasing personality she is the best prima donna this house (See FOLLIES, Los Angeles, on page 27)

Burlesque Notes

(Communications to New York Office)

NEW YORK:
ANN CORIO, following week ended Thursday (26) at the Ettings, which did an extra show Saturday (21) to take care of the Corio rush, opened the Lyric, Bridgeport, Conn., house (Hirst wheel) September 28. Her pay for that engagement reached a grand. And for a week at the State-Lake, Chicago, early in November, the salary is \$1,500, the highest yet for a stripper. . . . HIRST'S opening Bridgeport cast included Harry Levine, Harry Claxx, Bobby Taylor, George Corwin, Elsa Lang, and Pearl Mylle; all Phil Rosenberg booked, with Lou Miller's assistance. . . . JOY ST. CLAIR in town last week from her Houston, Tex., home to have molars, broken in a fall, repaired. Then to remain for stock burly bookings here. . . . PRINCESS LYANDRA left the Hirst Circuit to open September 27 at the Republic. . . . ANN MITCHELL in retirement the last four years, has returned to the stage via the Triboro. . . . CLAUDE SCHENCK, ex-house manager, now operator of a cleaning and dying plant, and Mrs. Schenck, the former Florence Koster, were visitors here last week from their home in St. Louis.

BETTY ROWLAND was given a story in *The Los Angeles Times* because of her crashing the feature film, *Melvin Strings It*, as "Ex-Burlesque Queen Strings It for EKO." Story mentioned her as also appearing in repertoire at Topay's, local nitery, and in 16mm. slot machine movies for Nell McGuire. . . . JOAN MELLOW, dancer, closed at the Republic September 19 and opened at the Ha Ha Club.

Last appearance for Joan here was at the Gayety early in 1939, when she left for Canada. . . . SAM REIDER, who has taken over the Shubert, St. Louis, for stock, and Mrs. (Nadine Grey) Reider celebrated a 25th wedding anniversary last week. Writes Sam, "I opened the (See BURLESQUE NOTES on page 27)

CHICAGO:
WILL HAYES has been transferred from the Manny King unit to the Kirkland Marks unit. . . . NON MARTIN has been booked into the 506 Club, Chicago. Will start Monday (30). . . . CHARLIE FOX will open at the Empress, Milwaukee, October 11. . . . CHARLIE COUNTRY, who closed at the Riatio, Chicago, opened at the Roxy, Cleveland, September 27. . . . GLORIA GALE opens in stock at the Grand, Youngstown, O. . . . CHARMAIN will be featured at the Globe, Boston, week of October 11. . . . JUNE TAYLOR will open Midwest Circuit October 11. . . . MARIE VOE opened on the Midwest Circuit, at the Alvin Minneapolis, September 27.

HERE AND THERE:
FRANCES PARKS is back as producer at the Gayety, Cincinnati, after 10 weeks at Martin's Tavern, Lima, O., with her Titian Debutantes. The girls, Norma Groven, Beck and Lillyanne Walton, and Mary Ernst, have returned to the Gayety with her. . . . SYLVIA KOLB, chorine at the Grand, Youngstown, O., recently was tendered a surprise birthday party at Both Wolf Tavern, Youngstown, by members of the Grand cast. A highlight was a spaghetti supper. . . .

4th Burly House

Opens in Boston

BOSTON, Sept. 28.—Old Casino Theater reopened Sunday (22) with a mid-night burlesque show. Casino is managed by Ed Ryan and will run stock thru the season.

Formerly operated by Billy Waldron, it had been dark for a decade.

Opening of the Casino brings to four the number of burlesque houses in the Hub. The Old Howard, using Hirst units; the Globe, using Midwest units, and the Gayety, stock, are the other houses open.

Margie Hart and Meyers

Double Party in Newark

NEWARK, N. J., Sept. 28.—Hotel Douglas, late Wednesday night to early Thursday morning, was the scene of a double celebration in which Mayor Meyer C. Ellenstein, Margie Hart, featured in a Hirst show at the Empire, and Jess Meyers, Empire's manager, and his wife, Peggy, were surrounded by about 100 stagefolk and politicians. It was Miss Hart's birthday and the 15th wedding anniversary of the Meyers.

The mayor made presentation speeches, with comedy references to a diamond ring from Jess to Peggy, for a portable radio set from house attaches to the Meyers and for another ring to Margie.

Present of the cast were Harry (Stinky) Fields, Richy (Sherry) McAlister, Dorothy DeHaven, Bert Saunders, Ramona, Dolores Green, Mr. and Mrs. Billy Crooks, Billy (Scratch) Wallace, and Nancy Moran Wallace, Helen Shop, and Jeanne Hays. Others were Joe Penner, Joe, Derlin, Dick (Godfrey) Ryan, and Willie, West, and McGinty, all from the Adams Theater, Lou Hollander, Budy Kahn, Leo Brodsky, and Sid Yasner.

Late Cohn Bookings

NEW YORK, Sept. 28.—Dave Cohn's recent bookings include Mimi Lynne and Marjane Wakefield, Star, Brooklyn; June Taylor, Midwest Circuit, October 11; Joan Rydel, same wheel, for later opening.

For the Casino, Boston, Jean Bodini, Harry Rose, Harry Evanson, Dick Midgley, Jack Lyons, Faith Arlington, and Pat Joyce, September 22, when Ed Ryan took over, with Ned McGuire producing.

For Howard, Boston, as extra attraction, Sunya (Smiles) Slane, September 23; Eve Arden, 30; Dorothy Henry, October 7, and Jean Carroll, 14.

For Fay's, Philadelphia, extra attraction, Julie Bryan, September 26; June Taylor, October 3; Sunya (Smiles) Slane, 10; Sherry Britton, 17, and Jean Carroll, 24.

Rudnick Leases

Norfolk Theater

NORFOLK, Va., Sept. 28.—Burlesque will make its local debut soon, it was indicated with the lease of the former Majestic Theater to Max Rudnick, who is connected with the Ettings Theater, New York.

More than 20 years ago the old Majestic was a musical comedy and vaude house. It has been closed several times. Once it was reopened by Garrett Smith in the late 1920s for a season of musical comedies. Later it was renamed the Cavalier and turned into a second-run film house.

Rudnick indicated burly road shows would be brought here. The Majestic is to be rebuilt. The house has been leased for five years, with a renewal clause.

Bridgeport Resumes Units

BRIDGEPORT, Conn., Sept. 28.—Burly shows are back at the Loew-Poll-Lyric Theater, beginning today, for full-week stands. Opening show is Ann Corio and *The Girls in Blue*, which will play for seven days instead of the usual six, because of the Saturday opening.

House will be run by Max Rudnick, of the Ettings Theater, New York. Last season house was operated by a combine consisting of Rudnick, Sam Briskman, and Jules Leventhal.

In her appearance here last season Miss Corio broke the season's record. Ed Madden will be house manager.

Pitts Burly Opens Well

PITTSBURGH, Sept. 28.—Casino first two weeks were best in history, according to George Jaffe. Opening shows were *All American Revue* and *Revels of 1941*, Hirst productions premiering here.

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\$15.00 per Week for 3 in One Room

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Impossible to Beat These Prices.
Largest Rooms in Greater New York.

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Experienced Chorus Girls

Sal. \$25.00 — Wire, Don't Write.

JACK DICKSTEIN
FOX THEATRE
Indianapolis, Indiana

Fortner Ends Tour; Frames Mo. Circle

COLUMBIA, Mo., Sept. 26.—Billy Fortner's Orpheum Players, who wind up their canvas season at McLean, Mo., tonight, will form a circle to play Central Missouri this fall and winter, with this town as base.

Two dramatic and two comedy bills by Billy Fortner and two revue-type offerings have been bringing the show fair business since Fortner's partnership with D. W. (Spot) Alexander was terminated, Fortner reports.

Eddie George is back with the Fortner organization for his third term. The hillbilly band, with Moss, Harry, and Banty Sharp, has been making a favorable impression all along the route, Fortner says.

Chick Boyes Set On Merry-Go-Round

STERLING, Colo., Sept. 30.—Chick Boyes Players, after finishing their summer season in Nebraska fairs and picnics, last date being Fairbury, Neb., are ready to take off here for a whirl at a winter circle.

The Sterling territory is not new to the troupe and is the hub of a circle which will send the players into three States—Nebraska, Colorado, and Wyoming.

Boyes said the 1940 summer had been one of the best in some time.

Solo Shows Click

By E. F. HANNAN

CINCINNATI, Sept. 28.—The past few years have seen a new movement in traveling show business. This is the one-performer type show, man or woman. While larger cities have been getting these mono-dramatic shows for a long time, it has been only in the last few seasons that they have taken root in smaller places.

One performer doing impersonations covered almost half of the States last season with his one-man trick, and several others were busy if not so widely traveled. One of these performers offering the entire show himself gives eight bits from famous plays and winds up his performance with a 20-minute sketch in which he makes seven character changes. The school field is especially good for such shows and small towns that formerly were strong for hypnotists and mystery shows are a good field for this type performance.

It takes a degree of versatility and a hustling agent or contact man, but solo shows, even with the smaller end of legit at a low ebb, are more than holding their own.

HAL J. ROSS

Announces the opening of his next sensational

Derbyshow

Which opens the second week in October in a strictly virgin spot in a beautiful heated auditorium. Can use 10 high-class couples, as present couples are taking a layoff after six big winners this year. Two more spots in Arizona to follow. Write immediately to

HAL J. ROSS

Finlen Hotel, Butte, Montana

OCT. 15TH Waterloo, Iowa

ONLY FLASH TEAMS.

Write—Don't come unless you are accepted.

DADDY FOX or SAM CARROLL

Russell-Lambert Hotel, Columbus, O., opens Oct. 28.

THE ORIGINAL GEO. W. PUGHE DERBYSHOW

OPENS OCTOBER 9

Entertaining Teams with wardrobe contact.

Address GEO. W. PUGHE, Cliff Towers, Dallas, Texas, or Report Direct to Sportorium. This will be a Red One.

Batter Up!

CINCINNATI, Sept. 26.—"H-Brown" Bobby Burns, former minstrel man who in recent summers has advanced the Rossale Nash Tent Show in Michigan and now producing house-talent minstrels, recently ran about one for the brackets.

Burns, after getting a local organization all set up for a minstrel, finally got the few old moss-backed officers of the club to call a meeting and consider the program. Burns, during the meeting, paced the anteroom like a new dad in a maternity ward, only to be staggered by the following answer as the committee filed out of the chamber: "Sorry, but we have decided not to give the minstrel but to run a Pancake Supper instead."

Fourteen of the younger members resigned.

Peruchi Plans New Showboat

KNOXVILLE, Tenn., Sept. 26.—Chelso D. Peruchi, 79-year-old showman, plans to put a showboat on the Tennessee River here next spring, he announced yesterday. No floating theater ever has plied the river here before, but with completion of two more dams in the Tennessee Valley Authority network a nine-foot channel will open navigation from Knoxville to Chattanooga and on to the Ohio River.

"I'm having a boat rigged up now," Peruchi said. "It will be ready next spring and I plan to alternate between Knoxville and Chattanooga as soon as possible."

Adamses Ready Ohio Circle

NEW CARLEISLE, O., Sept. 28.—Mr. and Mrs. Mox Adams and daughter Maxine have just closed their fifth season with the Madden-Stilling Players in Lake City, Ia., and are back in Ohio visiting friends and relatives for a few days before beginning rehearsals for a circle stock and dance combination to open October 14, with headquarters in this town. Mr. and Mrs. Adams were formerly associated with the Loranger Stock Company for 15 seasons.

Rep Ripples

HANK KEENE Tent Show, now in its sixth week in Worcester, Mass., is reported enjoying sensational business. Manager Keene plans to hold on there as

long as business responds. BIRD'S FAMILY SHOW reports a satisfactory season under canvas in Northern Louisiana. After a brief layoff in Baton Rouge, La., they move into schools with their dramatic trick. . . . FRANK H. THOMPSON reports that the Leo A. Thompson vaudeville picture combination has had only a fair canvas season in Oklahoma. . . . JIM BONNELLI, after a week in Covington, Ky., and three days in Ludlow, Ky., with his new Cotton Blossom Showboat, has headed the craft southward. Business at the two Kentucky spots was fair, Cash Tomlinson is producer. . . . BILROY'S COMEDIANS pulled a big crowd at Baldwin Park, Quincy, Ill., Sunday, September 23, but a clipping from the local paper, sent in by Charles Carter, criticizes the show for misrepresenting the size of the cast and for presenting Luana and her Savagettes as a concert feature when billing intimated that they would be a part of the main show.

TATE'S FUN SHOW is reported enjoying satisfactory business in Eastern Oregon. Outfit recently added a 16mm. picture outfit and will play schools and halls this winter. . . . ABE LOWDER, Neil Schaffner's agent, visited Bilroy's Comedians at Champaign, Ill., September 16. . . . AL PITCAITHLEY, of the Bilroy opsy, stopped off at the George Roberson Players show lot in Pekin, Ill., September 17 for a visit with Roi Larenzo and mother, Bud and Pat Rowley, and Lloyd Connelly. The Roberson troupe was winding up a two-week stand there. . . . E. K. GIFFORD and wife, Grace Wagner, visited the Bilroy show at Galesburg, Ill., September 19. Gifford had just closed the Pampus Players in Iowa, operating over the old George Sweet territory. . . . L. GWIN, formerly of the Neil Schaffner Players, visited the Bilroy outfit at Burlington, Ia., September 30. Gwin is recovering from a recent illness. . . . JACK SEXTON JR., formerly with the George Roberson and other well-known reps, is now program director at WTAD, Quincy, Ill. . . . JACK GOULD and Boots Stone visited the Bilroy Comedians at Moberly, Mo., September 24, while en route from the Hila Morgan Show to open with Jimmy Warren in Louisiana. . . . JIMMY BURKE and Leon Black, of the Orpheum Players showing Missouri houses, journeyed to Hannibal, Mo., September 23, for a visit on the Bilroy show. . . . TOM HUTCHISON, former tab and rep performer, is still dabbling in poultry at his chicken ranch in Los Angeles, and working on the side at Universal City. Tom's sister, Grace, is also located in Los Angeles. Tom Jr. is now serving his eighth year in the navy.

JACK HUTCHISON SR. is still trouping it with the Bilroy tent, while Jack Jr. is trouping with the Sykes Tent Show in Maryland and Virginia.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Ross Derbyshow Down to Seven Teams; Biz Dandy

BUTTE, Mont., Sept. 28.—Hal J. Ross's Derbyshow here is down to seven teams and two solos at the 600-hour mark. Contest is sponsored by the Montana Rodeo Association. Fourteen couples started. During the first week seating space was increased to 2,800, and during the second week the bandstand was moved back and bleachers built on each side, as well as an additional row all the way around the tent, increasing the capacity to 3,200. Sprints started September 22 and a speedy wind-up is expected, as negotiations are practically completed for the next show spot. Contest delings are aired over the Montana network via KOIR.

Still going are Sammy Allen and Pat Gallagher, Johnny Bowman and Opal Ferdig, Jimmie and Minnie Fernald, Bill Fite and Mary Rock, Joe and Margie Van Ream, Joe Nalty and Gloria Wears, and

Ity Bachrach and Helen Johnson. Solos are Pee Wee Collins and Mario Alessandro. Emcee staff remains the same, Bill Stein, Monte Hall, and Art Wolf. Head floor judge is Jimmie Passo, with Tex Smith on the day shift. Don King and his Rio Grandians are on the bandstand, with Jane Shannon doing the warbling.

Branch-Smalley Cop Joliet

JOLIET, Ill., Sept. 28.—Contest here came to a close last Saturday night after a run of 128 1/2 hours, with Vivian Branch and Charlie Smalley garnering top honors. Benny Leonard and Edith Merritt wound up in second place, and Jack Duval and Jo Jo Sperach third, Phil Arnold and Harriet Burton were fourth. Show was broadcast over Station WCLB. Emcees were Hal Brown, Lenny Paige, and Eddie Leonard. Wiggles Royce handled the comedy. Lou Jarvis was chief floor judge.

SKIPPY SKIDMORE is definitely not among the deceased, as has been rumored in the field. Skippy was in the opening line-up of Ross's Butte, Mont., contest. However, we don't know where he is at present, as he was eliminated in that contest since our first report on it.

RAYMOND WRAY letters the following: "I am now going on my 20th month as emcee at the Variety Hall, Portland, Ore. It is one of the leading night clubs

New Use for Facsimile

PHILADELPHIA, Sept. 28.—Jack Letch, chief engineer at WCAU, steps forward with a sure-fire method of wearing down that girth expansion, pointing to his own losses at the wasteline. In his search for a transmitter site for the station's new facsimile, Letch spread out on the floor of his office all the topography maps. Continual getting up from the floor to answer the telephone had all the setting-up exercises licked.

here and I'm doing fine, altho I get a longing for a good walkie every once in a while. Dick Buckley, another endurance emcee, is also here at the Stork Club and is doing an excellent job. It seems that someone should be due here soon with a good show, as this is where one of the greatest walkathons was held in 1931, playing at Lotus Isle. I was a contestant in that one. Would like to read some news on Al Howard and Eddie Snyder."

BOB TURNER cards that he hasn't been in a contest in three years, but that he is getting ready to toe the mark again. Bob inquires about Billy Cane.

GEORGE WALKER, formerly of the walkies and still holding forth as emcee at the Glen Park Barn in Upper New York, info's that there are 21 people in the current show, and that Billy and Doris Donovan, former contestants, will join soon for a long term. George asks about Phil Murphy, Muggsy Hurley, Ivy Bacharach, Viola Comerford, Stan West, Margie Bright, and Pee Wee Collins.

CHICK ARCHER cards from Ketchikan, Alaska, where he went at the close of Zeke Youngblood's Evansville, Ind., contest, that he would like to read notes on Stanley Rock, Zeke Youngblood, Johnny Hughes, Jack Glenn, and other old friends. Chick adds that he expects to be back in the States next summer.

HIE HILL cards from Erie, Pa., that he has enlisted in the Pennsylvania State Guards and will go to camp soon. He says he is glad to see that Pop Dunlap is back, but wonders what's happened to Zeke Youngblood. "Have been here six months and recently saw Paddy Welsh and wife," he adds.

EARL MILLER links the following: "Stopped at the White Cloud Indian Reservation at Hulo, Neb., on my way from Butte, Mont., to St. Louis, and saw Chief White Cloud inaugurated as chief of the Iowa Indian tribe. Very colorful ceremony. Al Lyman, former walkie emcee, was there with his portable photo studio, shooting the Indians and in spare time showing them some magic tricks. They held a mock ceremony and dubbed Lyman Little Chief Slicker. Lyman was on his way to join the Goodman Wonder Shows in Wichita, Kan. Wonder what all the old-timers are doing? Why don't they write in once in a while?"

GEORGE HARRINGTON info's that he is going to work at the Plantation Club, Corpus Christi, Tex., soon. According to George, Sammy Kirby is emcee at the club and fight announcer at the Sports Arena there.

R. CRISPO, a Chicago fan, would like to read some news on Margaret and Whitey Helm.

JOE ROCK and Pete Trimble are in Milwaukee waiting for a show to open. They inquire about Peggie Jackson and Thelma Davis.

VAUDEVILLE NOTES

(Continued from page 18)
The Royal, Baltimore, October 25. . . . BEA WAIN is set for the Adams, Newark, N. J., October 4, on the bill with the George Jessel unit. . . . JOE AND EDDIE DAYTON are booked for the State Fair of Texas, beginning October 5. . . . RAY BOLGER, together with the Xavier Cugat band, are set for the Buffalo, Buffalo, November 15, and the Chicago, Chicago, November 23. . . . INK SPOTS go to the Orpheum, Omaha, October 23. (See VAUDEVILLE NOTES on page 23)

WANTED QUICK

Hot Sex—Also and Tender, Tramp, young fast Comedian (1939). Dramatic People with plenty of workaholics. Write quick to THE ORIGINAL FLOYDING THEATRE, Coffey, Mo., week of Sept. 30/1. Rock Hall, Mo., week of Oct. 7/8.

School Roadshowmen Reserve Teaching Films To Up Dates

Biology classes are offering opportunity for more cash, reports reveal

NEW YORK, Sept. 28.—Roadshowmen booking schools with educational films find an unusually large selection available. Reports from libraries show that movies to fit almost any classroom assignment can be supplied upon receipt of order.

A number of operators are planning to run more educational films, and library reservation lists reveal that this trend is brought about by requests from teachers. It has also been noted that schools are asking for movies to cover specific subjects.

Nature Study Requests

Biology teachers have requested a number of nature studies, which include *Mysteries of Water*, a teaching film that demonstrates the components of water, the water cycle in its various forms; *Marine Life*, a guide book of the activities which take place under the seas in all parts of the world, with Part 1 showing marine life along Australia's barrier reef; Part 2, pearl culture in Japanese waters, and Part 3, world forms found in Hawaiian waters. *Succumbent* is a study of wild animal life in various marsh districts. *Romance in a Pond* is the life-story of the common newt, starting with the adult at the close of hibernation. Other films in this division include *Water Folk*, the picture story of water fleas; *Neptuna's Mysteries*, the filming of a variety of snails in various stages and a fight between two octopi; *Hermits of Crabland*, study of the many forms of crabs, each distinctive in shape and characteristics, and of how this form of marine life exists; and *Beach Masters*, filmed on Mist Islands in the Bering Sea, where each spring countless seals come from all parts of the Pacific Ocean to bring forth and raise their young.

In the same division are *Cray Fish and Stickleback*, which include shots of the best-building fish in close-up studies; *Day at the River*, an animated lecture on fish and crustaceans; *Growth of Sponges*, dealing with the animal origin of this strange product of nature; *Mollusks*, a technical study, and *Underwater Households*, a scientific study of fish.

Microscopic Studies

Microscopic subjects include *Amoeba and Paramecium*, a study of the structure and life functions of simple one-celled animals, and *Studies of Micro-Biology*, showing phases of animal life invisible to the naked eye.

Classes studying plant life have a large assortment of titles from which to choose. These include *Dream Flower*, the picture story of the poppy, in itself harmless, but which contains in its stem latex, the fluid from which opium is

made; *Gathering Moss*, a film showing the actual growth of moss; *In All His Glory*, which deals with pollination; *The Iris Family*, revealing in pictures the life of this plant from bulb to bloom; *Life of a Plant*, plant growth filmed at a speed 200,000 times quicker than the rate it occurred, and *Plant Life*, a Harvard University production showing the chief functions of plant parts and illustrated by means of experiments and animated diagrams. *Plants Without Soil* is a popular presentation of radically new scientific methods of agriculture, and *Reproduction in Plants and Lower Animals* is an instructive film showing principles of fertilization, conjugation, and cell division.

In the animal division of biology, films include *Brook the Badger*, *Peculiar Pets*, showing animals not usually considered tameable as real pets; *Playtime at the Zoo*, *Tiger-Tiger*, *My Friend the Hermit*, elephants in India at work; *Killing the Killer*, in which Dr. Raymond Dittmar reveals the habits of the Indian cobra and its enemy, the moonstone. Also in demand are *Animal Camouflage*, which deals with the natural protective technique employed by a variety of unrelated animals; *Animal Oddities*, *Camera Thrills in Wildest Africa*, *The Skunk*, *Rodents*, *Tenants of Marble Canyon*, *Dog Show*, *Glimpses of Wild Game in Africa*, and *The Lynx*.

On Insect Life

Insect life is shown in *The Glow Worm*, *War in the Trees*, a one-reel sound on the wood wasp, enemy of forest trees; *Friendly Flies*, based on the work of the hover fly, which destroys the common black fly, and drone fly that helps clean up gardens, and *A Night in the Jungle*, photographed by Commander Dyott. The subject of bees is treated in *Bees and Spiders*, *Honey-makers*, and *Palace of Honey*. Other insects are pictured in *Ants*, *Ants, Bees and Lions*; *Ants*, *Nature's Craftsmen*; *Evolution of a Butterfly*; *Singing and Stinging*, based on the mosquito and methods of its extermination; *Structure of a Grasshopper*, and *The Silver Spider*, a picture study of the underwater spider and its nest.

A new field open to roadshowmen is that of movies in fraternity houses on college and university campuses. One of the films reserved for this type of program is *Superheart of Slomo Chi*, with Mary Carlisle, Buster Crabbe, Charles Starrett, Florence Lake, and Ted Pirtle and his orchestra. Running time is 77 minutes. While the story deals with Sigma Chi, members of other fraternities are said to be showing it in their homes.

Roadshowmen Film High School Games

NEW ORLEANS, Sept. 28.—More bookings are being secured by roadshowmen in this area thru the addition of local football pictures to their regular schedules. Operators have put their cameras into action and are filming high school and college football games to be featured on their regular programs.

With football games staged by high schools on Friday afternoons, the game is ready for showing the following week. During the first of the season, roadshowmen are showing the games in detail. Near the end of the season the several games will be put together with a story of the entire season being contained in one reel. Operators say this plan had netted them additional spring bookings as the films will be featured at alumni banquets.

BURLESQUE NOTES

(Continued from page 25)
Grand here, for *Glamour* last season. Proved the town can stand two burly houses. Am of the opinion it will stand three, and am out to substantiate that opinion. . . . HONEY BEE KELLER, a member of the Republic's bowling team, helped largely in the defeat of the Gaiety's team in the first game of an all-season's tournament September 18.

HANK HENRY, comic, left the Gaiety September 5 to open on the Hires Circuit in Dayton, O., on Friday (13) in the show featuring Lois DeFoe and with co-principals Bob Alder, George Bose, and George Lewis. . . . LUCILLE WRAY,

dancer, went to the Gaiety, Boston, after her Ettinge engagement. . . . JERRI McCAULEY and Cecil Von Dell planned to Chicago September 8, the former for the 808 Club and the latter for burly houses. . . . RICHARD ZEISLER, manager of the Garrick, St. Louis, removed to a hospital there for gallstone trouble.

SAMMY FUNT, manager of the Gaiety, has returned from Atlantic City, where he spent a vacation with Mrs. Funt. . . . SCARLETT KELLY has two younger sisters, Jan, in the dancing line, and Dean, showgirl, at the Gaiety. Both also do a jitterbug specialty. All from Dayton, O. . . . JEAN CARROLL and Sammy Smith booked by Phil Rosenberg and Lou Miller into the Ettinge. . . . DOROTHY JUNE and Sunny Morgan letter from Buffalo: "Made the jump here from Boston by plane; our first flight and we were all thrilled. Incidentally, Midwest Circuit is now BAA, very happy; cast grand. Our co-principals are Bob Carney, Mary Joyce, Joe Cowan, Al Golden Jr., Jean Brady, Belva Williams, and Roberta Carney. Opened August 30 at the Globe, Boston. Greeted by the press here and pictured while getting off the plane. We felt like movie stars; Casino, Toronto next stop by train in sleepers."

UNO.

FOLLIES, LOS ANGELES

(Continued from page 25)

has had in some time. Her numbers were *I Hear Bluebirds* and a special arrangement of *I'm Stepping Out With a Memory*. Kenney Edwards also handled a vocal spot effectively.

Annette Ross put zip into her peeling. This redhead did a nice job of torrid torso twisting.

Best blackout featured Billy (Boob) Reed and Jack Murray, with Louise Miller and Mlle. Jeanne. Altho the bit was a little moth-eaten, the zany antics of Reed would make any kind of material go here. Reed came on later in another bit with Ricardo Sandoval, Latin warbler. Sandoval's warbling of *Estralla* was good.

Marlane, the "Glamour Girl From Texas," did as stately a bit of stripping as has been seen here in some time. Altho the new at this house, she seems to be developing into a real draw. A tall blonde, she has a nice figure and knows how to expose it to the best advantage. Wauwata Bates, another blonde, gets top billing here now. She is billed as "Miss St. Louis." Using a flashy wardrobe, she glances the show and leaves the customers wanting more.

Biz is definitely on the upgrade. Grover Webb is house manager. Publicity by Milt Stein. Dean Owen.

MAGIC

(Continued from page 25)

TUCKER KEY, after a two-week layoff for vacation and redecorating, is back on the road, playing theaters thru Louisiana and Mississippi. Key says he has six weeks of schools and theaters in Tennessee to follow. . . . NEW YORK STATE Magicians' Ninth Annual Round-Up will be held at Hotel Richmond, Batavia, N. Y., October 10-12. Program will consist of a "Night Before Party" Thursday, an all-night party Friday, business meeting Saturday morning, magicians only show Saturday afternoon, and a grand banquet and show Saturday evening. . . . BILLY RUSSELL closed his outdoor season with his Magic Circus September 19 at the Orleans County Fair, Albion, N. Y. . . . VANTINE AND CAZAN are at the Havana Casino, Buffalo, featuring *Shooting a Woman Thru Plate Glass*.

ORCHESTRA ROUTES

(Continued from page 24)

Torres, Raymond; (Rainbow Inn) NYC, ne. Torkro, Pedro; (Henry) Pittsburgh, Pa. Torres, Jack; (El Morocco) NYC, ne. Trini, Anthony; (Greenwich Village Inn) NYC, ne. Tucker, Tommy; (Silverado) Milwaukee, W. U. Unell, Dave; (Alabama) Chi, ne. Valenti, Val; (Harbor Rest) Rockaway, L. I., ne. Varol, Whitey; (President) Atlantic City, Pa. Varoli, Tommy; (Club Ball) Brooklyn, ne. Varras, Eddie; (St. Moritz) NYC, ne. Viera, Peter; (Coca Loma) Elm, Mich., ne. Vierra, Al; (Ivanhoe) Chi, re.

Wagner, Tony; (Tony's Black Horse Inn) Mt. Ephraim, N. J., ne. Wald, Jack; (Fort Hayes) Columbus, O., ne. Walker, Pat; (Elms Palm Gardens) Milwaukee, ne. Walters, Lee; (Blue Lantern) Detroit, ne. Wassco, Hal; (Plantation) Grand Rapids, Mich., ne. Walker, Sammy; (Biltmore) Dayton, O., ne. Walker, Leo; (Oxy) NYC, ne. Weber, Jack; (Libby's Club Era) Chi, ne. Weeks, Ranny; (Mayfair) Boston, ne. Wells, Lawrence; (Triumph) Chi, re.

The Billboard

46th YEAR
Founded by W. H. DONALDSON
The Largest Circulation of Any Amusement Weekly in the World
Member Audit Bureau of Circulation
Published Every Week
By The Billboard Publishing Co.
E. W. EVANS, President, Treasurer & General Manager.
R. E. LITTLEFIELD JR., Vice-President.
W. D. LITTLEFIELD, Secretary.
A. C. HARTMANN, Editor.
Outdoor Dept., 25 Opera Place, Cincinnati, O.
E. E. SUGARMAN, Editor.
Indoor Dept., 1924 Broadway, New York, N. Y.
Main Office and Printing Works: The Billboard Building, 20-27 Opera Place, Cincinnati, O.
Phone Main 5306, Cable Address, "Billboard," Cincinnati, O.

BRANCH OFFICES: NEW YORK—6th Floor Palace Theater Bldg., 1564 Broadway, Phones, MEdison 3-914, 3-917, 3-1618. CHICAGO—4th Floor Wood 312, 314, 316, 318, 320, 322, 324, 326, 328, 330, 332, 334, 336, 338, 340, 342, 344, 346, 348, 350, 352, 354, 356, 358, 360, 362, 364, 366, 368, 370, 372, 374, 376, 378, 380, 382, 384, 386, 388, 390, 392, 394, 396, 398, 400. PHOENIX—100 N. Central Ave., Phone, CHestnut 0443. PHILADELPHIA—B. H. Patrick, 722 Lancaster Blvd., Phone, DUrham 3-1234. BOSTON—100 State St., Phone, TRINITY 8-925. LONDON—Edwards House, care of "The World's Fair," Cromwell House, Fulwood Place, London, W. C. 1, England. SYDNEY, AUSTRALIA—111 Market Street, Phone, TRINITY 134. 198 Pitt Street, PHOENIX—C. M. Chambers, care American Express Co., 11 Rue de la

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Vol. 52 OCTOBER 5, 1940 No. 40

Weems, Ted; (Edgewater Beach) Chi, ne. Wendell, Connie; (Ace of Clubs) Odessa, Tex., ne. Williams, Chick; (Gay '90s Cafe) Philadelphia, Pa. Williams, Clem; (Spray-Eagle Inn) Stratford, Pa., ne. Williams, Bill; (Manateway Log Cabin) Earlville, Pa., ne. Williams, Sam; (Astor) NYC, ne. Willis, Forrest; (Kinship Inn) Albany, N. Y., ne. Wilson, Teddy; (Cafe Society) NYC, ne. Woods, Howard; (Tantilla Gardens) Richmond, Va., ne. Wright, Charlie; (Stork Club) NYC, ne. Wynn, Irving; (Rainbow Inn) NYC, ne.

Young, Roland; (Lombard's) Bridgeport, Conn., ne. Young, Eddie; (Southern Mansions) Kansas City, Mo., ne. Zahler, Al; (Log Cabin) Trenton, N. J., ne. Zarin, Michael; (Tavern on the Green) NYC, ne. Zipp, Eddie; (Old Heidelberg) Milwaukee, ne. Zito, Max; (Belmont Plaza) NYC, ne.

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Office of THE BILLBOARD.

BOWMAN—James E. (Blacky), animal trainer with T. J. Tidwell Shows, in Anadarko, Okla., September 13, during the shows' engagement there. He had been connected with the shows 15 years. Bowman had also been an elephant trainer with the Bud E. Anderson Circus. Survived by his widow, and daughter, Deborah, of Greenville, Tex.

In Loving Memory of a Darling Wife and Mother

Laura "Kaye" Arlington

Who Departed This World October 1st, 1937, at Muncie, Indiana.
HARVEY "DOC" ARLINGTON
JOSEPH "KAYE" ARLINGTON

BUTTRISS—John Barclay, 57, English playwright and scenarist who wrote under the name of John Barclay, in Hollywood September 22 of a heart attack. Survived by his widow, Margaret, a former actress.

GARR—John H., 71, Ohio and Florida resort and hotel operator, September 22 in St. Petersburg, Fla. He went from Cochocton to Vermilion, O., in 1898, where he operated Lakeside Inn resort 10 years. Later he built and operated several resorts in Florida. Survived by his widow, a son, and a daughter. Masonic services and burial in Vermilion.

COCHRAN—W. W. (Shorty), past seven years with Great Sutton Shows, in Pekin, Ill., September 3 of a heart attack. Burial in Lakeside Cemetery, Pekin.

COY—Bill, known in carnival and burlesque circles, in Kansas City, Mo., September 22 of a heart attack. Coy had been with the W. A. Gibbs Shows five seasons. Survived by his widow, Bobbie, and daughter, Patsy.

CROSSIN—James H., 68, father of James Crossin, musician, September 23 at home in Nesquehoning, Pa. He leaves his wife, seven children, a brother, and a sister.

CUSHMAN—Boddy, 31, aerialist and formerly with the Ringling-Barnum circus, of pneumonia at Peoria, Ill., September 26. He began his circus career as a boy by training with the Plying Melzora, a prominent Saginaw, Mich., aerial troupe, and later became a member of the Famous Clarkoniens, flying act. When Alfredo Godona met with an accident to his arm which terminated his career as a triple somersaulter, he trained Cushman to take his place in the original Godona act. Cushman left Saginaw three years ago to become an assistant superintendent on a construction job at Peoria. He leaves his wife; two sons, Jerry and Harry, and a brother. Burial in Forest Lawn, Saginaw.

DAILEY—Joseph, 78, retired actor, September 23 at Englewood Hospital, Englewood, N. J., of a heart attack. He had been living at the Actors' Fund Home since his retirement in 1930. Dailey began his career in 1883 as a song and dance man, and for many years was with the stock company of the old American Theater, New York. Among the shows in which he appeared were *Irish Loyalty*, the Theater Guild production of *Ned McCobb's Daughter*, and *The Poor Nut*. He was a member of Equity, the Catholic Actors' Guild, and had been connected with the National Vaudeville Artists' Association. Funeral under the auspices of the Actors' Fund of America.

DOUTHIRT—Mrs. Jessie Baskerville, 75, accompanist and opera coach, Sep-

Clarence W. Cracraft

Clarence W. Cracraft, 60, widely known general agent and railroad contractor for the John H. Marks Shows, died of a broken neck sustained in an auto accident on September 27, about four miles from Appomattox, Va., when a tire on his car blew out on Highway 360 while he was en route to Lynchburg, Va. Born in Paris, Ky., November 19, 1879, Cracraft was a carnival pilot for many years, having been associated, among others, with Greater Showless, William Glick, Ideal Exposition, West's World's Wonder, and James E. Strates shows.

Before becoming a general agent, Cracraft operated colored minstrels at fairs and was manager and talker on his own colored shows. Prior to becoming a showman he conducted a cafe in Covington for many years. His widow, also well known in outdoor show circles, and three brothers survive.

Funeral services October 1 in Covington, Ky. Cracraft's home town, with burial in Highland Cemetery, Fort Mitchell, near by.

The Final Curtain

tember 20 at her home in New York. She leaves her husband and a sister. Burial in the Moravian Cemetery, Staten Island, N. Y.

FENSIN—Dorothy, former tab and musical comedy performer known as Smiling Dorothy Wagner, in San Francisco September 21. She had been with the Dot and Dash Revue and Reeves and Wagner and had toured the United States. Services in San Francisco September 24.

GALE—Walter, 35, retired comedian, September 25 in Kings County Hospital, Brooklyn, of a stroke. He specialized in tramp characters and appeared in Klaw & Erlanger productions and in vaudeville. Among the shows in which he performed was *The Old Homestead*. He leaves his wife.

GAUL—George S., 81, president and general manager of Sunset Hall, South Mountain, Pa., summer resort, September 16 in the Mary M. Packer Hospital, Sunbury, Pa., after an illness of nearly four years. He became president of Sunset Hall in 1911 and until six years ago also owned and managed the Hotel Gordon, New Smyrna, Fla. Two children survive.

GLASSPIEGEL—Mrs. Fanny B., 79, mother of the late John Glasspiegel, Milwaukee wholesale novelty dealer who died September 18, less than three hours after her son's burial September 20. Survived by two sons, two daughters, a sister, and a brother.

GRAFF—Charles T., more than 25 years a member of Nebraska State Fair board and once its president, at his home in Bancroft, Neb., September 23. Survived by two sons and a daughter.

HARTMAN—Marie, 51, comedienne, September 21 at Bellevue Hospital, New

York. She was working on *Shepherd of the Hills* when stricken.

KAB—John K. Sr., 67, former trombone soloist in the Walter L. Mann Circus band, in Portsmouth, O., September 23 of a heart attack. He had been ill eight

Marguerite Clark

Marguerite Clark Williams, 53, former stage and screen actress, died at Le Roy Sanitarium, New York, September 23, of pneumonia following a cerebral hemorrhage.

Miss Clark entered the theater in 1899 with a stock opera company in Baltimore and a year later appeared in *The Belle of Bohemia* at the Casino Theater, New York. Among the many shows in which she appeared were *Prunella*, *The Wishing Ring*, *Edes in Toyland*, *Mr. Pickwick*, *Hoppyland*, *Wang*, *The Burgomaster*, *The New Yorkers*, *The Wild Rose*, *Anstole Jim*, *The Peasants*, *The Prince and the Pauper*, *The Pied Piper*, and *The Beauty Spot*. She toured as Peter Pan, and played in *The Golden Garter* in St. Louis. One of her greatest roles was as Snow White.

In 1915 she made her screen debut, and among the pictures she scored in were *Wildflower*, *The Goose Girl*, *The Pretty Sister of Jose*, *The Crucible*, *The Seven Sisters*, *Little Miss Washington*, and the Bob series by Mary Roberts Rinehart. She was Mary Pickford's rival as America's Sweetheart.

She was married in 1918 to Harry Palmerston Williams, Louisiana lumberman and sugar plantation owner, and retired in 1920 after finishing her contract. They had no children but had sent 16 boys and girls thru college. Her husband died in 1936.

She leaves a sister with whom she had been residing in New York.

years. Survived by his widow, Jennie; two sons, Raymond and John, and two brothers, Jacob and Charley. Services in Portsmouth September 23, with burial in Greenlawn Cemetery there.

KROWN—Edwin W., 70, for 29 years with the old Victor Talking Machine Company and the RCA Manufacturing Company, Camden, N. J., September 15 at his home in that city. Survived by his widow, Mary E.; seven sons, and two daughters.

LANNING—George W., 80, founder of the Ringgold Band, now Koch-Conley Post American Legion Band, at Scranton, Pa., September 18. Surviving are two daughters, Mrs. Albert Morgan and Mrs. Willard Phillips; five sons, Fred, William, and George, of Scranton, and Joseph and Edward, Pittsburgh. Interment in Washburn Street Cemetery, Scranton, September 23.

LASZLO—Yolanda, 43, wife of Alader Laszlo, playwright, and mother of the late Lola Laszlo, dancer, September 22 at Bellevue Hospital, New York, from an overdose of a sleeping potion.

LAVEDAN—Henry, 81, playwright, recently in France, it has been revealed. He was the oldest member of the French Academy. Among his works were *Use Femille*, *Le Bon Temps*, *Le Duel*, *See, Le Gout du Vice*, and *Service*. The last five plays mentioned were produced by Otis Skinner in America.

LUDWIG—Max, 58, affiliated with outdoor advertising, and well known to circus and theatrical company advance men, September 23 at his home in New Castle, Pa., of a heart attack.

MANDERFIELD—J. H., 63, manager of Salt Lake City Union Stock Show, founder of Salt Lake Horse Show Association, and widely known at State and county fairs, of a heart attack September 19 in Salt Lake City. Survived by his widow and two brothers. Funeral from the First Congregational Church, Salt Lake City, September 22.

MORTON—Alvin D., 63, former actor and manager, at his home in New York, September 24 of a heart attack. Included in the shows he helped manage were *The Mikado*, *The Kiss Waltz*, *The Merry Widow*, and *The Chocolate Soldier*. He leaves his wife, a daughter, a son, and a sister.

RECKARD—Frank Raymond, 48, motion picture projectionist at Steel Pier, Atlantic City, September 16 at City Hospital there after an illness of two weeks. He was a member of the IATSE Local No. 310. His mother and a daughter survive.

SCHROEN—Wilson W., 26, banjo player in taverns near Detroit, September 20 in an automobile accident near that city. His home was at Milan, Mich.

SHERMAN—Mrs. Laura, former vaude performer and mother of Chester Sherman, clown, September 12 at Bellevue, Ky. Burial in Spring Grove Cemetery, Cincinnati.

STEEL—Harry J., 79, theater manager, recently at his home in Reading, Pa. He managed Reading's old Grand Opera House, the principal legitimate theater there, for more than 30 years.

THOMPSON—Dolly, 45, wife of Frank H. Thompson, for 30 years a picture-vaudeville tent show operator, September 19 in Aurora, Ill. Since quitting the road they had operated a tourist camp near Aurora. Survived by three sons, Frank, with the Imperial Shows; Fred, former trombonist, and Alan.

TOTHILL—Lily B., 58, daughter of the late William S. Tothill, pioneer manufacturer of kiddie rides and playground equipment, September 19 in Chicago. She was known to many outdoor show people. Burial in Calvary Cemetery, Chicago.

VAN ORDT—Clarence, 17, son of Mr. and Mrs. Dick Van Ordt, concession operators with various carnivals, September 15 at Grand Haven, Mich.

WAYMAN—Velorus Samuel, 90, former organist, September 13 at the home of a daughter, Mrs. George B. Elin, Carbondale, Pa. Surviving are a son, H. C. Wyman, Pleasantville, N. Y., and two daughters, Mrs. Olive C. Butler, Hillside, Pa., and Mrs. Elin. Services September 14 with interment in Westwood, N. J.

WICKBOLDT—George A., 70, charter member of the Milwaukee Musicians' Association and a musician in Milwaukee theaters many years ago, September 23 at his home in that city. Survived by his widow, two sons, and a daughter.

YOUNG—L. J. Jr., 19, doorman at the Victory Theater, Salisbury, N. C., recently in that city of injuries sustained in an auto crash August 25. Young was also a band musician and once won the North Carolina State title as a oboe player in a high school music contest.

YURGALEVITCH—Charles, 65, musician and for many years a member of the Alexander Band of Wilkes-Barre, Pa., September 12 at his home in that city. He leaves his wife and seven children.

Marriages

ALSOB-SCOTT—Carlton Alsob, radio director, and Martha Scott, motion picture and radio actress, September 16 at the Fifth Avenue Presbyterian Church, New York.

BILES-DEPRIEST—Glyde Biles, Ferris Wheel foreman on the Gold Medal Shows, and Esther DePriest, dancer in the French Casino on the same organization, September 16 in Laurel, Miss.

BLUE-ROBINSON—Paul Blue of Mount Pleasant, Pa., and Helen Robinson of Pekin, Ill., both members of the Betty John side show, in Farmington, Mo., September 9.

BLUMBERG-WEBER—Bill Blumberg, son of Ben Blumberg, head of the National Theater Supply Company, Philadelphia, and Thelma Weber, nonpro, in Philadelphia September 15.

BRUNELLE-PEPPER—Frank Brunelle, Albany, N. Y., concessionaire on the King (See MARRIAGES on page 49)

Discovered! The Country's First Night Club Emsee

NEW YORK, Sept. 30. — Walter James, white-haired vaudeville veteran but active and still working club dater, recalls the time he made his bow as a night club emcee—the first one in the nation.

He says it was at Reisenweber's famous restaurant in 1915, where Jean Bedini was staging the show and wanted to give it a new twist. He asked James to do an informal emcee and James did, rising from his table and taking the floor with a napkin still hanging from his vest and his mouth too full of food to speak clearly. The innovation was so startling, James recalls, that the diners stopped and wondered what had happened.

P. S.—James says he has been afraid to admit he was the country's first night club emcee in view of some of the cafe emsees today. He doesn't want to be blamed for starting it all.

NEW YORK WORLD'S FAIR

"For Peace and Freedom"

FLUSHING, L. I. May 11 to Oct. 27

GOLDEN GATE INTERNATIONAL EXPOSITION

SAN FRANCISCO May 25 to Sept. 29

Showmen's League Launches Campaign for Charity Show At Expo Music Hall Oct. 17

NEW YORK, Sept. 28.—Plans for a tremendous charity performance were completed by the Showmen's League of America this week for staging in the big Music Hall at the World's Fair on Thursday, October 17. League members at the expo, working in semi-secrecy, met at Rodeo Cafe, the Dufour & Rogers spot, on Monday and worked out details down to the minutest point. Billing is "Gala All-Star Midnite Show" and event is for the League's hospital, cemetery, and showmen's home fund.

The National Showmen's Association, with home base in New York, was not mentioned in any announcement of the show issued by Frank E. Duffield, S.L.A. president and expo fireworks director, and Frank D. (Doc) Shean, general chairman of the benefit and co-director of the expo's midway. There was some talk, however, that the League would offer a slice of the net take to its Eastern contemporary, but no one in S.L.A. ranks here would expand officially on this point.

Joe Rogers and Cy D. Bond were named co-chairmen of ticket sales committee. Art Brees is secretary and Cliff Wilson (See LEAGUE TO STAGE on page 40)

IAAA Day Set For October 15

NEW YORK, Sept. 28.—As announced exclusively by this publication, "I Am An American Day" is definitely set for Tuesday, October 15. Day, eve of the draft registry, is expected to lure a record or near-record attendance. Board Chairman Harvey D. Gibson on Thursday formally announced details of the celebration, which is under the general chairmanship of Basil O'Connor. To insure its success, a combination ticket has been worked out by Harry Harrison, ticket expert of the expo, and associates. Ticket has a face value of about \$5, but sells for a buck. Included in the list of attractions is Billy Rose's Aquacade, which has never before participated in a cut-rate. Others participating are American Jubilee, Gay New Orleans, Railroads on Parade, Streets of Paris, Winter Wonderland, Dancing Campus, Frank Buck's Jungleland, the Perisphere, Gardens on Parade, Mrs. Thorne's Miniature Rooms, M&D Pastoramas, Zoological Wonders, and a special pageant, *I Hear America Singing*, with a cast of about a thousand.

Day is under the sponsorship of the National Conference of Christians and Jews, with a share by industry, politics, labor, and the professions. Pageant will be staged by the International Ladies' Garment Workers' Union. Churches come in for 15 per cent of gross ticket sales, and the conference will receive 5 per cent. Harrison announced that sales would be limited to 500,000 tickets, with none available at the gates.

Other Big Special Days

Another touted special is Newspaper Day on Sunday, October 8, featuring a \$1.50 duquet for 50 cents. About 800 sheets in New York, New Jersey, Pennsylvania, Delaware, Virginia, District of Columbia, Maryland, Connecticut, Massachusetts, and Rhode Island have been tied up for participation via a coupon exchange in their columns. Unused tickets will be good until 8 p.m. of October 11. Attractions signed are Centipede, Comet, Crinsson Tower, Coaster, Campus, Forbidden Tibet, Jungleland, New Orleans, Riftons' Ferris Wheels, Live Monsters, Magazine Covers, Magic Carpet. (See "AMERICAN DAY" on page 24)

Paid Attendance (30th Week)

Saturday, September 21	333,864
Sunday, September 22	291,266
Monday, September 23	56,582
Tuesday, September 24	54,588
Wednesday, September 25	18,061
Thursday, September 26	62,544
Friday, September 27	70,414
Total	787,077
Previously reported	13,167,706
Grand total, 20 weeks	13,954,783*
First 20 weeks, 1939	19,637,913**
1940 decrease	4,703,130
*Daily average	99,676
**The period May 11-September 27 of 1939 drew	19,380,528

Benny and Betty Fox Set for Cleve Show

NEW YORK, Sept. 28.—Benny and Betty Fox, sky-dancing free act all season, have been signed for Al Shaffer's World's Fair Highlights unit starting at Cleveland Auditorium next month. Directly following the close of the expo on October 27 the duo will play the Roxy Theater here for two weeks and another two after the Shaffer tour, which includes Detroit and other cities.

On the Flushing Front

By LEONARD TRAUBE

NEW YORK, Sept. 28.—Everyone at the Fair knows the American Common as the spot which supplanted the Soviet Building when the Stalin Government decided to call it quits after the '39 edition. The \$7,000,000 edifice, one of the most imposing in the entire plant, had been subject to all sorts of international issues. When the USSR announced that it would dismantle the structure, from "Big Joe" down, practically everyone wondered what would become of the strategic acreage. Harvey D. Gibson. (See FLUSHING FRONT on page 34)

Showmen's League of America Charity Performance

Benefit of Hospital, Cemetery, and Showmen's Home Fund

Gala All-Star Midnite Show at the Hall of Music New York World's Fair

Thursday, October 17, 1940

Stars of Stage, Screen, Radio—and the Fair!

FRANK P. DUFFIELD, President

FRANK D. SHEAN, General Chairman

Co-Chairmen Ticket Sales Committee

JOE ROGERS

CY D. BOND

Tickets \$1

Approved by Theater Authority

Closing Gate of Over 6,500,000 Beats 1939 Stanza by 2,000,000 Plus; Per Capita Spending Less

SAN FRANCISCO, Sept. 30.—Blacked out forever, the Golden Gate International Exposition closed last night with total attendance over 2,000,000 ahead of last year for the corresponding number of operating days. Only semi-conservative estimates are available on gross earnings pending official figures which will not be released until the latter part of October.

H. C. Botoroff, who is to succeed General Manager W. W. Monahan when the latter resigns on October 10, estimates that per capita spending will be slightly under that of last year, allowing for the full run of both shows.

The day was the biggest the expo had all season. Attendance at 7 p.m. last night was officially announced as 180,834, surpassing the 147,674 closing-day mark of last year. Total season's attendance at that hour last night was 8,215,110.

Final ceremonies at the Federal Plaza, which began at 10 p.m., failed to affect the midway. Shows and rides did tremendous business thruout the day and night. There was no hiking of rates in restaurants and bars, where cash registers rang faster as the night progressed. Every concession came thru okay. Novelty booths with accent on world fair items did not mushroom at the closing. Prices were chopped, but there was little over-the-counter bargaining.

Altho special police and guard precautions had been established to prevent wholesale tearing down of movable features by souvenir hunters, there were few instances of such activity. Requests for demolition crews and moving trucks were numerous, with some exhibitors and concessionaires asking for service to start at 8 a.m. today. Attendance figures for the concluding days were: Thursday, 84,967; Friday, 81,960; Saturday, 127,719.

Something for Creditors

Expo's per capita cut this year is estimated at 61.7 cents, while last year the figure was reported to have been 65 cents. A correct estimate of this year's spending and grosses will have to wait until the expo bigwigs sit back and take final inventory. What their findings will yield will not be precisely unexpected, as most shows anticipated the total score along about August 15, when it became definitely known that a profit could be anticipated from standpoint of attendance of more than 4,000,000.

Botoroff declared a substantial sum will

Gross Attendance

Thursday, Sept. 19	44,010
Friday, Sept. 20	45,230
Saturday, Sept. 21	101,127
Sunday, Sept. 22	184,187
Monday, Sept. 23	30,598
Tuesday, Sept. 24	67,048
Wednesday, Sept. 25	73,812
Eighteenth week total	502,428
Previously reported	5,944,920
Grand total, 124 days	6,447,348
First 124 days, 1939	4,082,527
1940 increase	2,364,821

remain for the creditors, but refused to estimate just how much the return would be. He said they would not be paid off until the expo was completely liquidated, depending on the period allowed for demolition.

Indicative of the biz is the success of the expo's major shows. Beginning with Billy Rose's Aquacade, where the draw up to September 24 was 1,570,193, attendances at other top specs were: America—Cavalcade of a Nation, 846,000, which counts in the coupon tickets; Sallic's Puppets, 370,475; Folies Bergeres, 603,108; Rhythm on Ice, 300,766, and Palace of Fine Arts, 502,729.

Midway Biz Comparable

Rose is estimated to have grossed \$800,000, taking out \$200,000, less taxes, for himself. Cavalcade is expected to show gross earnings of \$100,000, more than last year. Aquacade did four shows daily during the final week.

Midway biz is reported to have fared comparably with that of the bigger specs. Ripley's Odditorium topping the bracket at 376,509 gross attendance, the figure submitted on Wednesday by Manager Frank Zambreno.

From the front-gate standpoint, closing week's attendance was the best of the season, the Sunday, September 23, draw being 134,197, several thousand above the all-time high of July 4. Most shows and rides kept prices at the season's level. Only a few cut tariffs, notably Miss America, which went from a quarter to a dime and did tremendous biz.

Rose Spec Not at Auto Show

LOS ANGELES, Sept. 28.—That after the GGIE Billy Rose's Aquacade would appear at the Los Angeles Auto Show was reported in *The Billboard* of September 21. It has since been learned that the big water spec will not be at the auto show here.

Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, Sept. 28.—Expo General Manager W. W. (Bill) Monahan was guest of honor of Gene Buck, president of the American Society of Authors, Composers and Publishers and the greatest array of big names in the musical industry ever assembled at one time in one place, at a luncheon in the St. Francis Hotel last Monday. On Tuesday this great aggregation of talent gave renditions of their works in the Coliseum on Treasure Island before over 12,000 people in the building and to thousands on the outside over the sound system. Had it been necessary to pay this talent for the two performances they gave, it would (See GGIE GLEANINGS on page 31)

Marks Shows Hike Midway Gross 20% At Mount Airy Fair

MOUNT AIRY, N. C., Sept. 28.—Presenting the midway at Great Mount Airy Fair here for the fifth consecutive year, John H. Marks Shows concluded their stand on September 21 with a 20 per cent hike in business over last year's figure, Walter D. Nealand, shows' publicist, reported. Good weather prevailed throughout, and some 1,000 greeted the shows on their arrival Sunday afternoon. Attendance and receipts on Tuesday, Kiddies' Day, doubled those of last year, and night attendance held up well, with Saturday night leading.

John Robinson IV Military Elephants were among grandstand attractions. (See MARKS SHOWS on page 60)

Golden West Wis. Closer Satisfies

LOYAL Wis., Sept. 28.—Golden West Shows wound up the 1940 tour at a four-day street fair, which closed here on September 13, to fair results, despite cold weather, Cliff Askins reported. Shows came in after a fair week's business in Whalen, Minn., where cold weather held down attendance, Saturday and Sunday were the best days here and all with it reported satisfactory results. Management said that business of the season was fair, despite the fact that much rain and inclement weather had been encountered.

After the close here, shows were shipped to quarters, 150 miles distant and stored for the winter. Manager William (Bill) and Mrs. Barnhart left for their home, as did Bud Barnhart and family, corn game operators. Eddie McCoy has his girl revue booked in a string of cities, while Mr. and Mrs. Alvin (Curly) Moore left to play late Wisconsin fairs with their Penny Arcade and Kiddie Auto ride.

Mrs. Cora (Ma) Gardner plans to play late fairs with her cookhouse, and George (White) Harrison will present his animals and free act in schools until Christmas. Mr. and Mrs. Taylor Miller, with their string of concessions, headed for the cotton country. Cliff Askins has taken a position with a shoe shop.

Jordan Fair Proves A Winner for Frisk

JORDAN, Minn., Sept. 28.—With Scott County Fair registering one of the largest opening days in its history on September 13, Frisk Greater Shows chalked up a highly successful date for the three-day stand here, Ken Sommers reported. Day play was slow, but nights were good. Fair board co-operated, and Octopus and Smith's Motordrome topped the midway. Roy Raney and Nate Gellman visited here.

Shows left on the 507-mile jump to Cooter, Mo., on Sunday morning and opened there Thursday night to fair crowds, but spending was light. Earl Park, with photo gallery, joined there.

Whitehead, Union Head, on ACA Convention Program

ROCHESTER, N. Y., Sept. 28.—Max Cohen, general counsel of the American Carnivals Association, Inc., yesterday received a letter from Ralph Whitehead, president of the Circus, Carnival, Fairs and Rodeo International Union, with reference to organizing some of the shows that are members of the ACA, and requesting the privilege of appearing before the next ACA annual meeting in Chicago.

In reply Cohen advised in substance that it has always been the policy of the ACA to have open meetings, at which any and all persons interested in the carnival industry could be present, and that, accordingly, he would plan the program of the ACA meeting so as to permit Whitehead to address those present at the second session, which in all likelihood will be at 11 o'clock Tuesday night, December 3, at the Sherman Hotel.

Gilbert L. Wolfe has been appointed representative of the American Nickeloid Company, of Peru, Ill., to have charge of its Schenectady, N. Y., office and to cover Central New York State for the company's pre-finished metals.



CLARENCE W. CRACRAFT, widely known general agent and railroad contractor for the John H. Marks Shows, who was killed September 27 in an auto accident about four miles from Appomattox, Va., while en route to Lynchburg, Va., when a tire on his car blew out.

BG Memphis Start Fair; Chattanooga Wind-Up Success

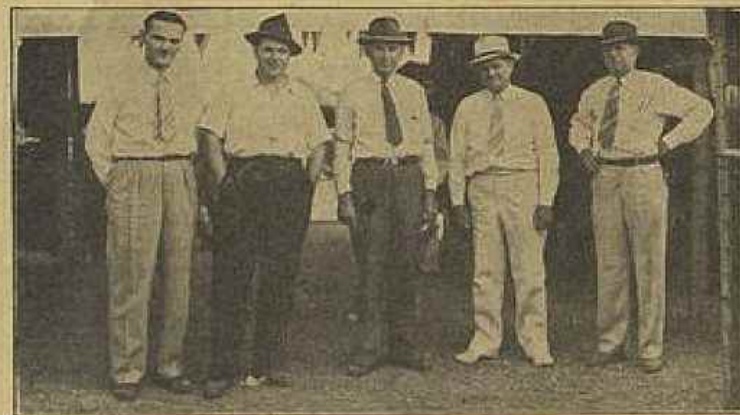
MEMPHIS, Sept. 28.—Winding up a successful stand at Interstate Fair, Chattanooga, Tenn., last Saturday night, Beckmann & Gerety Shows moved in here on Sunday for a week on the midway at Mid-South Fair. Business on the first three days was only fair, with crowds failing to come up to expectations on Monday, Future Farmers' Day. About 5,000 youngsters paraded downtown and then went to the grounds.

Town's first rain in 46 days fell on Tuesday, hampering activities that night. (See BG AT MEMPHIS on opposite page)

Sparks' Jasper Stand 18% Below '39 Figure

JASPER, Tenn., Sept. 28.—Poor crop conditions and a scarcity of money in this sector sent business for J. F. Sparks Shows at Marion County Fair here, September 12-14, 18 per cent below that of last year for the same period. Located at Marion County High School, shows had fair weather throughout and, although results dropped below 1939, business was reported as fair.

Mr. and Mrs. Joe Sparks, Mr. and Mrs. Howard Reeves and daughter, Madril, and Robert White visited from the L. J. Beth Shows, playing Nashville, Tenn. Joe Steen, fronting the Crazyhouse, did well with a line of paper accessories he added. Lot, which was in bad condition opening night, was cleaned Tuesday morning by Orter Sparks, Ray Hamblen, and Jack Auburn. Twin Ferris Wheels led rides, while Pluto Brown's Cotton Blossom Revue, with Bob Vandiver making openings, topped shows.



OFFICIALS of the J. F. Sparks Shows and Walker County Fair Association posed for this picture in Jasper, Ala., just after signing a contract for 1941 and before the end of the 1940 fair, which broke every record for the annual. Left to right: E. H. Pierce, fair secretary; Roy Allen, secretary of the shows; Major J. F. Burton, fair president; Owner-Manager Jesse F. Sparks; J. D. Dickson, treasurer of the fair.

Endy Jamboree Aids NSA Fund

TRENTON, N. J., Sept. 26.—Endy Bros' Shows' Jamboree at New Jersey State Fair here Thursday night for the National Showmen's Association's hospital charity fund netted club's coffers \$250 and about 25 new members. Past President George A. Hamid, Executive Secretary John M. Liddy, and members of the NSA Ladies' Auxiliary were in attendance.

Stage offering, emceed by Glenn Iretton, presented members of the Hamid grandstand revue and acts from the shows. At conclusion of activities, shows' management announced that another benefit for the NSA would be held during the stand at Danbury (Conn.) Fair.

Portsmouth Is Good For Dodson's Shows

PORTSMOUTH, Va., Sept. 28.—Aided by good weather and two pay days in government and privately owned naval yards, Dodson's World's Fair Shows registered a successful stand at midway attraction at Norfolk County Fair here last week. Ray Cramer's Side Shows and Jessie Clark's Gay Parade vied for top honors among shows, and all rides did fair. Shows were forced to pay a high fee for installation of electric current here, and since the city is in a boom stage it was almost an impossibility to hire trucks.

Closing here early last Saturday night, shows leased the new ferry boat for the night and moved to Norfolk, Va. Wagons were transferred from lot to lot by truck. Move was made under direction of Jess Warren and Larry Bidwell. A highlight of the local stand was the fishing trip taken by General Manager M. G. Dodson, Joseph Baker, and County Deputies Roundtree and Grimes. G. (Whitey) Lutz, with photo gallery, joined here after several seasons at Myrtle Beach, S. C. His son-in-law and daughter, Mr. and Mrs. Elledge, motored in from Houston to visit him.

Kirk Adams came on with his dog and pony show recently. Ted Grace's Facts Show continues popular. Among visitors were Mrs. Clifford (Teasie) Odum, Mr. and Mrs. G. S. Pirkle, Mr. and Mrs. John Hughes, Mrs. Adams, and Joseph Harrington.

Wallace Benefit Helps SLA

CHICAGO, Sept. 28.—James P. Sullivan, of Wallace Bros' Shows of Canada, held his annual benefit show for the Showmen's League of America recently, resulting in the club's treasury being enriched \$210. League Secretary Joseph L. Streibich reported this week.

EAST LANSING, Mich., Sept. 28.—Mr. and Mrs. Henry E. Leffingwell have joined the sales force of Sellhorn Sales & Service here, distributor of trailers. They will be active at the Sarasota, Fla., branch after the first of the year. Many improvements have been added to Point Welcome Trailer Park in Sarasota, which is owned by the Sellhorn organization.

Gate Really Tight

SPRINGFIELD, Mass., Sept. 28.—A gold life membership card in the Showmen's League of America was not enough to crash the gate at the 1940 Eastern States Exposition here. The visitor was J. C. McCaffery, general manager of the Amusement Corporation of America and a past president of the league. He was stopped cold at the gates and the gatekeeper was entirely unimpressed by the gold card.

"It was the only show, fair, or other outdoor amusement enterprise in the country that wouldn't honor that gold card," McCaffery said in recounting his experience to newspaper men when he finally did get in as personal guest of General Manager Charles A. Nash. "The gatekeeper was pleasant but firm. He said even a solid gold pass was no good at his wicket if it didn't bear the signature of Charles A. Nash."

Far from being annoyed, McCaffery was chuckling all afternoon and said he had always heard the exposition had the tightest gate of any in America and now he could believe it.

Cold Hits Strates At Bloomsburg, Pa.; Benefit Canceled

BLOOMSBURG, Pa., Sept. 28.—Cold weather at Bloomsburg Fair, which closed tonight, materially knifed receipts for James E. Strates Shows, which furnished the midway, Dick O'Brien, assistant manager of the shows, reported. Business on shows, however, registered an increase, with Keller's Animal Show, Vanities, and Bob Lee's Ice Revue vying for top honors. Tuesday, opening day, drew one of the largest crowds in the fair's history, but Wednesday attendance was held down by rain and cold.

Shows' scheduled benefit performance for the National Showmen's Association on that night was canceled because of inclement weather and now is slated to be held Wednesday night at York (Pa.) Fair.

Margot Ralysa's Tintown Revue checked. Johnny Smithly is breaking in a new lion act for the Motordrome. Leo Carrel's Movie Apes Revue, with a new neon-illuminated front and new canvas, topped the midway at both children's matinees. Carol Miller's Side Show was replaced here by Kuntz's Circus Side Show. James Thompson's Oddities of 1940 added a new front, and Owner-Manager James E. Strates entertained the fair board in his private car Thursday night.

Among grandstand attractions were the George A. Hamid Revue, Lucky Teber, and Jimmie Lynch. Zaechini Cannon Act was presented twice daily on the midway.

Fairly & Little Folk Party Bejano on 80th Anniversary

CLEBURNE, Tex., Sept. 28.—Johnny J. Bejano, vet side-show operator, was guest of honor at a surprise party tendered him by personnel of the Fairly & Little Shows in the girl-show top here on September 20 in celebration of his 80th birthday anniversary. As he was brought into the tent by his son, Paul, Bejano was confronted by a stage literally covered with numerous gifts and a large number of cards, telegrams, and letters of good wishes from his many friends in outdoor show business.

Art Martin, who emceed, led Bejano to the stage and presented him with the gifts and offered congratulations of the personnel. Entertainment was provided by Wild Bill Cawthorn's group from the Minstrel Show, musicians and performers from Art Martin's Paris Show, and members of Connie Hale's Scandals Show. Refreshments and ice cream and cake were served, and Mrs. Viola Fairly and Mrs. George Shaw, aided by other women members, saw to it that everyone had an enjoyable time.

Still active in operation of his show, Bejano has trouped with such organizations as Patterson & Brainerd, Great Patterson, C. A. Wortham, Morris & Castle, and Hennes Bros' Shows. For the past four years he has been with the Fairly & Little Shows.

Brydon's Oddities Obtain Fair Results at Carthage

CARTHAGE, Tex., Sept. 28.—Ray Marsh Brydon's International Congress of Oddities concluded its second week with Texas Exposition Shows at Panola County Fair here on September 21 to fair results. Rex de Roselli, special events and press representative, reported, Fair got under way on Tuesday with a large parade of floats, carrying cowboys, Indians, and much livestock. Shows free attractions include Suicide Simon and the Great Moulton, and Brydon's Oddities are among featured attractions. Walter Powell, of the Powell Troupe, is readying a high-wire act.

The Panola Watchmen gave shows a full-page of pictures and much editorial space. Patay and her Entertainers, Hillbilly Band from the station in Hot Springs, joined here. Doctor Hefferan returned after traveling 1,400 miles to obtain his Regal Python and Vanishing Indians attraction. H. Rummely and Clint Portello, late of the Cole Bros. Circus, visited.

A new awning covering the front has been added. Money here is scarce, and cotton crops are not yet ready. Attendance was fair and hot weather prevailed.

BG AT MEMPHIS

(Continued from opposite page)
Cold weather on Wednesday knifed attendance considerably. Last three days in Chattanooga gave highly satisfactory results. William B. Naylor, press representative, said here. Kids' Day, Thursday, had a crowded midway, as did Friday and Saturday.

Mrs. Ralph Vogel and Mrs. Al Furkin tendered their husbands a dinner party in the Ross Hotel, Chattanooga, Friday night in celebration of birthday anniversaries. Mrs. Wilson, Nashville, Tenn., visited her son and daughter-in-law, Mr. and Mrs. Alexander Wilson, here.

GGIE GLEANINGS

(Continued from page 29)
have cost at least \$150,000, providing it were possible to engage them for a paid performance. The assemblage was a gesture of friendliness to Monahan and the fair, there being no charge to the public. Among those who appeared were George M. Coban, Deems Taylor, Howard Hanson, William Grant Still, Richard Hageman, Charles Wakefield Cadman, Dick Hay Mellotte, Edwin McArthur, Jerome Kern, Irving Berlin, Billy Hall, Sigmund Romberg, Harold Arlen, Wolfe Gilbert, Harry Armstrong, W. C. Handy, Hoagy Carmichael, Walter Donaldson, Al Von Tilzer, Leo Roberts, Oscar Hammerstein, Harry Warner, Johnny Mercer, Judy Garland, Tony Martin, and John Charles Thomas.

Fred Sandusky will take an ocean trip for his vacation, sailing down the Coast and thru the Panama Canal to Miami, where he will stay a short time. The money giveaway game, Treasure Chest, which ended on September 21, was claimed by its promoters to have brought at least 100,000 thru the gates in 15 days. Most of the Gayway was against its operation, thinking that it held people too long. Al Trankle, sound systems expert, a visitor. Tex Cooper, looking younger than ever, who dropped in for a chat, has been doing a lot of work in pictures and at present is working in Santa Fe Trail. Nate Miller, Rudy Elliott and George Haley took an auto trip as far as San Diego, stopped on the way at Pomona Fair, at most of the L. A. beaches, and were back here in three days, after covering over 2,000 miles. Eddie Tate, leading outdoor showman of the orient, with headquarters in the Philippines, who is a constant visitor, will leave for home about the middle of November, accompanied by Mrs. Tate. The Lost World had a line at least half a block long most of last Sunday. This interesting attraction cleaned the lot in good shape. Oswald-Barkisian Sportland taken in the shelds hand over fist. Two smart operators, these boys, with their fingers in many Treasure Island pies. Julian Harvey was busy with over 20 operations on the island, each one of which made money, as he profited by mistakes of last year. Nate Miller's Skooter did even better than in 1939 and will make a fine profit. Doc Curtis said the Dufour & Rogers Life Show ended far in the black, having done especially well on inside book sales. The Ripley Believe-It-or-Not Show quit on the right side. While percentage of the front gate was a little less than last year, it was more than made up by profits from the ticket deal made by Frank Zambreno before the fair opened. Mr. and Mrs. Fred

McPall's shooting galleries did uniformly good business and will have made a handsome profit. Smith & Zapf Penny Arcade made a remarkable showing, as did all the concessions of Elmer Smith. Brother Zapf will purchase some more orange groves near Cocoa, Fla.

Don Nicholson, who came to Treasure Island an unknown contractor, what with his \$250,000 worth of building in 1939, a piece of the Nude Ranch the same year, operation of Miss America and Fountain of Youth this year, is walking on the sunny side of the street. The Stutz boys, with their Cave of Mystery and a couple of ball games, have made plenty. The Levey & Wolfe Glass Blowers and Holyland Show both did fine business, especially the glass show. Rehabilitation of this attraction made it one of the Gayway contenders this year. Riding devices finishing with substantial profits are the Cross Roll-o-Plane and Octopus, Hinz Flying Skooter, and Diving Bell. Cyclone Coaster did not do as well as this type of ride usually does, as it had a poor location. But it and the Speedcars made money. Claude Bell and his Sand Modelers had consistently good business. Lexel Horoscopes cleaned up, as did Maury Goldstein with his whistles. The Band Nude Ranch is one of the questionable ones, as is Elyatum. It is thought that the ranch was over-nutted and lacked the personal touch of Sally Band, who has been on the road all season. Lane's two frozen custard stands, one in the Foods and Beverages Building and the other on the Gayway, had an excellent season. Davis's novelties, sold on about 20 finely framed stands, did uniformly good business. Surprise show of the Gayway was the Infant Incubators. It seemed to catch the popular fancy and probably topped the Gayway on gross. Paris Peggy, with Peggy's Musee of Nudes, had an excellent season. J. M. Anderson, with Miniature Train, is well pleased with results. Mrs. Molinaur's playland or Garden of Hides made a fine profit. The French Giant Crane made a remarkable average, playing to capacity on every big day and to satisfactory business on other days. Chinese Village is questionable. Hard to get any authentic info on this big venture but, as it paid off regularly, it is thought it did not lose money. Jelly Roger restaurant, according to Proprietor Bender, did not do so well. House of Baromet, a wine stubbe and sandwich place, is well pleased with profits. Esthonian Village, thru excellent business of the connected Chicken in the Rough Restaurant, quit on the right side. Henry Barrett and his card tricks did even better than in 1939. Guess-your-weight scales did only fair because of much trouble with operators.

Ham and bacon wheel led all games, with an almost unbelievable gross. Wilson's Monsters had a profitable season but it required hard work to keep on the right side of the sheet. Derby game was a winner from the start and finished in a rush. It broken balloons on the floor of the balloon dart concession by any criterion, this little game made plenty. Albo the fried-potato stands were picketed all season. Sol Abrams, one of the owners, said he was well satisfied. No. 2 ham and bacon wheel, owned by Tex Cameron, while not as profitable as No. 1, made fine returns. Threlkeld's Scores ended on the profit side. Tillman's steak sandwiches, one of the surprises of the smaller food places, with two small stands grossed nearly \$125,000 in the two seasons. These concessions all made money, according to their managers: Merry-Go-Round, owned by George Whitney; blanket wheel, Cameron's Happy Valley Ranch; Sid Wolfe's hoop-la, Harvey's Dixie Inn, Harvey's Wild Horses, Marco Polo Restaurant, Smith Syndicate hot dogs, hamburgers, popcorn; Martine's Diving Bell, Nicholson's Fountain of Youth, and Andy Hynes Monkey Speedway. It is generally conceded that a greater percentage of concessionaires made money than at any other exposition ever held.

Ed Jessop, manager of the Mike Krezo's Shows, visited with his wife. Elwood Lorman, son of the noted Johnny, popped in and out quickly. Frank Zambreno flew in from New York at 20,000 feet in one of the new Stratoliners. Nate Miller sold his Skooter that is located at Santa Cruz. Sam Miller, of the Smith Syndicate, dished out 1,500 drinks and frankies to a number of groups of under-privileged kids of Oakland. We erred in a recent column in saying that Dan Cross would represent a new Eyerly ride. Ride is being built in Salem, Ore., but not by Eyerly, and Cross will have

Wanted . . . First State Fair in Eight Years . . . Wanted
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Minstrel Show, Small Animal or Pit Show or any Small Show with own outfit. No Girl or Athletic Shows. Will book for 20 per cent. Can also place legitimate Concessions. All open except Cookhouse, Popcorn, Bingo, Penny Pitch. Will buy for cash, eight-car Whip or late model seven-car Tilt-a-Whirl. Must be in A-1 condition and be seen in operation. Have for sale, Bingo, size 14x28; complete, except flash; green Fulton top; used one season; \$150. Will book same on show balance of season, \$25 per week. This week, York, S. C.; week of October 7, St. Matthews, S. C.; uptown location. First show in city limits for 5 years. Week October 14, Tri-County Fair and Stock Show, Saluda, S. C. No gate; no racket.

FAIRS FRISK GREATER SHOWS FAIRS
ITINERARY
Phillips Co. Fair, West Helena, Ark., Oct. 2-3-4-5. Ashley Co. Fair, Hamburg, Ark., Oct. 7-8-9-10-11-12. Bradley Co. Fair, Warren, Ark., Oct. 15-16-17-18-19. American Legion Fall Celebration, Monticello, Ark., week of Oct. 21. Stuttgart Celebration, Stuttgart, Ark., week of Oct. 28. Can use additional legitimate Concessions. Can use Shows with own outfit. Will book one additional major ride. Do not come on without verification from us.

STANLY COUNTY FAIR
WEEK OCTOBER 7, ALBEMARLE, N. C.
And 5 More Outstanding Fairs To Follow
Want legitimate Stock Games for balance of the season. Can also place all Eating and Drinking Stands. Have nearly new Ride-o for sale in excellent condition. Can be seen in operation on this show. All address this week
CETLIN & WILSON SHOWS, INC.
Hickory, N. C., Fair

MILLER BROS.' SHOWS
WANT
For Warren County Fair, in the heart of tobacco belt, Concessions such as Pan Game, String Game and Lead Gallery. Will sell exclusive Rat Game. Can place few choice Wheels and Coupon Stoves. Want Talker for Midget Show. Also want Girls for Girl Show. Want three more Musicians for Minstrel. Address: Enfield, North Carolina, Fair this week; Warronton, North Carolina, Fair next week.

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BIGGEST FAIR IN SOUTHEAST LOUISIANA. DRAWING FROM NEW ORLEANS, BOCAUX, FRANKLIN AND HAMMOND. BIGGEST FAIR IN HISTORY.
Can use Concessions of all kinds that work for net over ten cents. Exclusive sold on Oak House, Corn Game, Diggers, Pop Corn and Photo. Good opening for Grab Jokes. Corner location. Box Money, etc. Will sell exclusive on Novelties. Can use Tilt-One and Shows of all kind except Oak Show, Markville and Greenburg Fairs following. All address this week, Covington, La.; then as per route.
HARRY BURKE SHOWS

W. C. KAUS SHOWS, INC.
WANT FOR WINSTON-SALEM, N. C. (COLORED FAIR) following that Fair, Angier, N. C., and Dillon, S. C.
All Concessions cash that are legitimate; reasonable prices. Can use two more Stock Wheels, Eating and Drink Stands, Palmtree, Diggers and Shooting Galleries; Lead preferred. Complete Tilt-in-One, with or without own outfit. Performers and Musicians for Minstrel Show. Will take very low percentage for Shows of all kinds with own outfit. For communication write or wire
W. C. KAUS, MANAGER, SHELBY, NORTH CAROLINA

WANTED—CONCESSIONS
Come on to Mt. Vernon, Ind., Oct. 2nd to 5th. Fall Festival on the Square under Chamber of Commerce. Graves County Fair and Merchants' Expo, sponsored by 2000 Factory Employees—supported by 300 Merchants—in Mayfield, Ky., Oct. 7th to 12th. Uptown location. Can place anything in Operation line except Bingo and Photo. Can use some Ride Help who drive semi. Max Hotel—my own organ some repair. Write
Louis T. Riley, owner DIXIE BELLE SHOWS
Some Fairs South to follow.

charge of demonstrations and sales in introduction of the device. Still some soft-hearted people on earth. A young man lying in an Oakland hospital had just had a blood transfusion. Doctors gave him three days to live. He expressed a desire to see the fair before he died. Fred Sandusky, informed of the youth's last wish, secured an auto, arranged for a Walgreen wheel chair for him and his nurse, had him transported to Treasure Island, made arrangements so that he could see the Aquacade and other attractions, and oiled and greased the way so that this great fair was the boy's for a day. The next and last Gleanings will "clean the lot."

3 Die in Patrick Truck Crash Near Walla Walla

WALLA WALLA, Wash., Sept. 28.—Three were killed and one seriously injured in an auto accident near Walla Walla Airport, east of here, on September 28 when a large truck and semi, driven by Martin LaVelle, of Patrick's Greater Shows, was struck by a coupe, the impact overturning the truck and setting it on fire. The dead are Mr. and Mrs. Leroy H. Dupuis, of College Place, occupants of the coupe, and Charles Foote, night watchman of the show, who died a few hours after arrival in General Hospital here. LaVelle is in the same hospital suffering from serious burns from his waist to his feet.

Truck, which was used in making up the front gate, was demolished. Mr. and Mrs. Jack Conners, concessionaires with the shows, were directly behind the large truck when it crashed. James Barkdoll, Nick Fabulae, and Jack Adams and their relief drivers released LaVelle and Foote from the burning truck. When they started to extract the occupants of the car, LaVelle with his clothing on fire drove his flat thru the car window, cutting part of his finger off, in order to assist in getting Mrs. Dupuis out.

The State patrol and sheriff exonerated LaVelle of all blame after investigating the accident.

ROUTES

(Continued from page 24)

Rando, Barbara (Pinto's) NYC, ne. Rayson & Rogers (Gray Wolf Alliance, O. ne. Redingtons, The (Oriental) Chi. t. Reyes, Paul & Eva (Seashomber) NYC, ne. Reynolds, Helen, Girls (Towns Club) Boston, ne. Rhodes, Dusty (Tower) Kansas City, Mo. t. Rhyan, Rocco (Capitol) Washington, D.C. t. Ricardo, Don (Bismarck) Chi. h. Richman, Harry (Ben Marden's Bisters) Port Lee, N. J., ne. Richey, Jean (Corktown Tavern) Detroit, ne. Rio, Susita (La Gema) NYC, ne. Roberts, Robert (Park Central) NYC, h. Robins, Pearl (Capitol) Washington, D.C. t. Robinson & Martin (State) NYC, t. Roden Ramblers (Hoover) World's Fair, NYC, ne. Rogers Dancers (Roxy) NYC t. Rollinets Trio (Erie Press Club) Erie, Pa., ne. Rooney, Sherry (State) NYC, t. Russell, Sam (Mount Pleasant) NYC, ne. Rosillos, The (Village Barn) NYC, ne. Rows, Everett & Evelyn (Old Mill Inn) Pansauken, N. J., ne. Royce, Rosita (Little Rathskeller) Phila, ne. Royal, Yvette (Colosimo's) Chi. ne. Russell, Sam (Mount Pleasant) NYC, ne. R. t. Natchitoches, La. t. Ryan, Sue (Adams) Newark, N. J. t. Ryan, Three (Colosimo's) Chi. ne.

Samuels Bros. & Vivian (ST Club) Columbus, O. ne. Santos & Ewira (Club Nomad) Atlantic City, ne. Sava, Marcella (Hercules Kretschma) NYC, ne. Sawyer, Balle (Wagoner's Wonder Bar) Mansfield, O. ne. Scott, Dottie (Old Harbor House) Boston, ne. Sella Bros. (Ohio Villa) Cleveland, ne. Selwyn & Jesse (Cappy's) North Easton, Mass., ne. Selk, Val (Astor) NYC, h. Sharon, Nina (Keyhole Bar) Chi. ne. Shyne, Betty (606) Chi. ne. Shelby, Hubbers (1523 Oak) Phila, ne. Sherman, Merle (Cocoon Grove) Boston, ne. Shope, Willie (Hi Hat) Chi. ne. Shree, Irving (Consolidated) Mansfield, Wis. h. Silva, Myria (Guscho) NYC, ne. Spear, Harry (Latin Quarter) Boston, ne. Spitzer & George (Grand Terrace) Chi. ne. Starr, Judy (State) NYC, t. Storm, June (Ambassador West) Chi. h. Swamp & Stumpy (Capitol) Davenport, Ia. t. Swanne, Frank (Lexington Casino) Phila, ne. Swartz, Three (Capitol) Washington, D. C. t.

Terry, Jack (Blue Lantern) Detroit, ne. Thompson, Almen Alben (St. Morris) NYC, h. Triessand, Iran (Mistic Hall) NYC, t.

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Trife (Palmer House) Chi. h. Tucker, Sophie (Riviera) Fort Lee, N. J., ne. Tufts, Sonny (Belmont Plaza) NYC, h. V. Valencia, Cleo (Club Nomad) Atlantic City, ne. Valley & Lyane (Jimmie's) Miami, ne. Vani, Pedro (Club Guscho) NYC, ne. Vernon, Wally (La Conga) Hollywood, Calif., ne. Vincent, Romo (Hurricane) NYC, ne. Virgil, Magician Jerome, Idaho, 2; Mountain Home S. Fayette 4; Baker, Ore., 7; La Grande 8. Vogue, Charlotte & Count Boris (Leon & Eddie's) NYC, ne. Von Dell, Cecil (606) Chi. ne.

Waldron, Jack (Park Central) NYC, h. Walker, George (Open Park Casino) Williamsport, N. Y., ne. Walls, Billy (Webb's Bohras) Phila, ne. Westfall, Catherine (Capitol) Davenport, Ia. t. Whalen, Jackie (Two-Four) Phila, ne. White, Madelyn (Bertolotti's) NYC, ne. White, Jerry (New Yorker) NYC, h. White, George, Seals (Poll) Waterbury, Conn. t. Williams, Pearl (Bickory House) NYC, ne. Wood, Barry (Roxy) NYC, t. Wood, Eleanor (Park Central) NYC, h. Woods & Bray (Jefferson) St. Louis, h. Woods, Laurie (Gardner Trail) NYC, ne. Woods, Toni (Chateau Moderne) NYC, ne. Woodward Sisters (Park Central) NYC, h. Wynn, Nan (Ambassador East) Chi. h.

Yost's, Ben, New Yorkers (Roxy) NYC, t.

GRAND-STAND AND FREE ATTRACTIONS (Routes are for current week when no dates are given)

Höndin-Bellim: (Fair) Donaldsonville, La. Brunette's, Six: (Dairy Cattle Congress) Watoga, Ia. Christy Circus Unit: (Fair) Danbury, Conn., 7-12. Cooke & Cooke: (Fair) Farmville, Va.: (Fair) Wilson, N. C., 7-12. Crazy Ray and His Calliope: (Fair) Tupelo, Miss.; New Orleans, La., 7-12. Dayton, Joe & Eddie: (Fair) Dallas, Tex., 5-20. Fisher's, Bob, Fearless Flyers: (Fair) Camilla, Ga.: (Fair) Blakes, 7-12. Gordons, Diving, Frysbury, Me. Kaye, Sensational: Sanford, N. C.: Lantester, S. C., 7-12. Kressella, Four: (Fair) Shelby, N. C. LaRoon, Tramps: (Colored Fair) Memphis, Tenn.: (Fair) Benath, Mo., 7-12. Lucifera, Aerial: (Fair) Caruthersville, Mo. Lorenne, Paul, & Vicki: Birmingham, Ala.; Monticello, Ind., 7-12. Homas, Flying: (Fair) Selma, Ala. His & Gals: (Fair) Beaumont, Calif. Weland: (Fair) Georgetown, S. C. Zolar, Ruth & Eddie: Reidsville, N. G.; Camden, S. C., 7-12.

MISCELLANEOUS Coronado Entrada Pageant: Lubbock, Tex., 1-5; Las Cruces, N. M., 11-13. McCall Bros' Dog & Pony Show: Bruno, Minn., 1; Rutledge, Mo., 7-12. Willow River & Deoban 5. Mammoth Expo. Train: Vernon, Tex., 2; Electra 2; Wichita Falls 4-6; Bowie 7. Miller, Al H., Show: Omega, Ok., 1-5. Moore, Harry E., Animal Show: Wauson, O., Sept. 5. Original Floating Theater: Orifield, Md., 1-5; Rock Hill 7-12. Playland, Dick & Helen Johns: Cochocton, O., 1-5. Powers, Voo D., Dogs and Bears: (Schools) Hinghamton, N. Y., 2-5.

CARNIVAL (Routes are for current week when no dates are given. In some instances possibly mailing points are listed.) Alamo Expo: (Fair) Mt. Pleasant, Tex.: (Fair) Natchitoches, La., 7-12.

All-American Expo: Batesville, Ark. All-American Shows: Hollis, Okla. Anderson-Strader: Harper, Kan. Antique Am. Co.: Sparks, Ga. Atlas: (Fair) Erie, Tenn., 2-5. R. & H. Am. Co.: Latta, S. C. Bantley's All-American: (Fair) Sanford, N. C.; Mecklenburg 7-12. Barfield's Cosmopolitan: (Fair) Canton, Ga.: (Fair) Fayetteville, 7-12. Barfoot Bros.: Fairing, Mich. Baysinger, Al: Pigott, Ark. Beckmann & Pigot: (Fair) Tupelo, Miss. Blue Ribbon: Martinsboro, Tenn.: La Grange, Ga., 7-12. Bortz: Erie, Pa., 7-12. Breddick Bros.: Guyton, Okla., 1-4. Buck, O. C.: Martinville, Va.; Frederick, Md., 7-11. Buckeye State: (Fair) Meadville, Miss.: (Fair) Cleveland 7-12. Bullock Am. Co.: York, S. C.; St. Matthews 7-12. Burdick's All-Texas: (Fair) Hillsboro, Tex. Burke, Harry: (Fair) Covington, La.: (Fair) Marksville 7-12. Burke, Frank: Santa Rosa, N. M.; Artesia 7-12. Byers Bros., No. 1: (Fair) Brinkley, Ark., 25-Oct. 3. Byers Bros., No. 2: (Fair) Trumann, Ark. Central Am. Co.: (Fair) Woodruff, S. C.; (Fair) Odessa, Ga., 7-12. Central State: (Fair) La Crosse, Kan. Cestlin & Wilson: (Fair) Hickory, N. G.; (Fair) Albemarle 7-12. Clyde's United: Farmville, Va. Coleman Bros.: (Fair) Stafford Springs, Conn. Colton, J. J.: D. Queen, Ark. Conklin: (Fair) Leanington, Ont., Can. Crafts 20 Big: Santa Barbara, Calif., 1-6; Oxnard 8-13. Crescent Am. Co.: (Fair) Georgetown, S. C.; (Fair) Centre, T. Crowley United: (Fair) Newell, N. M. Crystal Expo.: (Fair) Mt. Holly, N. C.; (Fair) Pageland, S. C., 7-12. Cumberland Valley: (Fair) Carrollton, Ga.; (Fair) La Fayette 7-12. Curt, W. S.: London, O. Dady Bros.: Bayre, Okla.; Erick 7-12. Davis & Parrott: (Fair) Apex, N. C.; (Fair) Liberty 7-12. Dixie Belle: Mt. Vernon, Ind.; Mayfield, Ky., 7-12. Dodson's World's Fair: (Fair) Burlington, N. S.; (Fair) Sparta, N. C., 7-12. Down East Attr.: Maxton, N. C.; (Fair) Orangeburg, S. C., 8-11. Dudley, D. J.: (Fair) Bowie, Tex.; (Fair) Breckenridge 7-12. Empire 2, J.: (Fair) Fredonia, Kan.; Henryetta, Okla., 7-12. Empire Am. Co.: Floresville, Tex., 3-10. Eddy's Expo.: Roxboro, N. C. Evangeline: Coshatta, La. Eshelby: Dillon, S. C. Fairy & Little Showman Tent. Falls City: (Preston and Kentucky etc.) Louisville, Ky. Fidler United: Heber Springs, Ark. Fleming, Mad. Cody: (Fair) Roberts, Ga.; (Fair) Canton, Mo., 7-12. Florida Expo.: (Fair) Ninety Six, S. C.; (Fair) Greenwood 7-12. Franks Greater: Macon, Ga.; (Fair) Butler 7-12. Falls Greater: West Helena, Ark., 2-9; Hamburg 7-12. Fuzland: Erwin, N. C.; Woodland 7-12. Fuzzell: Magnolia, Ark. Gibbs, W. A.: Sedan, Kan.; Winfield 7-12. Gold Medal: (Fair) Troy, Ala.; (Fair) Englewood 7-12. Golden State: Salinas, Calif.; Pittsburg, Calif., 2-12. Goodman Wonder: Lubbock, Tex.; Abbeon 7-12. Grady, Reille: (Fair) Courtland, Ala.; (Colored Fair) Athens 7-12. Great Night Way: (Fair) Yanceyville, N. C.; Mullins, S. C., 7-12. Great Southern: (Fair) Paragould, Ark.; (Fair) Senath, Mo., 7-12. Great Lakes Expo.: (Fair) Selma, Ala.; (Fair) Laverne 7-12. Greater United: (Fair) La Grange, Tex. Happy Attr.: Frankfort, O.; Rossville 7-12. Hennessy Bros.: (Fair) Muskogee, Okla. Henry, Lew, & Clyde: (Fair) Farmville, Va.; (Colored Fair) Lynchburg 7-12. Henry's United: Jet. Okla., 1-3; Pond Creek 4-6. Heth, L. J.: Coopers, Ga. Hilderbrand's United: Prentiss, Ark. Hines, Russ: (Fair) La. C. Farmerville 7-12. Hunter & Gentry: (Fair) Centerville, Miss. Hurst, Bob: (Fair) Linden, Tex. Hyde, Eric B.: Ambers, Va. Ideal Expo.: (Fair) Durham, N. C. Imperial Concordia, Mo.; Moberly 7-12. James, Johnny J., Expo.: (Fair) Atlanta, Ga., 25-Oct. 6. Joyland: Visalia, Calif. Kaus Expo.: (Fair) Williamston, N. C.; (Fair) Chase City, Va., 8-13. Kaus, W. C.: (Colored Fair) Shelby, N. C.; (Fair) Winston-Salem 7-12. Keystone Modern: Dalton, Ga.; (Fair) Atlanta 7-12. Ladene Attr.: Centerville, Tex. Lander, Dexter: Mo. Lang's, Fred: (Fair) Denton, Tex.; (Fair) Lufkin 7-12. Lawrence Greater: (Fair) Reidsville, N. C.; (Fair) Camden, S. C., 7-12. Lee, S. O.: Gatron, Mo. Lewis, Art: (Fair) Petersburg, Va. Mac's Caravan: (Fair) Salina, Ark. Markis: (Fair) Fayetteville, N. C.; (Fair) Monroe 7-12. Mighty Monarch: Windsor, N. C. Miller Am.: (Fair) McComb, Miss.; (Fair) Samburg, La., 7-12. Miller Bros.: (Fair) Enfield, N. C.; (Fair) Warrenton 7-12. Miner Midway: (Fair) New Holland, Pa. Motor City: (Fair) Ridgeway, O., 2-5. Nall, C. W.: (Fair) Haynesville, La.; (Fair) Olla 2-12. Oklahoma Ranch: Jet. Okla.; (Fair) Pond Creek 8-12. Page, J. J.: (Fair) Sandersville, Ga.; (Fair) Cherokee, N. C., 7-12. Park-Astoria: (Fair) Ind. Paradise: (Fair) Lepanto, Ark. Park Am. Co.: (Fair) Tallulah, La., 1-4; (Fair) De Ridder 7-12. Patrick's Greater: Pendleton, Ore.; Spokane, Wash., 7-12. Peach State: Hinesville, Ga.

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Wells Am.; Hartwell, Ga.; Crawford 7-12. World of Fun (Fair) Snow Hill, N. C.; Colerod (Fair) Durham, N. C., 7-12. World of Mirks (Fair) Winston-Salem, N. C. World's Fair Shows & Coe Bros. Circus: Hazon, N. M. Zucchini Bros., (Fair) Zebulon, N. C.; (Fair) Lenoir, N. C., 7-12. Hungars Greater: (Fair) Russellville, Ark.

CIRCUS

Anderson, Bud E.; Heber Springs, Ark., 2; Seazy 3; Newport 4. Barker Bros. Circus & Bodeo: Tupelo, Miss., 20-Oct. 5. Cole Bros.: Los Angeles, Calif., 28-Oct. 4; Hollywood 5-7; Santa Monica 8; Inglewood 9; North Hollywood 10; Huntington Park 11; Long Beach 12. Oswald's, Jay; Fairfield, La., 3-5. Hunt Bros.: New Castle, Del., 2. Slack Bros.: (City Auditorium) Hastings, Neb., 2-4. Ringling Bros. and Barnum & Bailey: Corsicana, Tex., 1; Temple 3; Austin 3; San Antonio 4; Corpus Christi 5; Houston 5-7; Galveston 8; Beaumont 9; Alexandria, La., 10; Baton Rouge 11; New Orleans 12-13.

ADDITIONAL ROUTES

(Received Too Late for Classification) By-Gosh Co.: (Aron Theater) Lenoir, N. C., 20-Oct. 5. Collins & Anita: (Chez Ami) Buffalo 26-Oct. 5. Daniel Mastican: Fortwayne, Mo., 1-5. Faye & Wellington: (Royal York Hotel) Toronto, Ont., 20-Oct. 5. Klein's Attractions: New Waterford, O., 1-5. Malloy, Ullman: (Orpheum Theater) Los Angeles 2-8. Rames, Jack: Circus & Thrill Show: Coahooton, O., 1-4.

U. S. Suit Seeks Receivership for Ringling Estate

SARASOTA, Fla., Sept. 28.—A suit filed by the federal government in Circuit Court here seeks to have John Ringling North and his mother removed as executors of the estate of John Ringling and a receiver appointed, it being charged that the estate owes about \$3,900,000 in income and estate taxes. The action is similar to the one brought by the State of Florida and charges the executors with mismanagement of

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 Opeta 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

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.

last time I saw Buck was in August. He was driving a small car and came to visit me at Hamburg, N. Y. He was in bad shape and knew then that his number was up. He was afraid to drive alone, as he was in fear of having a stroke at the wheel. While I was not with him when he drove his fatal drive, I know that is what happened. One day he said something to me that I thought strange from one who spent a fortune on others as well as on himself. He said, "Keith, it is hard to borrow money. You can know a million people, but when you want to borrow they don't know you." To me that was a strange sentiment, as I almost know that Buck was not broke, altho he spent money as freely as any spendthrift you ever met. Buck is gone. He went quick. That is the way he wanted it, and I know that God took him as he thought Buck would like to go—fast and with the flare of publicity. That was what he loved as long as no one was harmed. I don't think there ever was or ever will be another Frederick Jamison (Buck) Healey. He was known from Coast to Coast, both in police circles and the show world.

the estate and wasting its assets. A hearing has been set by Judge George W. Whitehurst for October 14. Other charges in the suit are that North had made attempts to obtain oil lands and royalties in Oklahoma and certain shares of stock in the Ringling-Barnum circus, and that his mother had brought claims against the estate, which disqualified her as an executor.

would furnish the necessary lot and we in turn would collect \$800. Freeman, too, pointed out that picture shows, baseball, rodeos, drug and grocery stores are allowed to operate in Monroe and West Monroe on Sundays, and he was of the opinion that no ban for Sunday showing of the circus should have even been considered.

WEST MONROE, La., Sept. 30.—The Ringling-Barnum show came to town yesterday (Sunday) with the good will of the West Monroe city council after the circus sent Al Butler to town to iron out some differences between the city fathers and the local American Legion post that threatened to ban the show from town. The circus played on the originally planned lot on Cypress Street.

Cole Bros. Will Winter On Louisville Fairgrounds LOUISVILLE, Ky., Sept. 28.—It has been announced by J. W. Wehrley, assistant manager of the Kentucky State Fair, that a contract had been signed with Cole Bros./ Circus for use of the grounds as winter quarters. It was agreed by the circus to permit Sunday visitors without coat except when a special performance is arranged and then only a small charge will be made.

WEST MONROE, La., Sept. 28.—The Ringling Bros. and Barnum & Bailey Circus will give two performances here tomorrow (Sunday) despite revoking of a license issued to it week before last by the city council for sponsorship by the Burnett-Downs Post, American Legion. The post's share of the money from the engagement is to be used in the building of a new home.

The circus lost its quarters in Rochester, Ind., February 20 thru fire.

WANT Complete Side Show to John Monday, Cleveland, Mississippi, and balance of this season. We have complete outfit with 125-foot banner line. Wire JOE GALLER, Mgr. BUCKEYE STATE SHOW This week, Meadville, Mississippi

WHITE AND McNALLEY CARNIVAL WANTS Shows with own outfit, Concession Areas and Concessions of all kinds for winter show going south. A-One Ferris Wheel Periman. Huntsville, Arkansas, Fair this week.

WANTED Stock Concessions, High Free Act, Shows with outfit, Eddie Kido, Dillon, South Carolina, Sept. 20th to Oct. 5th. EXHIBIT SHOWS FOR SALE Allan Henschell Little Beauty Merry-Go-Round, 21 No. 5 Ferris Wheel and Chaperone. Can be seen in operation. All rides in perfect condition. Write for price. ROBERT LAMROCK LAWYER, MICHIGAN

MULLINS, S. C., TOBACCO FESTIVAL Oct. 6-12 in Warehouse Rides restricted. Place Pleasure Show, legitimate Concessions. In heart of all activities. Wire JOE ABBOTT, 517 N. Park St., Mullins, S. C.

LOOK IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

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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: Place a full description of the idea or material in a sealed envelope. On the face of the envelope write your signature, your permanent address and any other information you deem necessary. Attach the sealed packet to a letter asking that it be registered in The Billboard's Material Protection Bureau, and send them both, together with return postage, to Elias E. Sugarman, The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Building, New York City. 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.

Buck Healey Tribute By KEITH BUCKINGHAM

The first time that I ever saw Buck Healey was as a doorman at the rear of the old Madison Square Garden, the only time that the 101 Ranch Wild West Show played there. That was in 1914. Where he came from I don't know, except that his home was in Providence, R. I. Buck tramped with us for several years, always advancing himself. I lost track of him during the World War and the next time I ran across him was in Buffalo. He was managing the Burns Detective Office there.

He had more friends and fewer enemies than any man I ever knew, and was the greatest spender I ever met. He was the meanest, whitest, squarest, toughest, best beloved man I ever met. He was hard to work for and thought that one should be able to grasp his slang meaning when giving orders. He would bowl me out terribly and afterward take him to dinner. He loved the limelight, but wanted you to have your share. I recall one instance when I was working for him that he and the Buffalo police arrested a couple of shoplifters, and with the stolen loot on hand in headquarters, Buck arranged the loot like a showman so it would show to advantage, also posed the men connected so that each one would be in the limelight. I think that up to a few years ago he had a wonderful memory and as a storyteller he was par excellence.

Buck was a devout Catholic and for many a year never drank a drop, in fact, was never a drinking man in any way, altho I have seen him take a drink. As a sportsman he was great, but never much of a hunter. I have known him to ride 400 miles to see a ball game. The

VAUDEVILLE NOTES

(Continued from page 33) and the Chicago, Chicago, November 8. . . . CHARLIE BARNET'S date at the Buffalo, Buffalo, has been moved back a week to November 8. . . . F. FITZGERALD, of the old vaude act, The Fitzgeralds, is illing at the University Hospital, Marston Hill, Portland, Ore., and would like to hear from friends. BORRAH MINEVITCH'S Harmonica Recalls call October 5 for Rio de Janeiro for an engagement at the Casino Urea, opening October 18. . . . LYNN ROYCE AND VANYA call on the same date for Rio to open at the Atlantico October 19. Set by Hal Sands, New York. FRANCES LANGFORD AND JON HALL have signed for the Paramount, New York, beginning October 16.

Jamestown Club Expands; Prefers Dancers, Novelties

JAMESTOWN, N. Y., Sept. 28.—New Marine Room, formerly the Fair Ballroom at Celeron Park, owned and operated by J. G. Campbell, has expanded its talent policy and intends staying open during the winter. Jimmy Allen is now manager of the Marine Room, and Ray S. Kneeland, Buffalo, continues producing the shows. Six acts will be used instead of four, as in the summer, using specialty acts, changed weekly. Campbell says he has found dance teams, acrobatic acts, jugglers, and most groups featuring skill on mechanical devices, such as high wire, ladders, bicycles, and unicycles, very good. He says straight singers and comedians without added tricks have not proved successful. Morrey Brennan's eight-piece band is still here and will stay indefinitely. Marine Room charges 10 cents weekdays and 25 cents week-ends.

AEA Checks Tele, Finds No Cause for Excitement

NEW YORK, Sept. 28.—Organization of the television field is still an indefinite issue, declared Actors' Equity Association recently. Union checked with local network officials and was satisfied with report that production plans are still nebulous. Equity said that the American Federation of Radio Artists and Equity had conferred recently on plans for the television code. Official was at a loss, also, to understand sudden outburst of Kenneth Thomson, executive secretary of Screen Actors' Guild, in Hollywood. Thomson indicated that SAG was all set to take over the jurisdiction, at least as far as the West Coast was concerned.

CHENILLE SPREADS Best WHEEL Item of the Year From \$1.35 To \$10.00 WISCONSIN DELUXE CORPORATION 1902 NORTH THIRD STREET MILWAUKEE, WISCONSIN

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CENTRAL AMUSEMENT CO.

Sherman Hunter, Manager
WANTS
To join at once: Rides that don't conflict, Shows of all kinds, Concessions that work for stock and not over 40¢ only. We have several good Florida winter spots already booked. Best proposition to those joining now. Gibson, Ga., Fair, Oct. 7-12; Elberton, Ga., Fair, Oct. 14-19; Hothwell, Pa., Fair, Rides and Amusement Concessions, Nov. 8-11. All address: CENTRAL AMUSEMENT COMPANY, Woodruff, So. Car., Fair all this week.

WANT

Complete Slide Show, Reliable Operator who has something to put in it. Carable Girl Show Operator. Harp, conia, Greek, Roman Concessions all kinds. No Wrench. Good opening for Ball Games and Legitimate Concessions all kinds now. Everybody address AL WAGNER, WPA, Selma, Ala., this week. Leaves, Oct. 7-12; Ocala, Oct. 14-21. Route to International duties.

GREAT LAKES EXPO. SHOWS, INC.

WANT WANT J. F. SPARKS SHOWS

For these Alabama Fairs:
Cullman, Center, Oneonta
Legitimate Concessions of all kinds. Will sell ex. on Long Range Gallery. Will book any good Grind Shows with own equipment. Need Foreman for Twin Ell Wheel. All replies: J. F. SPARKS, Haleyville, Ala.

WANT

For Roanoke-Groves Fair, Woodland, N. C., October 7th-12th; Tri-County Fair, Littleton, and five more bona fide Fairs. Concessions all open except Bingo. Want Hot Cakes, Fun Games, Peasy Awards, Hot Stripes, Nuts, Cookhouse, Juice, Cash, Diggers, Hoop-La, Photos, Big Sacks, Ribbon Show, Motor Show, Octopus, Swing and Roll-o-Plane. Wire. All replies:

FUNLAND SHOWS

Erwin, N. C., this week

WANT

Buyer and Exhibit Men for Nassau County Fair, Fernandina, Fla., week Nov. 4th. Wire. Write

BARNEY TASSELL

Fernandina, Fla., after Wednesday. P.S.: Show starting Winchester, Va., this week; next week, Durham, N. C., Colonel Fair.

CAN PLACE ALL KINDS CONCESSIONS

For following Fairs, starting Washington, North Carolina, next week, followed by Greenville, North Carolina; Gainesville, Georgia; Athens, Georgia. Full winter's work; never closed in five years. Farley, answer.

ENDY BROS.' SHOWS, INC.

Roxboro, North Carolina, This Week.

Keystone Modern Shows

Want for the Colored State Fair, Atlanta, Georgia, week Oct. 7 to 12, with six more Georgia White Fairs to follow. Legitimate Concessions all open, including Frozen Custard, Pitch-Tilt-Win, Fish Pond, Ball Games, Palmistry, Scales, Devil's Bowling Alley, Novelties, Cigarettes, Cal. and Merchandise Wholesale. Can place one or two Grind Shows. Will furnish outfits. Want Ride Help that can drive trucks. All address:
DALTON, GEORGIA, THIS WEEK

KAUS EXPOSITION SHOWS, INC.

WANTS FOR CHASE CITY, VIRGINIA, FAIR, OCTOBER 8TH TO 11TH, INCLUSIVE. LEGITIMATE CONCESSIONS OF ALL KIND OPEN EXCEPT BINGO. EATING AND DRINK STANDS, GUESS-YOUR-AGE AND WEIGHT SCALES, ICE CREAM, CUSTARD, ETC. CAN PLACE EXPERIENCED RIDE HELP.
ADDRESS: A. J. KAUS, MANAGER, WILLIAMSTON, N. C., FAIR THIS WEEK; NEXT WEEK, CHASE CITY, VA., FAIR.

SCOTT BROS.' SHOWS WANT

For Six More Georgia Fairs, Legitimate Concessions and Grind Shows. Also Want Loop-o-Plane Foreman and Ride Help That Drives Semis. Jackson, Ga., this week; Eastman, Ga., week Oct. 7; Swainsboro, Ga., week Oct. 14.

Weather Curtails Elite Business at Falls City

FALLS CITY, Neb., Sept. 28.—Cold and rainy weather sent business for Elite Exposition Shows' stand here far below expectations, with poor attendance throughout making the spot a near blank. Mr. and Mrs. Phil Jackson, of this city, tendered Owner Charles Rotolo a dinner in celebration of his birthday on September 19. Guests included Mrs. Charles Rotolo, Phil and Sam Jackson, Bess and Don Foltz, and Teresa Jackson. Upon Rotolo's return to the lot he was presented with a watch and chain by shows' employees.

Phil Jackson's skating party was highly

successful. Sam Jackson returned to Omaha, and Madam Rose and husband, palmistry stand operators, remained here. Rosalie Lenhart went to Topeka, Kan., to enter school, and Mae and Harold Doebber purchased a bulldog here. Gale and Scotty Grech and daughter, Shirley, spent Monday in Abilene, Tex. While en route to South Haven shows stopped overnight at the fairgrounds in Burlington, Kan., the writer's home.

While there Mr. and Mrs. Charles Rotolo were guests of Mr. Redmond, president of the fair board and owner of The Burlington Republican. Several trucks were painted here.

"AMERICAN DAY"

(Continued from page 29)

Nature's Mistakes, Palace of Wonders, Ripley's Odditorium, Scroll of Life, Snapper, Wall of Death, Whip, Winter Wonderland, Zoological Wonders, Gardens on Parade, Miniature Rooms, Pastorama, Perisphere, and Town of Tomorrow.

Third big expectation is General Electric Day, carded for Saturday, October 5. Last year the event brought 28,000 GE visitors, who helped swell the day's attendance to 328,632, biggest Saturday of the '39 season.

On Monday, September 30, there will be a special meeting of expo employees at American Common for award of a Chevrolet car in the Golden Key contest, in addition to other prizes.

Demolition of the world's largest diagrams, the City of Light spec of the Consolidated Edison Company, will start on October 28. Exhibit claims an attendance of 4,000,000 so far plus more than 7,000,000 last year.

FLUSHING FRONT

(Continued from page 29)

chairman of the expo board, put rumors at rest with the statement that the big plot would assume an inter-national theme—the societies and organizations functioning under the banner of Uncle Sam would be given opportunity to display their stuff.

Well, the American Common was hardly what could be termed successful until most recently, when the "Wall of Fame" theme emerged to become a belated heroine of the New York World's Fair 1939. He will not admit it, probably, but Robert D. Kohn, vice-president of the Fair and chairman of the American Common, is the inspiration behind the "Wall of Fame," and his associates are Harvey W. Anderson, Francis Bosworth, and Patricia Parmelee, with research supervision by Mr. Bosworth, Marian Kohn, and Ruth Tebbots, among others.

Because the Common is dedicated "to the people of every nationality, race, and religion who, as citizens of the United States, have united their unique contributions to build a living, evergrowing democracy devoted to Peace and Freedom," the chief problem was one of selection. Of about 6,000 names collected by research workers from various sources, there is a list which prunes down to a little over 600. The results were compiled officially and placed upon 31 panels representing "American Citizens of Foreign Birth, American Indians, and Negroes who have made notable contributions." In this list of 600-plus will be found those whose devotion to American ideals and the American way has helped to build America from a mere cluster of 13 States to its present position as the world's most significant and most potentially powerful nation on the face of the earth.

Details in connection with the "Wall of Fame" would fill enough space to consume an average issue of this publication, but such disclosures do not happen to be within the province of this department of expo newsgathering. The names of people honored under the heading of music are internationally known—and, incidentally, Guy Lombardo, Canadian born in 1902, is the only dance bandle selected.

"Only" two representatives from the midway are honored. "Only" is perhaps not a fitting word in view of the scope of the research. They are Paul Haakon, dancer of American Jubilee, and The Great Siegfried, whose real name is Siegfried Steinwald, ski jumper of Al Shaffer's Winter Wonderland, Steinwald is from Sweden, Haakon a native of Denmark. Also listed are Sonja Henie (Norwegian), Bill Robinson (Negro), Ethel Waters (Negro), and Bert Williams, another member of the sepien fraternity, who died 18 years ago.

ACQUANOTES: Week-end of September 21-22 topped by 10,000 the attendance of the previous week-end. Customers totaled 79,624, approximately 15 per cent of the expo gate. Saturday drew 40,519 and Sunday 39,105. As of the morning of September 23 the total draw was 2,481,022. By October 27 the attendance is expected to reach 3,000,000. Bantam Barnum Ross has bought some 200 flesh-colored leotards of warm woolen material and 250 transparent oiled silk raincoats for use on subnormal days. For the swimmers there are new woolen robes and big Turkish towels plus heaping portions of hot coffee. We thought you'd like to know.

Sam Minkin now has three tintype galleries, two near the Boathouse and one across from Heineken's. Frank D. Shean, co-admiral of amusements, and Mrs. B. celebrated their 19th wedding anniversary yesterday. Imagine being married to a guy like the Doc for 19 calendar! William W. Monahan, general manager of the San Francisco fair, is due for a look-see here on October 15, with Mister Shean his host. As the GGIE Glenner told you last week, Monahan drops active connection with SP October 10. Mrs. M. will accompany him here. Stanley Richards, manager of Sheridan's LM Covers, says Mary Neville, one of the framed pretties, was screen-tested this week. He doesn't mention the company.

WANT GENERAL AGENT FOR CARNIVAL

One who knows Ohio and Indiana Territory. Address: BOX 211, care of The Billboard, 290 Arcade Bldg., St. Louis, Mo.

FOUR STAR SHOWS

Complete reorganization, heading straight south. WANT Concessions of all kinds, shows with own receipts. Will also place Loop, Tilt, Octopus and Kibbie Slide. Real show people in all lines, get in touch. Get with Christmas.
B. W. NYE, Manager, Main Hotel, Bluefield, W. Va.

EAGLE FAIR

ANNUAL EVENT, OCT. 3, 4, 5
Want Concessions and Shows, especially Girl Show. Fire Acts and Rides booked.
SECRETARY, Eagle Twin Fair, Eagle, Mich.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Showmen's League of America



Sherman Hotel Chicago, Ill.

CHICAGO, Sept. 28.—Vacation is over and club will be back in session on October 3. Membership committee has been active and results are beginning to show. R. L. (Bob) Lohmar is getting out letters in an effort to bolster action on the benefit shows. Members regretted to learn of the illness of Brother Arthur Hopper. He letters he will need a long rest. Walter Hale, greatly improved, left the hospital to join the Fairly & Little Shows at Leonard, Tex. Brother Lew Keller was called home by the death of his father. Mrs. Keller and Mrs. William Carsky left to be on hand for funeral services. A message of condolence has been sent.

Lou Leonard sent in the application of Paul S. Miller and advises he spent a day with Mike Rosen on the Blue Ribbon shows. Late reports advise that Brother Ralph Paolini is recovering from a recent auto accident. Tom Rankine is still confined in his home. Louis Berger has closed his season and is back in Chicago. J. A. Darnaby came in for a short visit. L. C. Kelley was seen among those at the Atwell Club luncheon. J. C. McCaffery returned from a business trip.

Dues were received during the week from John W. Gailigan, William A. Hettlich, Frank J. Kennedy, T. A. Stevens, Dave E. Cohen, Herman Rudick, Andy Markham, John Leupart, Arthur Hopper, Eddie Hunter, Ben Weiss, and Al Carsky.

National Showmen's Assn

Palace Theater Building
New York, N. Y.

NEW YORK, Sept. 28.—Considering that the fair season is still on, a good attendance prevailed at clubs first meeting of the season September 25. Third Vice-President Jack Rosenthal presided, and seated with him were Secretary Sam Rothstein, Treasurer Jack Greenspoon, Chaplain George Traver, Counsel Max Hofmann, Dr. Jacob Cohen, and Executive Secretary John M. Liddy. After roll call of officers Brother Joe McKee, Benefit Fund Committee chairman, reported on the deaths of brother members since the last meeting. Chaplain Traver said a few words in memory of the departed and members stood in silence as the names of Max Maurice, George Hirschberg, and Joe Engel were called off.

House Committee Chairman Daddy Simmons reported clubrooms were put in order for the coming season and the acquisition of an oil painting. He added that Ike Weinberg and himself have taken over the lunch counter concession, which they planned to open this week. Executive Secretary John M. Liddy, in the absence of the entertainment committee, reported that committee members have assured him that club's social season this winter will surpass anything in previous years. He also stated that 54 new members had been brought in. Jack Greenspoon gave his treasurer's report on finances and stressed the fact that a large number of members had not yet paid their dues. Chairman Jack Rosenthal then emphasized the point that in order for the club to function properly it is necessary for each member to see to it that all members he knows are paid up to date.

Secretary Sam Rothstein, reporting for the banquet committee in the absence of Chairman Irving Rosenthal, said the committee was happy the banquet was being held at the Hotel Astor and he expects the affair to surpass any others club has held. Members who plan to attend with a party of friends may purchase a box that will seat 10 at an additional charge. These are choice locations and reservations will be taken care of in the order they are received as there is a limited number of boxes available.

Executive Secretary Liddy spoke briefly on his trip to the various shows in the East, stating that many show owners had promised to run jamborees for the club during the fair season. To date these shows have staged jamborees: Art Lewis, Oscar C. Buck, Cetlin & Wilson, Ben Williams, and M. & M. President Max Linderman's World of Mirth Shows

Club Activities

have been holding bingos and will stage a huge jamboree at Richmond (Va.) Fair. James E. Strates Shows promised to hold their's in York, Pa., if not able to do so in Bloomsburg. Endy Bros. Shows held one in Trenton, N. J., and Art Lewis is planning an event at one of his later dates.

Dr. Jacob Cohen advised members that Brother Max Friedman was still very ill, but stated that Brother Adolph Schwartz had recovered from a prolonged illness. Brother Schwartz thanked Brothers Irving and Jack Rosenthal for their assistance and claimed Dr. Cohen's visits contributed much to his recuperation.

After some discussion it was decided that the by-law regarding non-payment of dues be posted on the bulletin board in order that members be notified that if their dues are not paid up by October 15 they are suspended until they are paid up. Treasurer Greenspoon ordered that a railing be erected in the lobby of the clubrooms.

Meeting adjourned at 10:40 p.m. after members were urged to get after ad prospects for the banquet program and try to get in as many new members as they can before the end of the season. The office will be glad to forward upon request contract blanks and other information. Brothers Billy Gikoud and George Traver are frequent visitors to the clubrooms since putting their shows in the barn. Brothers K. C. McGary and Harry Rosen are back in town, and Jimmy Davenport started his fair season with a girl show at the Mineola Fair.

Birthday congratulations to Morris Harrow, Herman Harrow, October 2; Franz Matsusch, 3; Jack Lichter, 4; True O. Perkins, Bernard Allen, Casper Rymar, 5; Sam Pinkel, 8, and Richard J. Coleman, 7.

Ladies' Auxiliary

President Midge Cohen, Past President Dorothy Packman, Secretary Anita Goldie, Sister Sherry Mopper, and Brother Joe Hughes went to Allentown to visit sister and brother members on World of Mirth Shows, and also to witness the grandstand performance furnished by Brother George A. Hamid. Party proceeded to the cookhouse for dinner as guests of Sister Bess Hamid, Sisters Ethel Gross, Shirley Lawrence, and Minette Dobson are still on the sick list. A monument for Nate Rothstein was unveiled by Sister Clara Rothstein. Felicitations were sent Sister Frances Scott on her marriage to Frank Lockett.

Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, Sept. 28.—Attendance at Monday night's meeting was good despite numerous counter-attractions, and 50 were on hand. Board of governors held a lengthy session checking over applications and reinstatements, thus giving members a long intermission in which to cut it up. President Smith called the meeting to order at 8:15 p.m., and Secretary Al Weber read communications from Harry J. Mason, Mill Runkle, Bill Groff, Joe S. Adje, Cal Lipen, Harry Hargrave, Harry Chipman, Doc Zeiger, Sammy Sheridan, Mike Krokos, and Clyde Gooding.

Financial report revealed a 50 per cent increase over 1939 for August and half of September. Bill Hobday's Membership Committee has been active on a number of shows, several of them going for the dues account as well as new members and reinstatements. Bill has emphasized the importance of bringing delinquent members back into the fold all summer, but the net result so far has been about four new ones for every reinstatement.

Club and Ladies' Auxiliary were guests of the Cole Bros. Circus on September 30. Bob Murphy's invitation for a night at his Balboa, Calif., cafe—tentatively set for some Thursday in October, was made the subject of an appointment of a special committee, including Brothers Glacy, Ludwig, and Bill Hobday, who will set a definite date. Several new members and reinstatements were favorably considered at the board meeting.

S. B. (Tex) Cordell was proposed by

Joe Glacy and Jack Pollitt; Paul Sharp by William Lowney and V. P. Earl Douglas; Elmer C. Smith by Harry Phillips and Jimmy Lynch; S. J. Claman and H. W. Hinkle by Jessup, Forest, and Walpert of West Coast Shows; Fred J. Browning, Edward Browning, S. M. Snaastad, C. C. Sines, and Robert Murray Johnson were recommended by Clyde Gooding, Blackie Morris, and Sports Matthews. Browning Bros. Shows; Lou Keller by Bob Myers and Jimmy Dunn; Bev Powell Wallace by Ben Beno and Robert Mitchell; Frank L. Orvies by Dan Storer and Ben Beno; Ralph Lacey and Otto Hubs by Harry B. Levine and Joe Horwitz; Nathan Robert Robinson by G. F. Zeiger and Louis Wald; Stewart Mills by Walter Towers and Bill Hobday; Charles H. Prosser, Anthony Tombas, Fred Zobia, John Dempsey Jr., and A. Goggins by Jimmy Lynch and Roy Ludington.

Harry Taylor and Norman Schue brought in Charlie Rising; Harry Hargrave came in with Charles Paige, William McCloskey, Dan Dix, and I. B. McCoy; Pop Ludwig and Henry Myers brought E. B. Griffith back in, and Charlie Soderberg was reinstated on his own power. In the popularity contest, a feature of intermission, weekly award went to Nicholas Wagner, house committee chairman.

Heart of America Showmen's Club

Reid Hotel
Kansas City, Mo.

KANSAS CITY, Mo., Sept. 28.—Social activities around the club are starting again as the end of the season nears. Brother Fouts Middleton visited here while en route from the East, where he has been with the Mighty Sheesley Midway, to Hutchinson, Kan., to join Goodman Wender Shows. Brother Sam Zimmerman returned from the State Fair Shows. I. J. Pollack, of Pollack Bros. Circus, is a new member.

Brothers Hymie Schreiber, of B. & N. Sales Company, and George Howk, with concessions, are en route to Dallas, Jack Lawrence, who was with the J. L. Landes Shows some 15 years ago, was a visitor. He was accompanied by Mrs. Lawrence, and they are located in Moberly, Mo., where Jack is in the insurance business. Brother Harvey Haney visited the Johnny J. Jones Exposition, Sol's Liberty, and Great Sutton shows. The Haney's have their rides on these shows. Brother Doc and Mrs. Brown, of the Cherokee Amusement Company, came in from Beloit, Kan., and then went to Havensville, Mo.

Brother Harold (Whitey) and Mrs. Elliott returned to the city and Harold then left for Oklahoma City. Rube Lieberman, of the Barnes & Carruthers office, was a week-end visitor, as was

Mr. McGee, of the McGee Shows. In the roster of club members, who are affiliated with Ankara Grotto, these were omitted: Brothers Harry Duncan, W. Frank Delmaine, C. G. Buton, Art Brainerd, and William McCall. Chairman of the Banquet and Ball Committee states that the ticket sale for the annual event, which will be held as usual on New Year's Eve at the Hotel Phillips, is meeting with satisfactory response.

Secretary G. C. McGinnis reports that dues are coming in better than in the last few years and that a number of delinquent members are seeking reinstatement. Brother Frank Ryan is contemplating organizing a vaude unit. Club meetings will be resumed soon.

Ladies' Auxiliary

Mrs. C. W. Parker, president, called a meeting of the board of directors, and Hattie Howk, Myrtle Duncan, Bird Brainerd, Jess Nathan, Nellie Weber, Helen Brainerd Smith, and Loretta Ryan responded. Myrtle Duncan, as chairman, presided after Mrs. Parker spoke a few words of welcome. Matters pertaining to conditioning of the clubrooms were discussed and voted on and it was decided that the rooms would be in shape to open on October 18.

Since word was received that Lettie White, house committee chairman, would not be back in the city for three weeks, Loretta Ryan was appointed to attend to details. Ruth Ann Levin left this week for a trip with her husband. Hattie Howk also left this week with husband, George, for the South. While she is out of the city Jess Nathan will see that social activities are carried on.

Loretta Ryan, secretary, reported that dues had been received from Mario LaFoss, of Los Angeles, and Ida M. Chase, of Chicago.

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Men To Cash In On These New Popcorn Machines

These thoroughly new, up-to-date Popcorn Machines get all the nickle and dime. They are improved big capacity models with lights, color and motion that really get the business for you. All-electric, full cabinet size. Capacities: \$2.00 to \$20.00 per hour. Low down payments, easy terms.

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WANTED FOR KERSHAW COUNTY FAIR, CAMDEN, S. C., WEEK OCTOBER 7TH, FOLLOWED BY AIKEN, UNION, AND FOUR MORE SOUTH CAROLINA FAIRS, INCLUDING ANDERSON COLORED FAIR

CAN PLACE—Organized Minstrel Show, Motor Parade, Fun House and Octopus. Also Cook House, Grab, Custard, Scales, Rat Game and all Stock Concessions. RIDE-O FOREMAN and other experienced Ride Help. All Address:

LAWRENCE GREATER SHOWS
Reidsville, N. C., this week; Camden, S. C., following week.

SCOTT BROS. SHOWS WANT

For Six More Georgia Fairs, Legitimate Concessions and Grind Shows
Jackson, Ga., Week Sept. 30; Eastman, Ga., Week Oct. 7;
Swainsboro, Ga., Week Oct. 14; Bremen, Ga., This Week.

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FOR BURKE COUNTY FALL FESTIVAL, MORGANTON, N. C., WEEK OF OCTOBER 7TH
Concessions of all kinds, Eats, Drinks, Novelties, Diggers, Coupon Stores, High Striker, Photos, Candy Apples, Wheels.

Address This Week, Sept. 28 to Oct. 5, SANFORD FAIR, SANFORD, N. C.

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

SECOND call for Florida tours!

REJOINING Cestlin & Wilson Shows in Hendersonville, N. C., with his stage game was Genl Walsh.

ERVIN CHANCE replaced Clarence Caba as truck mechanic on Zimdars Greater Shows, reports LaVern Zimdars.

BOB FOX is rounding out a successful season as special agent of United American Shows.

"MINISTERS Without Portfolios" are unnecessary on any organization.

JOINING Georgia Brown's Miss America Show on Cestlin & Wilson Shows in Hendersonville, N. C., was Ann Adams.

EMSEK of the inside of Carl J. Lauther's Side Show on Cestlin & Wilson Shows is Billy Burke.

HAVING recovered from a recent operation, Troy Large has returned to duty as chief electrician on Zaccchini Bros.' Shows.

SOME of those who intend to "invade the South" should study the finished of some invaders.

BUSINESS manager of Miller Bros. Shows is Tommy Carson. He formerly held the same position with Billy Giroud Shows two years.

GENERAL AGENT of Proll's World's Fair Shows, Leo Bistany left in Lumberton, N. C., to assume management of his string of Florida fairs, reports Thomas W. Rice.

SOME showmen believe in an even break for others but would like to have something better for themselves.

FOLLOWING her release from a Philadelphia hospital and after recuperating at her North Carolina home, Esther Waters rejoined Cestlin & Wilson Shows in Hendersonville, N. C.

TAKING DELIVERY on new trailers in North Carolina were Slim Slesman, popcorn stand operator, and Bill Snyder, publicity director of Zaccchini Bros. Shows.

JOINING Blue Ribbon Shows in Lebanon, Tenn., were Mr. and Mrs. Ed Matson with shooting gallery. Karl J. Walker signed to take over the Exposé Show.

BRIGHT sayings of our children: "Say, guy, you'd ratherby fvegay me an imeday for some onasky or I'll lptay off the ointjry."

AMONG additions to Blue Ribbon Shows in Florence, Ala., were Mr. and Mrs. William Mindach, with popcorn; J. H. Smith, mouse game, and John Pinfold and John Bucklen, palmistry.

attendance and business are good, and all with it are looking forward to a red one."

TRANSPORTATION MECHANIC with Sam Proll's World's Fair Shows, Al Boneberg returned to Newark, N. J., and John Black has assumed maintenance of the equipment for remainder of the season, Thomas W. Rice reports.

MR. AND MRS. EARL KNAUF and daughters, Barline and Shirley, were among visitors at Art Lewis Shows' midway in Lexington, N. C. The Knaufs reside in Winston-Salem, N. C., where Earl is in business.

THOSE concessionaires who are threatening to leave the show every week for greener pastures may some day be invited to do their very thing.

TONY LEWIS, mail man and The Billboard sales agent on Cestlin & Wilson Shows, took delivery on a new trailer in Shelby, N. C. He sold his other one to Mr. and Mrs. Whitey Campbell, of the Miss America Show.

FORMER COOKHOUSE operator and novelty purveyor on W. G. Wade and Joyland Shows, Happy Atwood has given up the road in favor of operating a group of tourist cabins and a trailer park near Jackson, Mich.

MADGE STEVENS recently completed a new dash for her string of concessions on Sam Proll's World's Fair Shows, and the penny pitch operators, Herman Jacobson and Ben Proll, report highly satisfactory business with advent of shows' fair season.

MEMBERS of the Chit Chat Club of the Great Sweet Potato Shows have whiled away idle moments this season by keeping scrapbooks of sayings of former attaches.

AFTER spending the last 12 years as a ride man and corn-game worker with carnivals, B. W. Isaacs, better known as Riota D. Casey, enlisted with the South Saskatchewan Regiment of the Canadian Army and is stationed at Shilo Camp, Man.

HAVING closed with Ben Williams Shows in South Paris, Me., Monte Navarro jumped his Paradise Revue Show to Rutherfordton, N. C., where he joined the Lawrence Greater Shows. He says he opened on schedule and to good business and the personnel remains the same.

FRANK C. MONAGHAN is in the State Prison Camp at Franklin, N. C., and would like to hear from friends. He was recently visited by George Goodman, for whom he was an agent when Goodman was a concessionaire on the World at Home Shows 20 years ago.

COOKHOUSE Gossip: "Our adjuster resigned by request because he made the mistake of not closing his own concessions when the others were closed."

HAVING completed dates at fairs in Ohio, Michigan, Indiana, and Pennsylvania with his Arcade and Animal Show, J. J. Frederick has taken quarters in Detroit for the fourth consecutive year. He reports a successful season and that he recently purchased a new semi for his arcade.

FRED ALLEN, owner of the shows bearing his name, letters from Syracuse, N. Y., that his equipment has been stored there for winter and that building for the 1941 campaign will get under way soon. Plans call for the shows to go out next year about May 15 under a free-act and pay-gate policy.

LORRAINE BAKER joined Baker Exposition Shows as featured dancer on the new Back to Nature Show, reports

PENNY PITCH GAMES
Size 48x48", Price \$20.00, Size 48x24", Price \$15.00
With 1 Jack Pot, \$30.00
Size 48x48", with 5 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
100-Player Complete \$7.25

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- Single Sheets, \$10 x14, Typewritten, Per Mo., \$ 5.00
- Analysis, 2-3, with Blue Cover, Each,30
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- Samples of the 4 Readings, Four for 25c.
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- 120 Pages, 2 Sets Numbers, Clearing and Policy, 1200 Dreams, Read in Heavy Gold Paper Covers, Good Quality Paper, Symbols \$0.15
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SMITH'S GREATER ATLANTIC SHOWS
Want for our following Fairs and Exhibitions—
Concessions of all kinds, no exclusive. Have top and 90c's, barons, etc. with banners for Side Show party, or will book independent Side Show. Have beautiful Girl Show outfit complete. Will turn over to right party. Need good Gridola Ban for Cookhouse, also, also De-Round, Ferris Wheel and Chaperone Help.
Week Sept. 30, Old Home Week, Brookston, Va.
Week Oct. 1, Farmville, N. C. (Fair) Week Cheap.
1 Break Hill Fair, Week Oct. 12, Jacksonville Fair.
All Address: K. F. (BROWNE) SMITH
245 N. Third Street, St. Louis, Mo.
P. S.—Want to hear from good reasonable Pros Act.

READING'S SHOWS
Want Grand Shows, Stock Concessions of all kinds for balance of 6 Fairs, Palmistry and Ball Games to join at once. Des Moines, Tenn. County Fair, around the square, this week, or come on to Friendship or Scotts Hill Community Fairs next week.
W. J. WILLIAMS, Mgr., Decaturville, Tenn.

SECOND-HAND SHOW PROPERTY FOR SALE
\$10.00—Genuine Eight-Legged Pig in alcohol.
\$7.00—New Waterproof Tarpaulin, 10x15', others.
National Candy Plant Machine with recipe, sell cheap.
\$1.95—Chicago Fibre Roller Rink Skates, all sizes.
\$4.00—Each—30 Side Show Banners, Best Ill.
We have to sell or rent \$50,000 Government Flags. Write your wants. WEIL'S CURIOSITY SHOP,
20 E. 2nd St., Philadelphia, Pa.



FRIENDS of long standing, Mrs. Walter B. Fox and Alice Mohr Golitus posed for this photo in front of the latter's Bartlett digger concession on the fairgrounds in Macon, Miss., recently. Both are with the United American Shows.

RECENT additions to Paradise Revue Show on Cestlin & Wilson Shows were Pearl Lipsey and Silvia L'Ange. They joined in Shelby, N. C.

HAVING SPENT the summer with his parents, Mr. and Mrs. Robert White Jr. on Zaccchini Bros.' Shows, Royal White has re-entered school in Ambridge, Pa.

THERE are adjusters who put the welfare of the show ahead of everything except their jobs.

ADDED to Zimdars' Greater Shows' attractions during the stand in Shawneetown, Ill., were Steppen's Penny Arcade and James's What Is It Show.

TRUMPET PLAYER Eddie Somers joined Art Parent's Paradise Revue Show on Cestlin & Wilson Shows while they were playing Willow Grove Park, Pa.

J. J. (MAC) McCARRON is in General Hospital, Vancouver, B. C., where he must remain about two more weeks, reports T. Brower.

ATTENDANCE figures of press agents and fair boards frequently are as far apart as five minutes past 8.

M. R. TATE cards from Ravenna, O., that he has been released from Memorial Hospital, where he recently underwent an operation.

FORMERLY with the cookhouse on Johnny J. Jones Exposition, Burke I. Pike is now manager and chef of a restaurant in Indianapolis.

OHIO concessionaire and general manager of Ohio Products Company, F. W. Parks left Canton, O., on September 25 for a tour of Southern fairs with his soft-drink stand.

JACK CLAYTON, formerly with Tom W. Allen, 80's Liberty, West's World's Wonder, and L. J. Heth Shows, is in Veterans' Hospital, Harrison, Mont., and would like to read letters from friends.

PAY DAY on the Duke & Shilling Shows: "Well, I guess I'll go up to the office and get my weekly insult."

AMONG recent arrivals on Proll's World's Fair Shows was Sid Smith, of Dope Show note, who opened with two attractions at the stand in Leaksville-Spray, N. C.

MRS. IRENE LEE reports from Nashville, Tenn., that her daughter, Wanda Lee, has returned to the road, having joined Karl J. Walker's Dope Show on Blue Ribbon Shows.

CLOSING at Timonium (Md.) Fair on September 12, Jaydee the Great joined Miller Bros.' Shows in Warsaw, Va., as free attraction for remainder of the season.

THAT couple are always on the nut because they are always trying to keep up with those who are trying to keep up with them.—Cat Rack Annel.

O. C. (HEAVY) McCLAIN, of Davis & Parrott Shows, cards from Pittsboro, N. C.: "Weather here has been fine and

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SEPTEMBER-OCTOBER
Details of our Silver Anniversary Contest in this issue. TWENTY FIVE SILVER DOLLARS in PRIZES! Everybody eligible. Articles about the No. 12 BIG ELI and V-Belt ELI Power Fall. Lots of interesting, timely facts of interest to all. Don't miss! Send a postal for a FREE Sample Copy. You'll be sorry to miss it!

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Clark Barker, treasurer of the organization. Barker advises that plans are being made to have the shows remain out all winter in Alabama and Louisiana in co-operation with O. J. Beatty Shows.

FEELING a draft, some of the "Boy Wonder" who have been around midways for years will be shown up to what they may now consider their own advantage.—Colonel Patch.

PIED at a surprise party on September 17 by her husband, Claude, in celebration of a birthday anniversary was Irene Sechrest. Refreshments were served and Mrs. Sechrest received many gifts. Guests included Mr. and Mrs. John O'Rear, Mr. and Mrs. Morris Friedenheim, Art Paul, and Mel Musser.

HAVING been released from a hospital, Al Pualert, vet girl show manager, is now managing the Eighth Street Museum in Philadelphia. Al advises that the museum is being operated under a different plan and present set-up includes a Playland Arcade in front with a girl show in the annex.

AFTER CLOSING his second season as general agent of W. G. Wade Shows, J. A. (Doc) and Mrs. Burrus returned to their home in Coldwater, Mich., where the latter is operating their hotel. Doc says he plans to leave soon for the Middle West to agent another organization thru Kansas, Oklahoma, and Texas.

ABOUT 20 years ago the boss said he would be satisfied if he ever got to have a carnival, but recently he has been longing for still more blessings.—Milo McGeef.

CHABLEY MARTIN scribes from Aniston, Ala.: "I was on Puzell's United Shows when they played Audubon, Ia., and witnessed one of the biggest weeks on an Athletic Show I had seen in a number of years. Prices were 50 cents for adults and 25 cents for children. Mike Chacomma was managing the attraction."

WHILE en route to join the James E. Strates Shows in Philadelphia, Charles Siegrist, of the Siegrist troupe of aerialists, stopped off in Canton, O., where for many years he has made his home and winter quarters, to visit friends. Among them were Jack and Ruth Malloy and Jack Mullane. Malloy was a former catcher in the Siegrist act.

"PAIR HERE was hard hit as result of an infantile paralysis scare," cards J. Stutz, of W. C. Kaus Shows, from Bedford, Va. "The Great Leon, aerialist, and Captain Jim, both of Reading, Pa., renewed acquaintances here. Leon was among grandstand attractions, while Captain Jim is with the Kaus organization."

COUSIN IMOGENE doesn't believe in marrying a man because he has a show. She says if he owns a show she can love him and marry for love.—Side Show Sal.

"I'M NOW with the John R. Ward Shows here," cards Dusty Rhodes from Covington, Tenn. "Met Cliff Swisher and Freddie Cooper and their brides while they were honeymooning in Hot Springs, Ark., with Texas Exposition Shows. A surprise shower, attended by show's personnel, was held for them in their apartment."

FORMERLY of West Shows, Capt. Charles Smithy and his trained chimp are being held over until November 15 at Hubert's Museum in New York after concluding a 20-week engagement there. Smithy says he plans to play a New York department store during the Christmas holidays before making a tour of South America.

"HAVE RETIRED from the road for the season, but will be back next year with a ball game and fish pond," pencils Bobbie Ann Mel-Rot, from Benld, Ill. "Recently purchased a new car and I'm working in a local tavern. My daughter, Violet DeMaris, Australian whip cracker, has returned home to Skeston, Mo., while my son, Charles DeMaris, electrified boy, is back at the farm in Dexter, Mo."

TIP to those who have bit the hand that fed 'em: Don't waste time writing former benefactors for favors and don't pan 'em in front of their best friends.—Whitney Cook.

LINE-UP of Dixieland Minstrels on Evangeline Shows includes C. E. Leggett, owner; Henry Clay, talker and manager; James Evans, stage manager; Jack Jackson, Fannie Binn, Rosie Evans, and Maude Jenkins, chorus; Mary



DAUGHTER of Harry and Ruby Banta, Mary Jean Banta recently concluded a season's training in acrobatics and as an aerialist under tutelage of H. E. Dropps, on Pryor's All-State Shows, with which Mary Jean's parents are in their third season. Her dad is electrician and The Billboard sales agent on the shows, while her mother reports a successful season with her ball game for the third successive year.

Smith, blues singer; Richard King, tap dancer; Alabama Blossom and Pine Top Spider, comedians, and musicians include James Evans and Allen Beale, trumpets; James Garner, sax; B. C. McClain, drums, and Earl Lovett, piano.

IN LINE with its plan to invade the South for the first time in its history, management of Frisk Greater Shows concluded negotiations to play these dates in Arkansas: Floyd County Fair, Helena; Ashley County Fair, Hamburg; Bradley County Fair, Warren; Fall Festival, Monticello, and the Free Street Fair and Merchants' Booster Week, Stuttgart. Elmer Brown, of the shows, reports that prospects in that territory look good.

"AS winter cracks down and we think of a grouch bag," said Cousin Peleg, "I am reminded that the wife has the grouch and I'm holding the bag."

NOTES from W. K. West Shows by H. G. Caudle from Pawnee, Okla.: Weather was fair, but business at Pawnee County Fair was below expectations. Shows made another circus move here from Perry, Okla., and everything was ready for Monday's matinee opening. Engagement marked the No. 1 Unit's last fair date of the season, but some still spots are scheduled to follow. Many concessionaires are painting and making ready for the show's southern tour. Owner West is having his house car repainted.

HARVEY (DOG) ARLINGTON, of Vic Horwitz's Motor City Shows, tells from Prospect, O.: "Betterville and Gallon, O., shows' last two spots, proved okeh for all concessionaires and rides, while shows obtained their share. Prospects for the Annual Corn Festival here look good and 12 concessions have been added to the organization. Shows have three other spots to play after this one. The unit which was to head south late in October will not make the tour until after election."

OUR boss is forever claiming that the show he used to carry was a ball of fire. He claims this so heaven will give him more credit than he deserves for reforming.—Muggin' Machine Mazie.

HONORING Jackie Meeks on a birthday anniversary recently, Mr. and Mrs. Joseph Decker entertained a group at a midnight party in their cookhouse on Zucchini Bros. Shows. Among those present were George and Peggy Steeman, Bob and Ruby White, Elsie Zucchini, Doc and Bee Hamilton, Carl and Loys Bartell, Mac and Irene House, Chuck and Ginger Mann, Minnie and Betty Amos, Vic and Nellie Joyner, Bill and Midge Snyder, Jane June, and Frances Glass; Danny O'Connor, George Wenner, Ralph Taylor, John Mahoney, and Nicholas Furran.

NOTES FROM Mighty Shoesley Midway by E. C. May: On shows' move from Marshalltown, Ia., to Bethany, Mo., Henry Curtin lost the top of his Mouse Game from his truck and it has not been recovered. Charles H. Pounds

added three more ponies to his pony ride, making a total of eight. Harry E. Wilson is doing good work on baby show and popularity contest promotions. Mrs. E. C. May returned to the shows in Marshalltown after visiting relatives in Albert Lea, Minn., and St. Paul. Mrs. Dorothy Shoesley went to Jacksonville, Fla., to place her daughters, Dorothy and Joan, in school and rejoined the shows in Marshalltown.

TEACHER (to bright ten of carnival owner) —"Johnny, what are the duties of the 'James Boy?'" Johnny—"Their duties are to call on ALL concessionaires every Wednesday night and take up a collection for the office."

ART LEWIS SHOWS' midway notes by Aline Morency: Shows were greeted with ideal weather and good business in Staunton, Va., while Lexington, N. C., resulted in good business. Among recent visitors were William Glick, owner of the Ideal Exposition Shows. Celebrating birthday anniversaries have been Dorothy Lane, daughter of Mr. and Mrs. Nat Mercy; Mary Viero, of the Four Stars, free act, and Beas Haut, agent on Charlie Lewis' ball game. All received numerous gifts. Mr. and Mrs. George Marr have been visiting their daughter and son-in-law, Julia and Gene O'Donnell. Mrs. Marr has recovered from a recent illness. New Rocket ride is getting its share of business, with Frank Moran as foreman; Joe Sheffert, second man, and the writer handling tickets. Mr. and Mrs. Del Crouch, of the Motordrome, are sporting a new trailer. F. Percy Morency did a good job of laying out the lot in Lexington.

ANTIQUE AMUSEMENT COMPANY notes by Ernestine Beard from Barwick, Ga.: Shows moved into Valdosta, Ga., on August 24 and played a three-week stand to successful business. From there they went to Quitman, Ga., where all reported good results, under American Legion Post auspices. Harry Bestland has his penny pitch, Kiddie Hide, and Chairplains, with it. Mrs. Art Hinnant is here with her fishpond, pitch-tillyou-win, bowling alley, and oat rack. Others with it include Jim and Margaret Sutton, darts and bottle game; Frank Miller, snowballs and cigarette gallery; Dad Spillman, photo and cigarette gallery; Herb Beard, pistol-shot game; Mrs. Beard, penny pitch; Harry Miller, cookhouse. Manager Art Hinnant added a new light plant and Herb Beard recently took delivery on a new car. Weather and business have been good and management plans to remain out until Christmas.

IDLE boasts of idle men: "We had a big day, what I mean, but we swallowed so much that the boss threatened to pile up the canvas and frames, pour on gas and burn 'em in the middle of the midway."

ARENA Shows closing notes: Gypsy Pete, tattooer, closed a successful season in Wheatland, Pa., and took a 10-day vacation in DuBols, Pa. Art White left with his cookhouse in Stoneboro, Pa., to work dates in the anthracite region. Clark's cigar stand had a successful season. Owner Clark celebrated by passing out cigars to men and candy to women. He gave a box of smokes to Advance Agent Jack Beal and a carton of candy to Mrs. Beal. G. A. Malcoff had a good

year with his Penny Arcade. Mr. and Mrs. Malcoff, their sons, Samuel and Amos, and daughter, Josephine, plan to vacation in Hawaii. On September 14 the Malcoffs visited members of O. C. Buck Shows at Clearfield (Pa.) Fair. Russel Smith closed in Butler, Pa., to join W. C. Kaus Shows. Before leaving he gave his employees a party at the Nixon Hotel. Those present were 16 girls: Marty Fisher, talker; Clarence (Maxy) Bare, who furnished music with his harmonica rascale; Twistie, who did his frog act, and Red Moran and Midget Ann, who did a litterbug dance. J. Rosenbloom and Bobby Cloth had a successful tour. They presented leftover merchandise to departing showfolk. General Manager Harry Morrison; Assistant Manager Eddie Dietz, Advance Agent Jack Beal, and Secretary Mike Clark gave troupers a farewell banquet in the Ten-in-One top. Doc C. C. Denny and family were visited by Doc Tully, Chicago, at Wheatland. They took in a movie and later had refreshments in the shows new trailer. J. Kennedy, head electrician, was toastmaster.



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GOODMAN WONDER SHOWS WANT FOR BRAZOS VALLEY FAIR, WACO, TEXAS
TEN DAYS — OCTOBER 18 TO 27
Sensational Free Act. State lowest price, and send photos.

All Concessions open, including Eats and Drinks. No exclusives. First come, first served. Will book immediately, first-class Animal or Monkey Show, with or without equipment. Write or wire MAX GOODMAN, Pres., Lubbock, Texas, this week; then Abilene, Texas; then Waco, Texas.

tated crowding the shows to some extent. All rides and shows were fairly well patronized, with the concessions getting a share of the business. From the way the spending went, however, money was a little scarce in this part of the State. J. A. Artes joined with cookhouse and Octopus. Art Walker is in charge of the cookhouse, while Eddie Oliver is foreman of the Octopus. Mrs. Oliver is on tickets and Joe Curtis is second man. Mr. and Mrs. J. Bird, with grab and juice stands, joined here. James E. Scholtz was signed as business manager. While all concessions did fair, Joe and Mrs. Hamilton exceeded themselves with their de luxe bingo stand and kept their helpers, Raymond Swartz and Ray Cook, on their toes handling the customers. Among visitors were Curly Vernon and Mrs. Walter B. Fox, United American Shows, and E. E. Farrow and Frank Sparks, of Wallace Bros' Shows.

H. G. STARBUCK.

United American

Macon, Miss. Week ended September 21. Auspices, Noxubee County Fair. Business, mediocre. Weather, warm and clear. 35-cent gate.

Move of 125 miles here from Corinth was marred by two accidents. Marie Zylasko fell from the truck on which she was riding and was taken to an Okotona hospital suffering from minor contusions and severe scalp lacerations. In the other accident a woman driver ran into a truck bumper which had dropped on the pavement and seriously damaged her car. Shows payed for repairs. This fair had ideal weather, but poor attendance and little spending money was in evidence. Midway receipts were off 50 per cent from last year. Secretary Wyatt Jones worked day and night to overcome many local obstacles, but was unsuccessful in several instances. Fair closed Friday night, but shows remained over Saturday to make truck repairs before making a short move to Starkville, Miss.. While in advance of the shows here, the writer visited the Gold Medal Shows at Laurel, Miss., and was entertained by Manager Oscar Bloom, Larry Bohrer, Mrs. Mabel Pierson and other old friends. Mrs. Anne Heey received word her father was seriously ill and she left for Minneapolis Friday night. Ned Turil was among visitors here. Secretary H. F. Ellis suffered with a severe summer cold here, as did many other attaches. Visitors included Messrs. Love and Siegrist, of Central Mississippi Fair, Kosciusko; Manager Joseph Gallier, Harry Kimmel, and Peggy Lamson, Buckeye State Shows; Pat Ford, Gold Medal Shows; Hillman Taylor, Meridian (Miss.) Fair, and Kenneth Sicker, of Columbus, Miss.

WALTER B. FOX.

Byers Bros.

Flores, Ill. Week ended September 9. Location, Clay County Fairgrounds. Auspices, County Fair Association. Business, poor. Weather, cool and threatening.

This spot proved a blank. Fair board gave poor co-operation. Cool weather held attendance down all week. Lot was not large enough for the shows and it was located 2 1/2 miles from the city limits. Jack Dragonski purchased a trailer and new front. Wop Davis and John Scott closed with their concessions to play independent fairs in Tennessee. Date closed shows' 11th consecutive Illinois fair trek and business on the whole was satisfactory.

MRS. JEWELL ROBINSON.

Golden State

Oroville, Calif. Week ended September 14. Location, outside city limits. Business, fair. Weather, good.

Shows opened on Wednesday night to fair crowds, which prevailed thruout the engagement. Bill Hagg's Rolloplane and Dick Memming's Octopus were sent to the fair in Gridley, Calif., and Mack Mc-

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

Cornick's Funhouse left to join Crafts 20 Big Shows. Pat Monzo is painting his house trailer. Betty Shepard returned here from Tulsa, Okla. Margaret Ragland is in Hollywood visiting her mother, who is seriously ill. Douglas Wright is working the pan game.

Emerysville, Calif. Week ended September 7. Location, Sun Pablo and Parallo Streets. Auspices, merchants. Business, good. Weather, rainy.

Everything was ready for Wednesday's opening and business the first day was better than anticipated. Rain on Thursday and Friday stopped in time to permit shows to chalk up good results at night. Saturday's matinee was highly successful. Clinton Dikburry, of Penny Arcade, was moved from Gilroy to an Oakland, Calif., hospital where he underwent an appendectomy. Moulia Rouge topped shows, while Skooter led rides. Clark Willey and the writer visited Jack Melton and Louis Moreno at Treasure Island, San Francisco. Mike Krekos, owner West Coast Amusement Company, visited Thursday. Tony Ruffinelli is the new foreman of the Skooter.

MONA VAUGHN.

Lawrence Greater

Rutherfordton, N. C. Week ended September 21. Rutherford County Fair. Business, excellent. Weather, clear and warm.

This fair gave shows another banner week, with the midway under supervision of Bill Bresse. Line-up of the shows and rides was changed here. Two Ferris Wheels were placed in the rear and it proved a successful move in benefiting shows in the rear. Tuesday, opening day, was Children's Day, and 8,000 arrived on the midway before noon. The rides were busy until a late hour. Twin Ferris Wheels took top honors, with the Whip second. Chairplane, Ride-O, Merry-Go-Round, and Rolloplane got their share. The Kiddie Auto Ride, Aeroplane, and Art James' Pony ride were popular. Parisian Pollee, a new show, led shows, with the Casino Beautiful next in line. However, Exposé, Illusion, Hodges Circus Side Show, Monster, and Jumping Jive Revue held their own. Big crowds attended daily and good spending prevailed. Mack's bingo clicked. Grounds were difficult to lay out, but Lot Man Bresse managed to satisfy all. Bill Goll's Aquasade, with Bill Rawley assisting, continues to keep in the running. Goll added another alligator here. Among visitors were M. B. Howard, of the George A. Hamid office; Jake Shapiro, Triangle Poster Print Company.

FRANK BRAUN.

Funland

Madisonville, Tenn. Week ended September 21. Location, fairgrounds. Auspices, Monroe County Fair. Business, good. Weather, ideal.

Shows' stand here proved a good one for all with it. President of the fair and his co-workers, Messrs. Howard, Luke, Jordan, and Ross gave good co-operation, which was responsible for event's success. Shan Wilcox, secretary Blount County Fair, Maryville, Tenn.,

and former secretary for a number of carnivals, was a welcome visitor Friday night. Dixie Cunningham's cookhouse closed here to make some Georgia fair dates with Tom's Amusement Company, as did Tommy Cook, shows' electrician and photo gallery operator.

Kingsport, Tenn. Week ended September 14. Location, Ford's lot. Auspices, Modern Woodmen of America. Business, fair. Weather, cool.

Thanks to Messrs. Loudy and Parker, of the sponsoring committee, this jump-breaker was played on short notice and was much better than anticipated. Good co-operation was responsible.

TED C. TAYLOR.

Bantly's All-American

Blackstone, Va. Week ended September 21. Auspices, Blackstone Fair. Business, good. Weather, good.

There were plenty of people on the lot here and fair and shows got off to a swell start on Monday afternoon. All had to go thru the exhibit halls to get to the midway and with plenty to see and everyone was in a spending mood and all reported a good week. All rides and shows did well. Bud Bellie added another act to his Side Show and Whitey Johnson augmented his Broadway After Dark Show. Red Rogers' Hollywood Midgets were popular with the kiddies, and Mother Brewer kept the motors hot on the kiddie rides. The Carson Sisters were well received. Fair board gave good co-operation. A welcome visitor was William Judkins Hewitt.

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RIDES, SHOWS, CONCESSIONS FOR THE FOLLOWING FAIRS
Week October 7, Durham, N. C., County Colored Fair,
Week October 14, Six County Colored Fair, Lynchburg, Va.
Week October 21, Tobacco Festival, Brookneal, Va. — You can get your winter U.S. bags.
Week November 4, Nassau County Fair, Fernandina, Fla.
Booking now for my Fifteen Weeks of Florida Fairs, starting January 20, 1941.
Wire, Write BARNEY TASSELL, Mgr., This Week Winchester, Va.

THE MIDWAY CHAMPION



THE 7-CAR PORTABLE
TLT-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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One 12x20 used Concession Tent with frame, \$70.00. Two 10x10 used Concession Tents with frame, each \$62.50. Two 10x18 used Concession Tents with frame, each \$67.50.
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SIOUX FALLS, S. D.
Buy on Our Easy Terms.

SHOWS WANTED

Shake, Life, Pat, Animal, Monkey Circus or Wild Life Exhibit for 24 Annual Preston County Book-West Festival, Kingsport, W. Va., Oct. 9, 10, 11 and 12. Rides and Concessions all booked. Write **L. J. THOMAS**, Elkins, West Va. Tourist Hotel.

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DE BELLE

Home Spin, Tex.
Week ended Sept. 28, 1940.

Dear Editor:

With the city gaily decorated, the high school band blasting at the depot, all city and county officials in top hats and tails, ready to backslap and pumphandle, as well as thousands of citizens garbed in their Sunday best, Ballyhoo Bros.' goldleaf and America's only neonized show train roared into the adopted home town of the sole owners and managers of the show bearing their name. Weeks ago General Agent Trucklow announced at the city hall that the boys would soon return and bring with them the most unusual collection of educational shows, topsy-turvy rides, bazaar booths, other traps, and attractions ever assembled.

Four miles direct north from Home Spin is the vast plantation of the Ballyhoo family. Here is their beautiful colonial home, large barns, and hundreds of cabins occupied by their colored share croppers. It was on their 40-acre pasture that the midway was laid out, the lot having been well covered with sawdust from their own sawmill that also provided the lumber used to build and rebuild the show. There was much rejoicing amid the women of the share-cropper colony. They had carried on without their husbands during the season while their men served on the show's train crew.

Monday was a busy day for everyone, from the office staff down. Between playing politics with the bigwigs of city and county and attending to the erection of the midway, the bosses finally had everything set for the opening. Monday night gave the midway the biggest gross in passes in the show's career. That night the Tuesday call was posted for 7 a.m. All hands appeared at scheduled time and it was then that Pete Ballyhoo announced, "We are all with it and for it. If we make a big crop this year, the show can well afford to stay out all winter. Pull bellies will move an army. I presume you all know that it is molasses-making time in Dixie. We must strike now. Just follow my farm foreman to the cane patch and let's get with it."

The day was spent in cutting and hauling cane and making molasses. One of our most trusted employees remarked, "We will soon be all set for a Florida hot-cake route this winter." Being in the home town, the bosses wanted to make a good impression upon the natives. Orders were given to the sticks to work on the cane shift and to eliminate the bally cloth shining. Again the home town creditors were paid off with passes and again the midway did a capacity free-list business.

Wednesday at daybreak the cane grinder, the fields, and the big iron cooking pots were going full blast. Barrel after barrel of golden-brown molasses was turned out. Night came only too slowly for our weary performers, who would rather work on the lot than in the fields. At 6 p.m. a rainstorm hit and the midway was kept dark, but the

weather cleared at 9 o'clock, throwing our men back into the cane patch for a few additional hours and our women to the cornerriba for a husking bee.

Thursday at daylight the electricians were placed on the wire-fence detail, the artists went the whitewash route on the barns and fences, the women back to the cornerriba, the younger girls to the cotton patch, the sticks to the cane patch, and the griddle chefs to the strup cooking pots. The bosses whistled away the day by paying off more debts with passes and handshaking. Friday and Saturday found all crops gathered and the farm repaired, the office reporting the molasses gross 40 per cent over last year's take.

Kindly announce thru the columns of The Billboard, for the benefit of all fair managers, that if the market for farm products holds up, we will add two more cars to the train. The bosses just wired an ad to a weekly farm magazine for people in all departments.

MAJOR PRIVILEGE.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Sept. 28.—Relative to the annual meeting of this association, we have asked Frank H. Kingman, secretary of Brockton (Mass.) Fair and secretary of the International Association of Fairs and Expositions, for an official statement of the action of that association in connection with its annual meeting. As soon as this information is received, we shall be able to officially announce the time and place of our annual meeting.

One of the subjects that should then be given much consideration is interstate trade barriers. From time to time we have mentioned the subject in this column, but of late this field of activity on the part of State governments has developed some acute situations. Particularly is this true in the vicinity of New York and New Jersey. As is generally known, New York State has a cigarette tax, while New Jersey does not, and much complaint is made by the tax authorities of the city of New York on the bringing into that city from across the river in New Jersey of untaxed cigarettes. This has resulted in an estimated annual loss of almost \$20,000,000 in cigarette sales to dealers in New York City, as well as loss of tax revenues resulting from it. A similar situation in other fields of merchandising develops from the New York City sales tax as against untaxed sales elsewhere in New York State and out of the State.

Similar difficulties are created when New York taxicabs venture into Jersey and New Jersey authorities attempt to tax them with the New Jersey mileage tax of one-half cent per mile, and when New Jersey tow cars come into New York

SEND IN YOUR ROUTES

Routes of bands, acts, vaude units, ice shows, repertoire-tent shows, dramatic and musical shows, circuses, and carnivals are carried in The Billboard free of charge. Get into the habit of sending us your route promptly. Send it to Route Editor, The Billboard, 25-27 Opera Place, Cincinnati, O. Routes reaching Cincinnati not later than Friday will appear in following week's issue.

Bands and acts playing indefinite engagements should let us know as soon as they leave a spot so that the listings can be kept up to date.

City and that city attempts to charge a \$5 license fee prescribed by its ordinances. Thus the situation goes from bad to worse, creating a multitude of tax districts, each attempting to set up boundary lines and what in effect amounts to custom houses in an effort to raise tax revenue funds. In the meantime, business is hampered and suffers.

The illustrations cited are indicative of the general problems which develop from creation of these many interstate trade barriers, some of which have affected our member shows to a considerable extent. The time is ripe for members of the association and the industry to give serious thought to this subject. If they do nothing to overcome these problems, they are likely to become more serious. In the other hand, proper steps are taken to combat these difficulties, the situation at least can be kept in hand and perhaps improved.

MARRIAGES

(Continued from page 28)

Reid Shows, and Helen Poppler, nonpro, of Paulsboro, N. J., August 10.

BURDICK-LAMARR—Ira Burdick Jr., son of Mr. and Mrs. Ira Burdick, of Burdick's All-Texas Shows, and Pauline

LaMarr, daughter of Dr. Frank LaMarr, showman, August 28 in Sonora, Tex.

CRAWFORD-JOHNSON—Kenneth Crawford, Ferris Wheel foreman of the Bullock Amusement Company, and Frances Virginia Johnson, of Mount Hope, W. Va., in Mountain City, Tenn., September 2.

DILLEN-LUDE—James Dillen, Ferris Wheel ticket seller with Elite Exposition Shows, and Maxine Lude recently in McCook, Neb.

ECKES-ECKER—Robert Eckes and Geraldine Ecker, cashier at the Appleton Theater, Appleton Wis., September 14 in that city.

FINNEGAN-GINLEY—Francis J. Finnegan, projectionist at Irving Theater, Carbondale, Pa., and Eleanor Ginley, nonpro, at St. Rose Church, Carbondale, September 21.

HASKINS-DE BOTH—Delbert Haskins, musician with the WTAQ Farm Hands, and Agnes De Both September 12 in Green Bay, Wis.

JAMES-BEARDEN—J. B. James, concessionaire with Burdick's All-Texas Shows, and Mageline Bearden, of Paducah, Tex., recently at the bride's home.

LAYE-LENNER—John C. Laye, concessionaire with Burdick's All-Texas Shows, and Lillian Lerner, show's secretary, in Baird, Tex., September 12.

LUCAS-KLEIN—Edward P. Lucas Jr., a member of the Howard Kraemer orchestra, and Anna Mae Klein September 16 in Kiel, Wis.

MOTSON - KALTENSTEIN—George Motson, manager of Kerry's Cafe, Wildwood, N. J., and Ida Kaltenstein, nonpro, in Wildwood September 18.

NIVEN-ROLLO—David Niven, British Hollywood film player, and Primula Rollo, daughter of an officer in the Royal Air Force, recently. Niven is now in the British army.

OLSEN-LUESCHER—Jarvis Olsen and Mary Alleen Luescher in Southport, Conn. September 7. Bride is the daughter of the late Mark Luescher, former Hippodrome press agent.

(See MARRIAGES on opposite page)

League To Stage Charity Show at N. Y. World's Fair

(Continued from page 29)

treasurer. League members at the fair are Art Briese, Lincoln G. Dickey, Lew Dufour, Nate Engle, Bill Fisher, Murray Goldberg, Al Gonsior, Harry Hargrave, Harry Illions, T. W. Kelly, Frank Kennedy, Jimmie Lynch, Hyla F. Maynes, Frank Miller, J. Gilbert Noon, H. J. Reicher, Billy Rose, Joe Rogers, Nate Rifkin, Al Rossman, Herbert Schmeck, Almon R. Shaffer, George P. Smith Jr., Jack (Able) Tavlin, Alec O. Whitfield, Cliff Wilson, and Frank Zambreno. Ted Lewis, the orker, and Eddie Allen, manager of Gene Autry, are also Leaguers named on the general committee. Allen will bring over Autry, who will be in town for the rodeo at the Garden.

General Executive Committee consists of Lew Dufour, chairman, and Messrs. Briese, Bond, Dickey, Hargrave, Illions, Kennedy, Rossman, Wilson, and Rogers. Advertising and Public Relations: Rossman, Goldberg, and Rogers. Finance: Cy Bond, chairman, and Hargrave and Kelly. Reception: Art Briese, chairman; Noon, Rogers, and Zambreno. Ladies' Committee: Peg Willin Humphrey, chairman, and Frances Shean, Ways and Means; Harry Illions, chairman, and

Fisher and Smith.

Important Entertainment and Performance unit is made up of co-chairmen with President Duffield as chairman ex officio. His workers are Dickey, Kennedy, Rogers, Hargrave, Rose, Gonsior, Lynch, Miller, and Allen.

Headquarters for campaign and committee is the Boathouse, administrative office of the fair's amusement department. Tickets are \$1.

Duffield and Shean predicted the show would be one of the greatest ever staged, with talent to be drawn from the Fair and Broadway. It is believed to be the first time the League has ever launched a benefit venture in New York, except perhaps a couple of years after the first world war, when the club had a brother association in New York, which collapsed. Production theme will unfold as a series of take-offs on shows at the expo. For instance, Jack Sheridan's Living Magazine Covers will emerge as "Back Covers" in the Hellzapoppin or Gridiron Club of Washington manner.

Former League Presidents J. C. McCaffery and Sam J. Levy attended one of the huddles at which details were worked out.



THEY HEAD THE WORKERS for a "Gala All-Star Midnite Show" in the Music Hall at the New York World's Fair on October 17 for the Showmen's League of America hospital, cemetery, and Showmen's home fund. Frank D. Shean (left) is general chairman of the benefit and co-director of the World's Fair midway, and Frank P. Duffield (right) is president of the SLA and World's Fair fireworks director.

CONCESSIONS—WANTED—CONCESSIONS

FOR
ETOWAH COUNTY FAIR, Gadsden, Ala. WEEK OCT. 7

The Prosperity Spot of the South
All industries working 24 hours daily and crops best in years. Everything open except Bingo and Cookhouse. Real opportunity for Ball Games, Photo, Palmistry, Scales, Novelties, Cess Your Age and all Wheels and Coupon Stores.

EAT AND DRINK STANDS FOR GADSDEN, APPLY TO
F. U. LOESDON, ATTALLA, ALABAMA

CONCESSIONS ALL OPEN FOR
EASTERN ALABAMA FAIR, ALEXANDER CITY, ALA., WEEK OCT. 14
and HOUSTON COUNTY FAIR, DOTHAN, ALA., WEEK OCT. 21

Best Crops and Conditions in Years
CAN ALSO PLACE

SILVER STREAK, SCOOTER, TILT-A-WHIRL, FUN HOUSE, Will Furnish Wagons,
FAT SHOW, CRIME SHOW, ILLUSION SHOW, SNAKE SHOW, Musicians for Plant Show.

WANTED—A SENSATIONAL FREE ACT FOR WEEK OF OCT. 7

FRANK WEST, Genl. Mgr., West's World's Wonder Shows

THIS WEEK, LIMESTONE COUNTY FAIR, ATHENS, ALA.

FAIRS BLUE RIBBON SHOWS FAIRS

CAN PLACE SHOWS THAT DO NOT CONFLICT. ALL CONCESSIONS OPEN.
Troup County Fair, Lagrange, Ga., October 7; Dougherty County, Albany, Ga., October 14;
Ben Hill-Irwin-Wilcox County Fair, Fitzgerald, Ga., October 21. Others to follow.
Murfreesboro, Tenn., This Week.

P. S.—Tracy Wants Mind Reader, Tattooer, Annex Attractions.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25 Opera Place, Cincinnati, O.)

Ill. Sauerkraut Day Knocks Out a Profit

FORRESTON, Ill., Sept. 28.—The afternoon attendance at the annual Sauerkraut Day here on September 19 was about 25 per cent below that of 1939, there was a record night crowd and the affair closed with a profit for the first time in four years, reported Secretary-Treasurer William Moss. Attendance was about 23,000. Near-by celebrations and fairs during two previous weeks was blamed for the lighter day time draw. The event is financed by merchants' donations.

Five well-received free acts were furnished by the Joe Cody Agency. William Hoffman Amusement Company, here for the 17th time and ninth consecutive year, had two Ferris Wheels, a Merry-Go-Round, and Kiddie Autos. Elman Shows had a Tilt-a-Whirl, Rolloplano, and Pony ride, while H. Manich had a Silver Streak, booked thru Vic Larson. Fisher's Athletic Show, M. Stark's Penny Arcade, a museum and 123 concessions were also on the midway.

Other attractions were a parade, free sauerkraut lunch, speakers, ball games, agricultural show, amateur contest, band concerts, and dancing.

Capacity for MCA Revue at S. D. Fete

MITCHELL, S. D., Sept. 28.—Attendance was beyond expectations, with capacity performances for the MCA Revue at the first annual Golden Pheasant Festival in Aberdeen, S. D., last week, said Hogan Hancock, of Music Corporation of America, who is here with an MCA show this week at the Corn Palace.

In Aberdeen the show included Rochester, George Givot, Ted Flo Rita and his orchestra, Hollywood Glamour Girls, and 10 other acts. The Corn Palace show here has Johnny Scat Davis and his orchestra, Dixie Dunbar, Paul Remos, Buster West, Bob Dupont, Joe and Jane McKenna's Bon Air Girls, and 10 other acts.

This week the MCA Cavalcade of Stars is at Osark Empire District Fair, Springfield, Mo., featuring Herbie Kay and his orchestra, Chaz Chase, Hollywood Glamour Girls, and five other acts.

Acts Slated for Mass. Show

BOSTON, Sept. 28.—New England Food Show will be staged eight days in Boston Garden, with Judy Canova as featured attraction. Frank Dubinsky and associates are staging the show, setting in co-operation with Edward Synan, president of the sponsoring grocers' association. Miss Canova will appear several times each day and night. Some 50 baskets of food will be given away at each performance and there will be over 100 exhibitors. The Industrial building adjoining the Garden has been leased, making space available double that of last year. The 1939 show, also staged by Dubinsky, drew over 120,000. There also will be other acts and broadcasts from the stage of special events. Leo Stout, of the Garden staff, is handling press, and papers have been giving the show good breaks.

Contest To Feature Rodeo in Pittsburgh

PITTSBURGH, Sept. 28.—First annual Fraternal Order of Police and Islam Grotto Rodeo here will be held outdoors on the circus grounds at Fifth and Penn Avenue. Rodeo is produced by Waite Producing Company, with C. E. Watts as general manager and H. M. Hirsch as rodeo director, both having many years experience in business.

George V. Adams, who signed contracts to furnish the stock and direct the program, left for Montana where he will buy two carloads of wild horses, Cherokee Hammons left for Florida where he will purchase two carloads of wild steers to be used here. A complete rodeo grounds will be built with seats for 12,500, new corrals, chutes, and catchpens. Ten chutes will be used.

G. Hodges Bryant is directing a rodeo queen contest. At present over 400 girls have entered from a radius of 60 miles, with chambers of commerce working hard for their entries. Queen will be given a week's vacation in New York with all expenses paid by the rodeo committee and will attend Madison Square Garden rodeo with her court. Secretary Hawkins Club, a feature of The Pittsburgh Press, will make Shirley Adams an honorary member. It plans to have many members greet little Shirley at the opening performance when she will pose for pictures with the club members.

Tex Sherman, well-known rodeo press agent, is directing publicity. Advance sale is reported unusually heavy. Otto A. Zange is general chairman. Slogan for the rodeo is, "It's Too Wild To Be Held Indoors."

"Non-Stop America" Spec For Auto Show in Chicago

CHICAGO, Sept. 28.—The 41st annual Chicago Automobile Show, to be held for nine days in the International Amphitheater under auspices of Chicago Automobile Trade Association, will feature a spectacle, Non-Stop America, produced by Edward Beck, who did last year's Dame Fashion show, spec will dramatize the change in cars and auto shows since the turn of the century, to the accompaniment of pretty girls, singers, and dancers.

Decorative and lighting effects will be created by the Becker Studios. This year, instead of utilizing winners of nationality contests, community beauty queens will be chosen. The growing vogue for station wagons has led the executive committee to set aside a section for the showing of such vehicles by leading manufacturers.

Attendance last year reached a peak of 375,000. M. J. Lanahan, chairman of the show committee, expects as large an attendance this year.

Midway for Calif. Festival

SAN FRANCISCO, Sept. 28.—West Coast Amusement Company and free acts will highlight the nine-day Fall Festival and Columbus Day Celebration here under auspices of Italian-American Social Club, reported President Mario Biagini. Other attractions will be a coronation ball in the new IASO Hall and a parade. Event will be staged on streets. Anthony Fiore heads the reception committee. Arthur R. Cruner, of West Coast Amusement Company, is managing director.

Shorts

MORE than 15,000 swarmed streets of Arvada, Colo., on September 14, closing day of the two-day 18th annual Harvest Festival. Awards totaling nearly \$1,000, donated by Jefferson County Board of Commissioners, the Chamber of Commerce, and county extension agents were distributed among winners of agricultural displays. P. M. Drage, superintendent of exhibits, said 383 exhibitors registered 1,808 entries. Concessionaires reported good business.

JOE EMERSON and his Hymns-of-All-Churches Choir, Frank Meekin's ork and vaude acts have been booked for the ninth annual Food Show in Milwaukee Auditorium, sponsored by Milwaukee Retail Grocers' Association.

THE 18th annual East Side Fall Festival, September 18-22, in Madison-Kipp Building, Madison, Wis., under auspices of East Side Business Men's Association, drew over 20,000. Entertainment included Sunny Brown and His Vaudeville Band, Arkansas Woodchopper and His WLS Barn Dance; Pat Buttrams and George Goebels, of WLS; Ben Berger and Otto and His WLS Barn Dance Band.

MARRIAGES

(Continued from opposite page)

PRATT-SCHWAIGER—Ernest E. Pratt, member of Bill Benson's orchestra, and Ruth Schwaiger, September 20 in Kenosha, Wis.

RUBICAM-HALL—Raymond Rubicam, chairman of the board of Young & Rubicam, Inc., and Bettina Hall, opera and musical comedy star, at First Congregational Church, San Francisco, September 16.

SLOANE-SPROUSE—Berni M. Sloane, concessionaire with Zindars Greater Shows, Inc., and Juanita Star Sprouse, with the same organization, September 16 in Henderson, Ky.

SMITH-VARADY—Louis (Connie) Smith, ticket seller and assistant talker on the Stranger Than They Seem Show, on Celine & Wilson Shows, and Betty Varady talker on the Two-Star Ranch with the same organization, in Greenville, S. C., September 20.

STINSON-PERRY—Warren Stinson, nonpro, and Dell Perry, pianist at Station KROW, Oakland, Calif., in Reno, Nev., September 15.

SUTTON-FREER—Charles Sutton, engineer at Station KFZ, Fort Worth, Tex., and Marie Freer, nonpro, of Fort Worth, recently in that city.

TIM-ANDERSON—Everett Tim, director of the StouxCityans, heard over Station KSCJ, Sioux City, Ia., and Jean Anderson, of the KSCJ Rhythmettes, vocal trio, in that city August 5.

VARCONI-STEWART—Carl Varconi, singer known as Carl White, with Alex Bartha's orchestra, and Louise Stewart, nonpro, in Atlantic City September 12.

WILSON-ELLIOTT—Derby Wilson, dancer, and Roberta Elliott, dancer and daughter of Laura Livingstone, professionally known as Detroit Red, night club emcee, in Atlantic City September 12.

WITTHORN-BURROWS—Raymond Witthorn, staff member of Station WBL, Sheboygan, Wis., and Audrey Burrows, September 21 in Sheboygan, Wis.

Coming Marriages

Georgette McKee, ingenue in the Chicago company of Life With Father, and Nathaniel Willis, Chicago attorney, October 5.

Sumner Granby, announcer at Station WCAE, Pittsburgh, and Gertrude Perlman, nonpro, of Pittsburgh, soon.

Ella Gusk, saxophonist with the Arliners, heard over Station WCAE, Pittsburgh, and Ruth Weissberger, nonpro, of Pittsburgh, soon.

Sam Weelich, nonpro, Pittsburgh, and Ruth Custer, continuity writer at Station WCAE, Pittsburgh, soon.

Rudy Frank, former press agent for Horace Heidt and now publicity manager for the State Theater, Hartford, Conn., and Ella Sadie Petrovich, of Bridgeport, Conn., soon.

Billy Kretschmer, musician and operator of the Jam Session, Philadelphia night club, and Alice Stolz, nonpro, in Philadelphia soon.

Paddy Cliff, burlesque singer, and Dian Rowland, burlesque dancer, soon.

Johnny Paris, pianist-singer at Embassy Club, Philadelphia, and Mary Lee Prizer, nonpro, in New York in December.

Mitchell (Mike) Frankovich, radio

sports announcer, and Binnie Barnes, British actress, soon.

Jack Yarnow, press agent, and Janice Levy (Janice Jay), his assistant, soon.

Stanley Adams, staff lyricist for Warner Brothers, and Janice Schwartz, nonpro, soon.

Don Wilson, radio announcer, and Peggy Ann Keht, daughter of Sidney Kent, president of 20th-Century Fox movie studio, November 15.

Al Orner, drummer, and Selma Weiser, nonpro, in Philadelphia this month.

Harry Aronvitz, nonpro, and Sadie Stein, of the booking department at Station WIP, Philadelphia, in that city in December.

Lyman Pois, production manager at Station CKCK, Regina, Sask., and Mildred Solo, nonpro, in Saskatoon this month.

Births

A daughter, Joyce Virginia, to Mr. and Mrs. Frank H. Reid in Red Deer, Alta., recently. Mother is the former Mrs. Homer H. Simons, for many years with the Johnny J. Jones and Brown & Dyer shows.

A boy, Richard, to Mr. and Mrs. Joe Leszczak, recently in Pittsburgh. Father is a pianist-composer at Station WCAE there.

A boy, Roger Llewellyn, to Mr. and Mrs. Howard Price recently in Pittsburgh. Father is a staff singer at Station WCAE, Pittsburgh.

A son to Mr. and Mrs. Arthur Peterson in Grant Hospital, Chicago, September 16. Father is a Chicago radio actor, and the mother is the former radio actress, Norma Hansen.

A girl to Mr. and Mrs. William Austin at Iowa Methodist Hospital, Des Moines, Ia., September 18. Father is staff pianist at Station WHO, Des Moines.

A daughter September 9 to Mr. and Mrs. George Comte in Milwaukee. Father is a staff announcer at Station WTMJ.

A daughter to Mr. and Mrs. Al Wolf September 13. Father is manager of the Chermot Ballroom, Omaha.

A son to Lucky and Dee Larabee in Pasadena, Calif., August 31.

A daughter to Mr. and Mrs. Charles Golling in Milwaukee September 14. Father is a continuity writer at Station WTMJ, Milwaukee.

A son to Mr. and Mrs. John Grolier in Scranton, Pa., September 18. Father is announcer at Station WGBL, Scranton. Mother is the former Gwendolyn Fletcher.

Twin boys, Adrian and Lenawee, to Mr. and Mrs. Nelson Veler, September 17 at Adrian, Mich. Parents are concessionaires.

A son, Sidney Charles, to Mr. and Mrs. Charles Snellenburg in St. Mary's Hospital, Huntington, W. Va., September 22. Father, formerly a band leader, operates a wholesale pitchmen's supply store in Huntington. Mother is the former Helen Grove, silent film actress.

A daughter to Mr. and Mrs. Milton Rosenbaum in Philadelphia September 16. Father is an associate of Izzy Hirt in the operation of the burlesque theater circuit.

A son to Mr. and Mrs. Louis G. Cowan September 24 at Michael Reese Hospital, Chicago. Father is head of a Chicago publicity firm and author of the radio show Quiz Kids.

A daughter, Kathleen, to Mr. and Mrs. Owen Vinson at Michael Reese Hospital, Chicago, September 21. Father is a radio director with the Karl Wester office. Mother is Pauline Hopkins, radio writer, her most recent works being *Midstream* and *Glorious One*.

A daughter, Lynna, to Mr. and Mrs. Phil Hanna in San Francisco September 18. Father is an NBC singer.

A son to Mr. and Mrs. Johnny Weismuller at Stanford University Hospital, San Francisco, September 24. Father is known for his Tarzan roles on the screen and is the swimming star of Billy Rose's Aquacade at the Golden Gate International Exposition, San Francisco.

Divorces

Mascotte Harris, Australian actress, known professionally as Marcia Bakston, from Phil Harris, orchestra leader, in Los Angeles September 17.

Phyllis Householder, former vaudeville actress known as Phyllis Rae, from Jack W. Householder, nonpro, recently in Detroit.

Mary A. Spargo, feature writer for The Burlington (Vt.) Daily News and Station WCAE, from Charles Warwell, writer, in Burlington September 12.

Nancy Knott Bennett, former tab, vaude, and nitery performer, from Kirk Bennett, former tab and vaude actor, in Columbus, O., August 10.

NELSONVILLE, O., FALL FESTIVAL

OCTOBER 7-12 INCLUSIVE

WANTED—Legitimate Concessions of all kinds. Location center of city.

Address Inquiries: THE F. E. GOODING AMUSEMENT CO., 1300 Norton Road, Columbus, O.

Russell Bros. Closing Oct. 3

Will return to Rolla, Mo.,
quarters—decline in busi-
ness since Labor Day

ROLLA, Mo., Sept. 23.—Russell Bros. Circus will bring its season to a close here October 3 and then go into winter quarters. This will be the first time since permanent winter quarters were established here in 1933 that the circus has exhibited in Rolla at the close instead of at the opening of a season. After closing in Texas late last fall the show remained in the Lower Rio Grande Valley for the winter, with temporary quarters at Donna, Tex., and started from there early in March of this year. Thus the circus returns to Rolla after an absence of 18 months.

The circus will find an enthusiastic welcome awaiting its return. It will also find Rolla in a prosperous condition, a 4 per cent increase in population having put it well over the 5,000 mark. E. K. Webb is readying winter quarters at Fort Wyman Place on the south outskirts of the city, and it is understood that Mr. and Mrs. C. W. Webb, owners of the circus, will rebuild their home destroyed by fire there a year ago.

Decision to close early in October resulted from a marked decline in business since Labor Day. While sharp fluctuations in the weather no doubt have been a factor, Manager Webb attributes the slump principally to an unsettled state of the public's mind, involving the forthcoming Presidential election, conscription, and the European war situation.

In spite of the early closing date the season will be one of the longest in Russell Bros.' history, extending over a period of 31 weeks. A season tour card is being published by Eddie Woodcock, musical director and mail agent.

Boston's First Police Show Okeh

BOSTON, Sept. 28.—The Police Circus, sponsored by the Massachusetts Mutual Police Aid Association and staged by Ernest M. Jacobs last week, was a distinct success considering the fact that it was the first year for the circus, which is planned as an annual event for the next several years. Attendance was not great on any day, but picked up. The show was an excellent one, with 23 acts and with Jacobs deserving considerable credit for his showmanship and skill. The advance sale of tickets had been more than sufficient to guarantee the success of the venture before it opened.

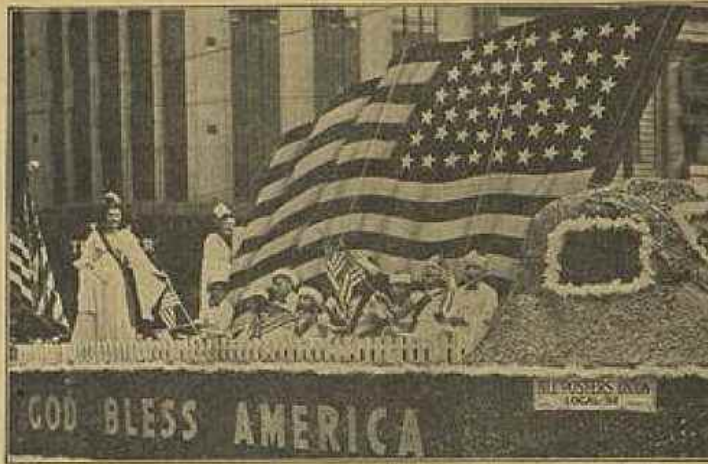
The closing days of the circus were by all odds the best of the week due to the fact that thousands of American Legion convention visitors were arriving in the city and also to the fact that by word of mouth the news had been spread that Jacobs was putting on a good show. George Best and Frank Haseck handled the press and did an unusually neat job.

Mickey King, the Poodles Hanford and other well-known circus acts were featured. Profits will go to the aid of policemen who are members of the Massachusetts Mutual Aid Association. An odd fact was that Boston police did not back the show which was, instead, sponsored by police living in the State, in cities outside of the Hub, although the show was staged at Boston Garden.

Cole Bros.' Advance Gets Together in L. A.

LOS ANGELES, Sept. 28.—On account of the long stay of Cole Bros. Circus in the Los Angeles sector, many of the advance got together for several days. They included General Agent J. D. Newman, Ora Parks, and Jack Grimes, doing the L. A. papers and surrounding towns; Ray B. Dean, covering assigned towns; Verne Williams, car manager; W. J. Lester, contracting agent; Clyde Mallory, checker-up; Pat Murphy, in charge of the brigade; R. S. (Dick) Scatterday, bannerman. Los Angeles is well billed and there has been much art and many readers in the major dailies.

Newman is putting the show in new spots. Show will be at Beverly Boulevard and San Vicente Boulevard, Hollywood, three days on a new lot. New towns for this show will be Inglewood, Huntington Park, North Hollywood, and Pomona, Calif.



DETROIT BILLERS' ALLIANCE, Local No. 94, won first prize in the Detroit AFL Labor Day parade with the float pictured here. Members of Local 94 marched 100 per cent in the parade and wore white uniforms. They were led by Matt J. Koba, deputy marshal. Distributors' Local No. 5 also paraded with the billposters, dressed in blue and led by Deputy Marshal James Stewart, secretary-treasurer of the local.

Gainesville Ends Successful Season At Henrietta, Tex.

GAINESVILLE, Tex., Sept. 28.—Gainesville Community Circus closed one of its most successful seasons at the Old Settlers Reunion in Henrietta, Tex., September 14, the sponsors netting between \$400 and \$500.

With the exception of a spring engagement at Dallas, sponsors have netted profits up to \$1,200 every date this season. The Dallas flop was due to poor publicity and use of the livestock arena at Fair Park for the showing. Fair weather prevailed for all the 20 performances and Portis Sims' slight injury at Sherman in the spring was the only mishap of the year.

The board of directors appropriated money for reserved seat tickets for the 100 members of the circus who have been active all season to attend the Ringling circus at Fort Worth Sunday night September 22. Manager Roy Stamps and Secretary G. D. Bell made arrangements for the block of seats at Wichita Falls.

The show had tent rentals at Clarksville and Wichita Falls. The Santa Claus parade unit will take the road the last week in November in charge of Verne Brewer.

Ben Voorheis III: No Hope Held Out for His Recovery

AKRON, O., Sept. 28.—Ben H. Voorheis, former Hagenbeck-Wallace Circus press representative and at one time head of the publicity department of the Johnny J. Jones and other carnivals, is seriously ill in St. Thomas Hospital here. Last month he completed his duties as exploitation director at Summit Beach Park here. Until recently he and his wife lived at Cuyaboga Falls. They now reside in Akron.

Voorheis suffered a heart attack about two weeks ago and later the same day his left side became paralyzed. A few days ago he had a cerebral hemorrhage and since then gangrene has set in. No hope is held out for his recovery.

Hamid-Morton To Start Indoor Dates at Toronto

TORONTO, Sept. 28.—Hamid-Morton Circus will inaugurate its indoor season here under auspices of the Shrine Rameses Temple. Omer Kenyon is in to handle the advance and opened new quarters on King Street. Proceeds will be used in Canada's war effort.

Advance ticket sale has exceeded the past four years.

Four Capacity Crowds for RB at Dallas; Rain Hurts at Fort Worth

DALLAS, Sept. 28.—The Ringling-Barnum circus drew four capacity crowds here September 23 and 24 with ideal weather helping the attendance. Plenty of co-operation was given the show previous to its appearance here by local newspapers playing up the addition of new acts this year.

Dallas audiences liked the new streamlined staging technique and the show's new lighting effects. Enthusiastic applause greeted show's new acts. Favorites with the crowds were Alfred Court's mixed animal acts; Massimiliano Truzzi, juggler; the Ritters, acrobatic comedians, and Mei Fu, Oriental serialist.

The RB officials reported excellent weather and good business during the show's trip thru Oklahoma.

Objections by officials of the State Fair of Texas to granting a license for any circus to play Dallas immediately preceding the Texas fair, threatens to interrupt the RB's usual routing here in September of next year. Objection to the circus dating was raised recently by the Texas fair management on the grounds that the circus date so near that of the Texas fair, October 5 to 20, would take money that would be spent at the fair. Dallas city council was asked to pass an ordinance prohibiting the granting of license for a circus on dates two weeks in advance or during the Texas fair. No action has been taken by the Dallas city government.

Disagreement between officials of the circus and representatives of the Texas

comptroller's office over the Texas admission tax on circus performances was cause for the serving of a writ of injunction here Tuesday by Dallas deputy sheriffs on Fred C. DeWolfe, assistant treasurer. The writ, granted in Austin on Tuesday, restrained any further performances of the circus in Texas until the State admission tax on previous performances had been paid in full.

Agreement of circus officials to pay the tax kept Dallas peace officers from stopping the local performances on its second day. After checking the circus books, R. D. Etter, chief agent here for the Texas comptroller, was given a check for \$4,530.27 covering taxes due on performances at Wichita Falls, Fort Worth, and the first day of the circus' Dallas engagement. Etter went to Paris, Tex., where the circus showed Wednesday to collect the admission tax on the show's second day performances in Dallas. Circus officials said they were acting upon advice of their attorneys when they had failed to make returns for the Texas admission tax. Their refusal to pay the tax would have placed them in contempt of the Texas court.

Fort Worth Two-Day Stand

FORT WORTH, Tex., Sept. 28.—Rainy weather cut into attendance of the Ringling-Barnum circus here Saturday and Sunday, September 21-22. The weather cleared for only one performance, the Sunday matinee, and attendance was

Albert Hodgini Jr. Gets Back Into Harness

TERRE HAUTE, Ind., Sept. 28.—When Albert Hodgini Jr. attended Russell Bros. Circus here the same thing happened to him that used to happen to retired fire horses when they heard an alarm.

Bertie is now assistant manager of the Terre Haute House Hotel, but when he got to the circus the old urge returned. He made his way to the backyard, borrowed a suit of tights, and when the All-American Filers were introduced he was among them. He attempted two tricks, made one and missed one. This is not a bad average, considering he had been out of practice two years, had never before worked with members of this particular troupe, and had gained a considerable number of pounds since his active circus days. In the audience was his sister, Mrs. F. Harold Van Orman, and together they visited their aunt, Madame Bedini, whose horses are a feature of Russell Bros. Bertie tramped with the Russell show two seasons.

Polack Bros. First Indoor Circus for Elks at Falls City

FALLS CITY, Neb., Sept. 28.—The local Elks Lodge is holding its first annual indoor circus, featuring Polack Bros. Circus, at the Prichard Memorial Auditorium, starting today and continuing until September 30. Three night and two matinee performances will be given. They are for the benefit of the Elks Club Christmas Charity Fund.

Vernon L. McReavy handled the promotion work. He has returned to the show for his third consecutive year. He was away from the show for six weeks this summer and returned home in Minneapolis to attend to some business matters, including leasing his home.

His wife is again traveling with him. Mickey Blue and McReavy are the only ones on the staff of promoters who are not new on the show.

New Quarters for O'Henry

CHICAGO, Sept. 28.—Expanding business has necessitated larger quarters for the O'Henry Tent and Awning Company and a building 60 by 200 feet has been leased. Work of remodeling is now in progress and the company will move to the new quarters shortly after the first of the year.

Burlington, Vt., Lot Passes

BURLINGTON, Vt., Sept. 28.—All circuses and carnivals playing here in the future will have to use lots outside the city line, as the only available space at present will be converted into a children's playground, under the terms of the will of the late John J. Flynn, late of this city.

near capacity. Other performances drew fair attendance in spite of the weather, according to circus officials. This was the first two-day stand for the Ringling show in Fort Worth, as this city has always been a one-day stand for the show. This also was the first time the show has played a Sunday date here.

Because of recent construction on the T. & P. reservation showgrounds, the lot was somewhat crowded, and the cookhouse was placed a block away on another section of the reservation.

John Ringling North and Henry Ringling North contributed \$25 to the fund being raised to liquidate a baby elephant recently acquired for Forest Park Zoo here. The elephant is being paid for with contributions from school children and others.

Eddie Cardwell Files Suit

Eddie Cardwell, of Fort Worth, filed suit in 96th District Court here against the circus for \$2,975 damages for injuries allegedly received September 15 at Ada, Okla., when he was employed by the show.

The suit was filed when the show was here. In his petition Cardwell said he was assisting in dismantling the main tent at Ada. He and seven others were carrying a pole. Weight of it crushed him to the ground, injuring his back, spine, lungs, neck, and left shoulder.



With the Circus Fans

By THE RINGMASTER

President WILLIAM H. JUDD, 25 Murray St., New Britain, Conn.
Secretary W. M. BUCKINGHAM, P. O. Box 4, Gales Ferry, Conn.
 (Conducted by WALTER HOHNADL, Editor "The White Toss," care Hohensadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Sept. 28.—Mr. and Mrs. Tom Gregory, of Akron, O., with their daughters, Dorothy and Virginia, visited Russell Bros.' Circus at Cambridge and Lancaster, O. Mr. and Mrs. C. W. Webb accorded every courtesy that made it possible for Gregory to shoot pictures during the performance one afternoon and in the backyard the next afternoon. They met Don Howland, of Columbus, on the lot at Lancaster and had visits with the Ray family, Madame Bedini and others on the show. The Gregorays had previously seen the show at Kent, O., in May.

Melvin D. Hildreth, of Washington, D. C., advises that he is busy in connection with the campaign, having been asked to serve again as secretary of the National Progressive League, of which Senator George Norris is chairman. His office is also the headquarters of the Committee to Defend America by Aiding the Allies.

CFA Charles Davitt and Joe Beach and his grandson, Wally, all of Springfield, Mass., made the following circuses this season: Wirth, Holyoke, Mass.; Hunt Bros., Middletown and Clinton, Conn.; Russell Bros., Meriden, Hartford, and New Britain, Conn., and Holyoke, Mass.; Providence Shrine Circus, Narragansett Park, R. I.; Cole Bros., Gardner, Mass.; Ringling-Barnum, Springfield, Mass. The first part of September Davitt and the Beaches attended the Northampton (Mass.) Fair, where they saw Adele Nelson's elephants and visited with the personnel of the act. During week of September 15 Beach and his grandson visited the Eastern States Exposition in their home town, Springfield, where they saw a number of circus acts.

CFA F. E. Loxley, of Cranston, caught the Mammoth Marine Hippodrome Railroad Show at Providence, R. I., September 17.

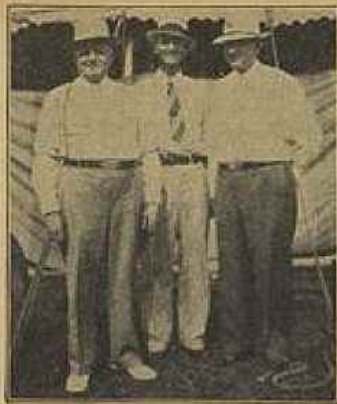
Walter B. Hohensadel and Melvin Olson, of Rochelle, Ill., spent their vacation in New York, where they put in a week visiting the fair and seeing some shows. At Madison Square Garden they ran across Fog Horn Clancy, an old friend of W. H. Hohensadel's. Clancy, who is connected with the publicity department of the rodeo soon to be held in the Garden, remembered the boys from the time he directed a successful rodeo in Rochelle in 1925, promoted by W. H. Hohensadel. On their way home they spent a day in Washington, D. C., where they met Ned Tilton, formerly of Rochelle, on the street. He took them out for a three-hour auto sight-seeing tour of the city.

The annual meeting of the P. T. Barnum Top will be held at Hotel Taft, New Haven, Conn., October 5 at 5 o'clock. Registrations can be made at 4:30. This meeting is called for the election of officers, adoption of by-laws, and will be followed by a banquet and entertainment at 6:30.

President William H. Judd gave a talk on the circus before a joint meeting of the Lions' and Rotary clubs of Bristol, Conn., evening of September 17 at the Chippendale Hill Golf Club of that city. At the conclusion of his talk he showed them some of his circus movies.

Ed M. Hilleary, of Baltimore, spent September 20 to 22 at Atlantic City attending the Shrine Frolic. No fun's visit to that resort would be complete unless he had a fanning bee with Frank B. Hubin.

GEORGE BIRD, former circus band musician and for some time drummer with Ace Brigade's orchestra, currently director of Washington High School band, Massillon, O., has been given a three-year contract as director of instrumental music of public schools by the board of education there. The contract is effective from September 1, 1940, until June, 1943. Bird is beginning his third year as music supervisor in the Massillon school system. The Massillon High School band of 100 pieces is one of the finest in the United States and is a show in itself.



THIS TRIO caught the Lewis Bros.' Circus when it was at Burlington, Wis. Left to right: Bill Lindemann, Clarence A. Kachel and Al Lindemann. The Lindemanns, who owned and operated the Seils-Staring Circus, are in business at Sheboygan, Wis. Kachel is a member of the CFA and has a model circus.

Night Crowds Good For Kelley-Miller

HEPLER, Kan., Sept. 28.—The Al G. Kelley-Miller Bros.' Circus (two rings) will enter Oklahoma tomorrow at Fairland for a date there September 30.

The show's matinee thru Southern Kansas have been light, but the night crowds have been good. Show laid off Sunday, September 22, for the first time in nine weeks. It purchased another light plant at Melvern, Kan., making three owned by the show.

Ted La Velda, side-show manager, has repaired most of his equipment and is planning to have a winter show to tour several southern States, opening around Armistice Day. Homer B. Phillips is doing nicely with banners, and Chevrolet banners are nearly a daily sight in the big top.

If the weather permits the show will remain out until late November. It will have all new canvas next year, including a larger top with seven center poles. The personnel remains the same, except for John Grady, who has the No. 1 ticket box.

Recent visitors were Herb Walters and his repertoire players, reporting business very satisfactory in Nebraska.

J. M. Cole Indoor Circus To Open at Penn Yan Oct. 21

PENN YAN, N. Y., Sept. 28.—The James M. Cole Indoor Circus will take the road for its second season, opening here October 21 in the Junior High School

with afternoon and evening performances. Cole says the show will play in 50 towns in New York and Pennsylvania before December 18, and after the middle of January, if all goes well, he plans to show in Pennsylvania, Maryland, Virginia, North and South Carolina for an additional 12 weeks.

Bandmaster will be Michael Guy. Acts will include Buck Steele and Company, presenting a display of high school equestrianism, Liberty drill horse act, roping, and other cowboy stunts; Aerial Smalls, featuring Millsie May Small; Rose Small, dogs, and the Avalons, double wire performers. Clown alley will include Charles Mitchell, producing clown, Blinky Huffman, and Eddie Hunt and his comedy mules.

Circus Model Builders And Owners' Association

CEDAR RAPIDS, Ia., Sept. 28.—Mr. and Mrs. Verne Pussell, Cedar Rapids, Ia., recently visited Mr. and Mrs. Charles Sterns at Austin, Minn. The Sterns saw the Ringling show at Mankato and had a visit with Kenny Hull on the show.

Theron Nelson, Princeton, Minn., saw the Ringling show at St. Cloud, Minn., and while there visited with Willard Ghrenbeck, of St. Cloud, and Kenny Hull. Nelson has the following equipment for his model circus: One baggage wagon, big-top pole wagon, swan, tab, clown police patrol, light plant wagon and accessories, and several hand-carved resin-back figures and clowns. He recently had his circus set up at a fobby show and gave a talk on miniature circus as a hobby. The display was viewed by a large crowd.

Ray Friesel has been putting on a clown team in connection with the Shrine benefit of his city.

Charles Sterns is working on two giraffe vans for his show. Sterns was a member of a 10-piece band that played for the Clyde Miller Rodeo, which showed during a four-day Labor Day celebration in Austin, Minn. Band also played for many fine circus acts which were put on as a free attraction downtown during the celebration.

Bert Beckstein, Decatur, Ill., recently returned from a trip to Memphis, Tenn., where he visited Ralph Miller and looked over his extensive one-half-inch scale miniature circus. Bert is working on one-quarter-inch scale cars and wagons.

Bob Garrett, Harrisburg, Pa., is building cages and a red ticket wagon for his show. Bob is also turning out wheels and other equipment, which he is furnishing to other members of the Model Builders. He has gone into the model building on a large scale.

Jack Kyle, New York City, recently had a write-up and also some pictures of his model circus in *The Model Craftsman*.

Notice to members: Any news you might have regarding your activities in the model building, please let us have them. Either send them to your regional manager or to the publicity director.

Features of a Worthy Circus

By P. M. SILLOWAY, CFA

THE term "worthy circus" occurs in the constitution of the Circus Fans' Association, where it states that the object and purposes of the organization shall be "to further the advancement and the promotion of good will between the public and all worthy circuses and circus people." Inasmuch as no standard definition of a "worthy" circus has yet been adopted by circus fans or circus patrons, I venture to propose the following definition: A good circus is a worthy circus. In suggesting the features of a worthy circus therefore I submit the characteristics of a good circus as they occur to my mind.

A good circus will present all the features which youngsters enjoy both on the lot and in the ring performance. It should be impressive enough in volume to attract circus-minded adults to the lot or to town, and thus create a circus-day atmosphere in the community. It should have such features of program and showmanship that patrons will go away after the performance telling each other that it was a good show, and thus leave a feeling of good will toward it such that it will be welcome in the same community another year.

Elephants

First among the features of a worthy

circus are performing elephants, say from three to six or more. Three elephants can present a group act in the center ring, or one each where there is a pretension to a three-ring circus. Besides, elephants add to the effectiveness of the act. A group of five or six elephants or more staked out on the lot while the show is being unloaded form a mighty strong magnet for future circus fans as well as their dads and moms.

Horses

Along with a good showing of elephants, handsome horses, say a group of six to 12 or more Liberty equines, constitute a fundamental of a worthy circus. If a motorized circus carries a group of eight Liberty horses, besides their being presented as one group in the center ring, they might again be shown in groups of four in each end ring while an elephant or single equine act is offered in the center ring. More impressive would be 12 Liberty horses, six in each end ring at one time, or four in each ring of a three-ring circus. Handsome horses are attractive on the lot and are perhaps next to the elephants in the appeal of a worthy circus.

Besides the Liberty horses, a worthy circus will display a group of menage and dancing horses. One dancing horse in each of three rings would be good, but

Circus Men With Carnivals

Providence, R. I.

Editors *The Billboard*:

Noticed in your columns that there are quite a few circus men migrating to the carnival field. The loss to the circus is the carnival's gain, as some of the best showmen were with the big tops. When the depression hit the circus field and only a few of the largest shows remained out, the surplus men found openings with carnivals. The improvement is surely noticeable. Some are managing side shows that are dressed up in a more circus fashion; some are producing new and different girl shows; some are officials or advance men who can show results pleasing to both the carnival and the public. In the next year carnivals will enjoy the prestige they deserve.

I have been on the midways of all the carnivals in the East this summer, and it is plain to see that John Q. Public wants merchandise games where players really do win; good, clean shows where the whole family can be taken and nobody is offended; good, clean, thrilling rides that make people repeat; eat and drink stands that are clean and have the right prices.

There are more opportunities in the carnival business today than at any other time. Competition is so keen that each one must guard his ideas. Any showman with new and useful ideas is always in demand, and present results speak for themselves.

Most show fronts are chromium-trimmed with neon lights and compare with the best. The circus men help produce worthy shows, and the public shows its appreciation at the box office.

Most of the larger carnivals have contracted the best circus acts obtainable for their free attractions, and now almost every carnival has some kind of a circus free act. This helps to take up the slack in unemployed tinkers.

I believe that carnivals can look for a bright future, as the present improvement is progressing by leaps and bounds. Next season I look for the larger carnivals to carry big tops and present horse shows in competition with local horse lovers, giving small cash awards or cups for prizes. I believe we can also expect to see a combination of circus and rodeo acts that will compete for cash awards, cups or prizes, and invite participation by local bronk riders. Local papers should go for such features in a big way.

WILLARD J. OAKLEY.

Scranton Billers Elect

SCRANTON, Pa., Sept. 23.—Local No. 39 of the International Alliance of Billposters and Billers elected the following officers at its last meeting: George Isadore, president; John Thomas, vice-president; Frank Isadore, treasurer; Charles Whalon, secretary; Frank Ellis, business agent; Wilfred Hope, Harold Mabey, and William Lochan, trustees. The local recently held its annual clam-bake at Waldorf Park here. International President Leo Abernathy, International Secretary William McCarthy and his assistant, Jersey Grady, and a delegation from Jersey locals and from the Wilkes-Barre local were present.

Frank Isadore and Frank Ellis were the local delegates to the State federation in Pittsburgh recently. Boys at the shop here are Harold Mabey, Wilfred Hope, George Isadore, John Lochan, Mike Green, Frank Isadore, John Rees, of the old Wallace show, is manager and part owner. Hope, Mabey, Isadore, J. Thomas, N. Thomas, and Whalon are former Ringling billposters.

There was but one circus here this season, Cole Bros., business being very good considering conditions.

A better showing would include three on the hippodrome track as well as in the rings and form a more impressive act in a well-balanced performance, besides adding considerable flash to the show when attractively caparisoned and strengthening the appeal on the circus lot.

Ponies

Also, as a fundamental a worthy circus will carry a group of four to eight or (See *Features of a Circus* on page 44)

FOR SALE

Trained Young Tigers, Lions, Lioness and Bears.

Clyde Beatty's Jungle Zoo

Ft. Lauderdale, Fla.

Under the Marquee Dressing Room Gossip

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

WOODS Troupe is playing fairs in Texas.

MR. AND MRS. FRED GUTHRIE are playing fairs in North Carolina and Georgia.

BOBBY HASSON, side-show ticket seller with the Ringling-Barnum circus, rejoined the show at Fort Worth, Tex., after being off with an infected foot.

LEO GAUDREAU, of Salem, Mass., attended the Police Circus in Boston, and says that it was a swell show. He met Poodles Hanseford.

CARL R. WENDLER, of St. Joseph, Mo., visited the Kelley-Miller show at Nortonville, Kan. Afternoon attendance was very good.

RALPH H. BLISS cards that he closed an enjoyable season on the advance of Lewis Bros.' Circus at Paris, Ill., and joined the Monarch Shows at Mayodan, N. C.

When contracts are made they should be respected.

The 21 veteran troupers in the Ohio Masonic Home, Springfield, observed their "service of the dawn" for John Kah Sr., formerly with the Walter L. Main Circus band, letters Doc Waddell.

REN DER closed with Lewis Bros.' Circus at Fairfield, Ill., going to his home in Chicago. George Singleton, superintendent, returned to his home in Baldwin Park, Calif.

ED RAYMOND, clown with Lewis Bros.' Circus, will be back again at the May Company department store, Cleveland, to entertain the kiddies during the holiday season.

VERN WOOD pens that Harry James, trumpeter, son of Everett James, former circus band leader, was at Eastwood Park, Detroit, September 13-22. Harry and the band making a big hit. Wood visited James September 21.

LUIS MARTINEZ, formerly of the team, Pedro and Luis, is playing clubs and hotels. Is now at Michigan Hotel in Berton Harbor. His wife, who assists him, is recovering from a broken foot, suffered while on fairs this summer.

Don't let the germ of careless spending get in your blood; it is hard to get out.

JAMES MCKENNA, of Pawtucket, R. I., recently went to the Hickory Tree Wild Animal Farm in Georgetown, Mass., and says that every act was good. He spent the day with Gus Traylor, who told him that business was o.k.

The **THUNDERBIRDS** went indoors week of September 19, playing Hofbrau night club in Lawrence, Mass. Others on the bill were Francisco, Sherman Brothers and Teale, Kay and Kay, and Willie Story.

RUBE EGAN, clown cop, of Oakland, Calif., visited the Cole show there and was a guest in the dressing room. He had dinner and supper with the show and says it was a pleasure to visit a real show.

MR. AND MRS. ROBERT D. GOOD, of Allentown, Pa., went to the opening of the Trenton (N. J.) Fair September 23 and spent the day with Clyde and Harriet Beatty. Good states that Clyde's act was the feature attraction and that his elephant act was presented on the track by Arky Scott.

MR. AND MRS. STUART M. NOCK, who operated a popcorn stand on the road, have returned to Smithfield, N. C., and will open a stand there for the winter. Last spring they bought a new Kozzy Coach Tandem house trailer. Mrs. Nock is the former Ethel Livingston, of circus and theatrical fame.

You are wrong, brother, all circuses are not alike. There is a difference.

AN ERROR was made in the sketch that accompanied the picture in the September 14 issue of *The Billboard*, showing Mr. and Mrs. Bert Cole, Walter L. Main and others. It was stated that they visited Cole Bros.' Circus at Perth Amboy, N. J., August 19, but it was Russell Bros.' Circus they visited.

THE 46TH ANNIVERSARY of one of the greatest circus fights in history, brought about by conflicting dates between the Walter L. Main and the Ringling Bros. circuses, was September 5, 1894. The fight took place in Fort Plain, N. Y., where the Main show played September 5, and the Ringling show September 7. The Fort Plain Standard of September 5 reviewed the fight.

MR. AND MRS. FRED TIMON, of Oswego, N. Y., visited Bell Bros.' Circus at Olenmore, Pa., September 20-21 and were entertained by Earl Annon, Sam Dock, Mr. and Mrs. H. R. Brison, and Mr. and Mrs. Raymond Brison. Show is said to be enjoying good business in lower Pennsylvania and will soon go into Maryland. Ticket takers and sellers and prop boys have new uniforms.

MR. AND MRS. BARNEY KERN on September 17 were visited by George Degnon, former circus agent, now an RKO field representative, and Francis Kitzman, of Russell Bros.' Circus, at Vincennes, Ind. Kitzman's wife and son, Mike, were in the party. Mr. and Mrs. Kern entertained them at their home. Others there were Doc and Hallie Hudson, and Joe (Red) O'Brien, of Indianapolis.

It is not a bad idea to write the home-folks once in a while. Now just how long has it been since you wrote?

L. H. GRIFFITH, of Buffalo, Okla., claims that the Bud E. Anderson Circus was the best show to be there for some time and he enclosed a clipping from Harper County Journal, Buffalo, to verify his statement. Both Griffith and the press praised the show, especially the elephant act. Dixie Starr stole the show with her shooting act, according to Griffith. Following the night show Mr. and Mrs. Griffith had Jack Hoxie and Miss Starr at their home for a visit.

REN ALLAN OAKHAM writes from Springfield, Mass.: "I am to undergo a foot operation some time this month. The big toe of my right foot will be amputated. I will go to my home town, Newport, R. I., for the operation. I have left the Ringling show, but will be back next year. I called on Betty Green (Koo Koo, the Bird Girl) in Springfield. She was off the road this season but expects to go out next year. Her mother has been quite ill. I went to Boston September 18 to see the Police Circus there."

COLE BROS.—Austin King was on for another visit with the gang and showed all the nice souvenirs he brought back from Australia, including a silver boom-erang, set with an opal as big as a thumb nail, a present from the Wirth family. It kind of made Clarry Bruce, Mickey Freeman, and the writer homesick, as we were out there for so many pleasant years with the Wirth show. Frank Shepherd is making rigging for his protégé, Helen Partello. Joe Galasso has a new trunk and one can't see the top tray for pictures of just one person—you guess. Notice one of Alex Brock's boys, Shelby Jackson, very spry these days, doing tulle and halfs all over the lot. He is giving all the acrobats a run for their money. At Vallejo, Terrell and Dolly Jacobs were on the lot for a visit and brought their twins with them, and did they make a hit. They were the center of attraction. Chaita Weber (wire act in center ring) fell and sprained her ankle, but like the performer she has never missed a show. The Danwills paid the show another visit and gave a party after the show in honor of the Reiffenachs and Clarry Bruce. Jack Earle, who recently returned from Australia, was in the dressing room all day visiting. He informs that he has just signed a three-year contract with the Roma Wine Company. Birthday anniversaries last week were Jack Ryan, announcer, and John Clark, a porter on the train. Palo Alto, the home of former President Hoover, gave show a nice day's business.

FREDDIE FREEMAN.

FEATURES OF A CIRCUS

(Continued from page 42)

more handsome trained ponies. Elephants, horses, and ponies are major attractions for the youngsters on the circus lot, in the spec, and in the ring performance. If eight trained ponies are carried by a motorized circus group of four might be presented in each end ring in one turn, rather than the entire group in the center ring as a principal act. The Cole Bros.' Circus this season presented a group of eight ponies in each end ring while a group of trained seals performed in the center ring. With motorized circuses, a showing of four ponies in each end ring would be an impressive turn while the center ring is presenting a solo elephant or equine act.

Clowns

Along with the foregoing features, and no less important with a good or worthy circus, is the clown element, since it offers a never-failing appeal to kiddies and to oldsters as well. With an exception or two, the circuses I have seen in the past few years have been scrimping in the comedy element as furnished by the clowns and comedy acrobatic acts. I do not refer to the quality of the clowning, for I am emphasizing my thought that a worthy circus should present more clowns and more mirthful and hilarious acts. Every motorized show would be a bigger and better circus next season if it should augment its clown contingency from 50 to 100 per cent in number and stage its offerings more

equally between the grandstand and the general admission bleachers. If one or more clowns should work the general admission sections during the come-in the performance would be more satisfactory to such patrons.

Acrobatic Riding Acts

The basic features of a good or worthy circus will include equestrian, acrobatic, and aerial acts of reputed quality. If a motorized circus has the features I have mentioned in generous proportions it can afford to offer an acrobatic equestrian act if it plans a bigger and better show for next season. At least a solo equestrienne or a riding act with male and female equestrians who can present two different turns in the program. With a program framed up on the lines I have suggested, with a double equestrian act, a motorized circus becomes equal to a 15-car railroad show of former days and can go anywhere that the big ones visited regularly in former years if it plays at popular prices.

The small equestrian act staging at least a single and double turn was the fundamental feature of the early wagon shows and the main prop which supported the circus as the various shows grew in popularity. The acrobatic riding acts of the circuses of former days helped to develop the circus fans of today. I reiterate my opinion that no motorized circus can look forward to a bigger and better show unless it figures on an acrobatic equestrian act to support its standing as a good or worthy circus.

Showmanship

A worthy circus will manifest a noticeable degree of showmanship in the presentation of everything it has to offer for public approval. Some circuses are slack in the matter of showmanship tho they may have all that some others have which receive more favorable comment from the general public. One show having a group of eight handsome ponies trained for ring performance may merely lead them around in the opening spec or parade, while another show with a similar group may have them in two four-pony hitchers, each hauling a clown in a cart in the spec—just a difference of showmanship. One show may lead its elephants around uncovered in the opening spec, while another show with a like number of elephants will present them in the spec with showy covers or robes—another difference of showmanship.

Bigger and Better Shows

Increasing the size of the big tent and adding another ring does not always mean a bigger show or a worthier circus. The expansion should be primarily in the fundamentals, as another elephant or two, more Liberty or dancing horses, more trained Shetlands, more clowns, more artistic acts of better quality. Augmenting the impressiveness of the ring performance always tends to produce a bigger and better show. An 80-foot round top with three 40-foot middles is large enough for any motorized circus. Pushing the general admission sections farther away from the rings always detracts from the worthiness of any circus.

When wild or untrained animals are added to or carried on the show they might be a part of the side show, for which a separate charge is generally made. Jungle animals, as cats of any kind, hyenas, and monkeys, add to the appeal of the side show. Halter animals, as camels, zebras, and the like, can be housed in the Side Show and should be used to enhance the effectiveness of the spec.

A Well-Dressed Show

An essential of a good or worthy circus is sometimes overlooked by motorized circuses—the show must be well dressed throughout. Have you ever attended an ambitious circus where dried grass knee high cluttered every ring? They forgot to dress the rings that day. Last year at Butte, Mont., the splendid troupe of Liberty horses in the center ring stirred up a cloud of dust which almost obscured the equine performers—they forgot to dress the rings with sawdust. This season at Spokane the three rings of the Cole show were surfaced with sawdust and presented a clean, well-dressed appearance at each performance.

The interior of a good or worthy circus will be bright, colorful, and attractive in every part of its arrangements. All draperies, curtains, poles, ring curbs, and interior fixtures should be garbed so that they will arouse favorable comment from patrons. The bandstand should have an artistic appearance in colors and decorations, and the band should be neatly uniformed for every performance. Every act of the big show program should be attractively costumed. Every worthy circus will wear its Sunday clothes at every performance of the show.

For 46 Years . . .

The *Billboard* has worked untiringly to make its readers engaged in or affiliated with the amusement profession speak well of the publication—by the best way of course, meriting it—thru conscientiously rendering a definite service to them.

This service has been performed in numerous ways. The publication has attacked editorially where attack was necessary, and it has defended where defense was needed.

It has always fought for the best interests of the amusement profession.

It has always strived to have its news authentic and its criticism constructive.

It has offered suggestions for the betterment of show business.

It has published for years a Letter List, Routes of transient shows and people, Lists of events of various kinds, etc., and of late years it has been running additional trade service features.

It has provided a special service at its various offices to inquirers or callers for information and advice concerning amusement organization and individuals.

The quality of *The Billboard's* service in the future is indicated best by the quality of its past performance. It is aimed to be of even greater and better service in the future, and criticism or suggestions to aid in accomplishing this are earnestly welcomed.

Also welcome, as in the past, is news or other data pertaining to the amusement fields that is interesting or has a definite value to readers of *The Billboard*.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION

for the

LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

The Corral

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

TAD LUCAS, champion cowgirl of Fort Worth, Tex., was a feature of the rodeo held in connection with Johnson County Fair at Cleburne, Tex., September 20-21.

FIRST FALL PROGRAM conducted by the Gladewater (Tex.) Round-Up (heretofore only a spring event) will feature a zebra scramble to open each night performance.

FRANK BUSH JR., of Craterville Park, Okla., directed the rodeo in connection with the North Central District Fair at Graham, Tex., September 17-21. Guadalupe Parida did the trick roping.

AN ESTIMATED 50,000 attended the Santo Fe Days Celebration in Atchison, Kan., September 16-17. Police Chief W. C. Linville reports. Forrest Hobbs Jr. presented his roping and whip act to good results.

LEO CRAEMER'S All-American Rodeo of Denver, has been signed to appear at the annual rodeo of the Louisiana Livestock Show, scheduled for Baton Rouge, La., W. M. Babin, secretary-manager, announced last week.

ALL OFFICERS and directors of the Stamford (Tex.) Cowboy Reunion, Inc., were re-elected and 1941 dates were set at a meeting in Stamford September 20. Those to serve at the 13th annual event next year are W. G. Swenson, president and manager; A. C. Cooper, vice-president; B. M. Swenson, vice-president and assistant manager; Mrs. Steve Bennett, secretary, and E. G. Keese, treasurer.

105 RANCH RODEO closed its summer tour at the Onawa (Ia.) Frontier Days recently. Season was a success and show toured Iowa, Illinois, Wisconsin, Minnesota, and Missouri. Unit was booked by Gus Sun and moved by truck. Winter unit is being organized now for a tour of the South. A number of fairs and celebrations have been booked, the management reports.

VERNE ELLIOTT and Ed McCarty, handling the Pacific International Livestock Exposition Rodeo at Portland, Ore., announce that many top cowhands and brooks from the Pendleton (Ore.) Round-Up are slated to appear at the Portland show. Oklahoma Bunky Ferris, midge rodeo clown, has been signed to work with Homer Holcomb, clown, while Abe Lefton again will act as emcee. Cowhands planning to appear include Dee Hinton, Dave Campbell, Holloway Grace, Al Garrett, Paul Crain, Mickey Hicks, Felix Cooper, Fritz Becker, Johnny Tubbs, Jack Wade, Johnny Hagen, Mitch Owen, and Smoky Snyder.

DIXIE WILLIAMS, after closing with the J. E. Ranch Rodeo, is working schools in West Virginia and Tennessee with his Indian act. He says he had a pleasant season with the J. E. Ranch group, including the James Eskew family, Bill and Mary Parks, Tom and Mildred Horner, Mr. and Mrs. Murphy, Mr. and Mrs. McCall, Mr. and Mrs. Ed Davis, Red and Helen Hamersmith, Mr. and Mrs. Cy Compton, Fog Horn Clancy and family, Bob Mathews, Herb Maddy, Red Land, Buck Dowell, Alvin Parrish, Jack Kennedy, Jim Austin, Smoky North, Bill Sawyer, Mr. and Mrs. Blackie Stanton, Mr. and Mrs. Roy Corello.

MADISON SQUARE GARDEN is banking heavily on six-radio star Gene Autry to draw extra customers to the 15th annual World's Championship Rodeo, opening October 9 for a 19-day run. Everett Colburn, event's general director, reported from Mexico that he has corralled a new herd of backers, and Manager Frank Moore announced a record entry list. Ticket sale started September 23. Stock train is scheduled to arrive in New York from Lightning C Ranch, Dublin, Tex., October 5. A color short is to be made en route, according to Ted Deglin, Garden publicity chief. Booking of Autry will cause his radio program, usually of Hollywood origin, to be switched to WABC, New York, for the three Wednesdays the show is in town.

RODEO held in connection with the Colorado State Fair at Pueblo, Colo., August 28-30, was an outstanding success, attracting the largest crowds in the history of the fair, officials reported. Both night and afternoon sessions drew well. Toots Mansfield took final honors in calf

roping, with first day honors going to Jack Skipworth; second day, Clyde Burk; third day, Jack Skipworth; fourth day, Clyde Burk; fifth day, Toots Mansfield. Gene Ross won the bulldogging honors. Paul Carney was high man the first day; second day, Hub Whiteman; third day, Gene Ross; fourth day, James Irwin; fifth day, Tex Doyle. Burel Mulkey was the finalist in bronk riding, with Kid Fletcher taking first-day honors; second day, Chet McCarty; third day, Jackie Cooper; fourth day, Bill Greenough; fifth day, Jackie Cooper. Joe Orr won the finals in Brahma Steer Riding. Smoky Snyder led the first day; second day, George Mills; third day, Jim Jackson; fourth day, John Merck, and fifth day, Sandy Guyman.

DAVE ABRAHAMS carried off the honors in the open bronk riding events at the Merritt, B. C. Can., seventh annual rodeo. With this distinction went the Casillon cup for the Nicola Valley championship. Winners: Open Bronk Riding—First day, Dave Abrahams, Slim Dorin, Jimmy Robinson. Second day, Jimmy Tegart, Pat McNulty, Dave Abrahams. Finals, Dave Abrahams, Jimmy Tegart, Harry Shuttleworth. Calf Roping—First day, Joe Stenson, Jack Wells, Harry Charters. Second day, Joe Stenson, Oscar MacFarlane, Russell Will. Finals, Joe Stenson, Russell Will, Burnett Allison. Steer Decorating—First day, Frank MacDonald, Dan Poore, Slim Dorin. Second day, Dan Poore, Mike Carlin, Frank MacDonald. Finals, Dan Poore, Frank MacDonald, Slim Dorin. Steer Riding—First day, Jimmy Tegart, Dave Abrahams, Jimmy Robinson. Second day, Dave Abrahams, Jimmy Tegart. Finals, Jimmy Tegart, Dave Abrahams, Gordon Knapp. Saddle Horse Race—First day, Joe Stenson, Dan Poore, Russell Will. Indian Quarter-Mile—First day, Joe Kruger, Paul Steike, Billy Mike. Half-Mile—First day, Joe Mycom, Joe Kruger, H. Boyden. Quarter-Mile Open—First day, Paul Steike, Joe Stenson, A. McLeod. Pony Express—First day, Joe Stenson, Joe Kruger, Billy Mike. Kloochman's Race—First day, Kristle Baptiste, Odie Kozarter. Second day, Marion Tessa, Katie Ogden, Rachael Swakun. Wild Cow Milking—Finals, Slim Dorin and Mike Carlin, Dan Poore and Joe Stenson, Wilbur Davis and Ted Law, Cowgirl Race—Finals, Katie Ogden, Julia Fish, Marion Tessler. Relay Race—Finals, Joe Stenson, Billy Mike, Joe Kruger.

WILL ROGERS Memorial Rodeo at Vinita, Okla., August 29-September 1, was one of the most successful ever held, not financially, but in interest shown by the patrons and contestants, reports Glenn W. Keith, president of the rodeo. Dick Truitt was the outstanding cowboy and up until the last day was leading in steer roping, calf roping, and bulldogging. Elmer Jack Quatt and his mule made a big hit. George Mills, a newcomer in that part of Oklahoma, did a fine job of clowning. Tad Lucas, Howard Douthitt, Pat Clarey, and Donald Stewards did trick riding. Clyde Cline was a good barrel clown. Junior Lyons and his pet Brahma and Cherokee Bill, with his trick shooting, got much applause. Harry Williams was arena director; George Elliott, announcer; Elmer Martin, Herbie Myers, and Omer Williams, judges. H. D. Binns furnished the stock. Results: Calf Roping—First day, Buck Goodspeed, Dick Truitt, Barton Carter,

ABOUT 17,000, said to be a new attendance record, saw the sixth annual Lewiston (Idaho) Round-Up September 21-23. Toots Mansfield won the R. S.

Herbie Meyers. Second day, Brown Todd, Forest Andrews, Herbie Meyers; Dick Truitt and Buddy Mayes split fourth. Third day, Jiggs Burke, Herbie Meyers, Jiggs Burke, Dick Truitt, Ike Rude, John McIntire. Finals, Herbie Meyers, Jiggs Burke, Dick Truitt, Ike Rude. Steer Roping—First day, Ike Rude, Dick Truitt, John McIntire, Buck Goodspeed. Second day, Everett Shaw, Dick Truitt, Bob Crosby, Fred Lowery. Third day, Ike Rude, Buck Goodspeed, John McIntire, Jess Goodspeed. Finals, Ike Rude, Bob Crosby, Dick Truitt, John McIntire. Bulldogging—First day, Dick Truitt, Carlos Green, H. D. Binns, Eddie Curtis. Second day, Roy Ross, H. D. Binns, Jack Quatt, Dick Truitt. Third day, Eddie Curtis, Jack Quatt, Dick Truitt, Nacona Slim. Finals, Dick Truitt, H. D. Binns, Roy Ross, Eddie Curtis. Bronk Riding—First day, Texas Kid Jr., Eddie Curtis, Leo Murray, Texas Kid Jr., Eddie Curtis. Pat Parrish. Bull Riding—First day, Buck Nix, Louis Collins, Red Goodspeed, Silvester Ross and Mutt Hogan split fourth. Second day, Louie Collins, Red Goodspeed, Roy Davis, Silvester Ross and George Mills split fourth. Third day, Silvester Ross, George Mills, Howard Roberts, Bud Fisher. Finals, Silvester Ross, Louie Collins, George Mills, Roy Davis.

FOREIGN RECORDS GAIN
(Continued from page 4)
paintment, and 384 recordings made in a number of languages, including Scandinavian, Polish, Jewish, French, Hungarian, Italian, Greek, German, Roumanian, Finnish, Norwegian, Bohemian, Croatian, Russian, and Ukrainian.
Decca publicizes its foreign albums on a comparatively large scale, but its day by day production is small. Current catalog offers about 1,000 foreign records, accumulated over a period of several years. Columbia's International record department concentrates on polkas, which are good for music machines, and several Latin orchestras. U. S. Records, in a smaller scale, recorded some Polish tunes and employed Pietro Dal Grosso's Val Taro Tavern Band (New York outfit) for its Latin music records.
No talent cost estimates of these three firms are available, but close observers believe that the aggregate sum is over \$25,000, including the fees paid to artists here and abroad.
Artists who are little known to the trade in general are big names in their own way. Victor has a number of them under contract, probably the best known, selling many above the music they record. Molly Picon, Yiddish stage star, is a favorite on Yiddish records and is a best seller among Jewish record buyers. Other favorites in that language are Abe Elstein, orchestra leader, and the Begelman Sisters, harmony team.
Rachel Orlay and the De Prince Orchestra are favorites on French disks. Italian favorites include Dino Olivieri's orchestra, Jimmy Scatuello, accordionist, and Ennio Ivi, singer. Other languages also have their favorites and, like the above-mentioned names, few of them have any commercial value outside of their own language groups.
Latin music, because of its national popularity, is the most widely used on foreign records. Next in order are Polish records, which go big on music machines, and Greek disks, which lead in home sales. Hungarian and Bohemian tunes are also popular. The those language groups are comparatively small the music is well liked by other races.
Foreign records have been responsible for many popular hits in this country. The best known, of course, is the Beer Barrel Polka, introduced by Will Glazer's orchestra. Originally a foreign record, it has been adopted and revised by many leaders and vocalists. Other tunes stemming from foreign origin include The Woodpecker Song and Near My Song, Violetta. Each was a favorite on music machines from Coast to Coast.
The European war is forcing record companies to produce most of their stuff in America. Recording managers are continually searching for foreign names to replace those currently out of reach.

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TOP TRADE SCORED IN EAST

Trenton Soars To New Heights

Turnaway stands mark opening—weather, better conditions bring stampede

TRENTON, N. J., Sept. 28.—New Jersey State Fair here, September 22-28, marking George A. Hamid's fifth year as director, opened on Sunday by smashing all existing records. With Lucky Teter and His Hell Drivers on the track, complemented by Catherine Behney's Revue Moderne and the booker's big bill of acts, including Clyde Beatty and his lions, the grandstand and covered bleachers played to capacity, an estimated 12,000 turning out and plenty turned away. Weather was perfect.

Weather on Monday, Kids' Day, continued in the dream class, and as a result there was an all-day swarm around the grounds and the stands were again packed, management being forced to trim the higher-priced seats down to a low range to accommodate the young ones and their escorts. The two days were reminders of early days in Trenton Fair history, and Director Hamid and Manager Harry E. LaBrecque were elated at the stampede, which they attributed to a combination of good weather, improved business conditions, better publicity-promotion, and a renewal superior in all departments, including entertainment and exhibits. As the fair does not release official attendance figures, unofficial estimates had the Sunday opener drawing about 45,000 and Monday between 68,000 and 75,000.

Endy Bros. Shows, making their first appearance on the midway here, appeared to be scoring in the heavy brackets, with Dave Endy predicting a click week. The shows made a nice spread around the

(See TRENTON SOARS on page 49)

ESE Big With Expo "Follies"

SPRINGFIELD, Mass., Sept. 28.—The 24th annual Eastern States Exposition here on September 15-21 drew 304,524 for an estimated \$180,000 in admission receipts. It was the fourth largest attendance, 1939 having had the highest with 318,479 and 1937 next with 309,854; 1936 drew only 1,000 more than this year. Opening-day gate this year was largest in history, with 67,363.

Monday, Children's Free Day, also set a record, with 75,067. Tuesday, with 31,921, came near a record, being second to the same day in 1937. Wednesday drew 28,944; Thursday 39,271; Friday, 30,783; Saturday, 21,205. Saturday was the only day of rain and spoiled attendance that probably would have hung up a new record, according to fair officials, who declare that as a whole the fair was very successful.

About 135 exhibitors were in the Industrial Building while the five State buildings held 86 more exhibits, mostly those of State departments. Exhibits were about the same as in other years. Ray Winsans, fair publicity director, said that more visited the exhibits this year than in any other year. Officials at Massachusetts State Building reported

(See "FOLLIES" AT ESE on page 37)

Improvement at Ark. Plant

NORTH LITTLE ROCK, Ark., Sept. 28.—Attendance over 100,000 as a result of plant improvements is expected at the third annual seven-day Arkansas Livestock Show here, said Manager Clyde E. Byrd. About 87,000 attended last year. New rodeo arena with seating capacity of 7,000, new merchants' building with 128 booths, and a leveled ground with asphalt walks are among improvements. Rodeo will be directed by T. E. Robertson. Barnes-Carruthers' Revue Internationale will be presented at night in the arena. Two nights are scheduled for the rodeo. Other rodeo performances will be staged during afternoons. Premiums totaling \$12,500 will be awarded for exhibition stock.



MEMBERS OF THE CAST of the Exposition Follies of 1940, open-air stage-show presented at Eastern States Exposition, Springfield, Mass., September 15-21, were officially greeted upon their arrival in the city by Mayor Roger L. Putnam. Photo was taken on steps of the city hall.

Chattanooga Cops All-Time, One-Day Highs at Interstate

CHATTANOOGA, Tenn., Sept. 28.—Total attendance records for any fair in Chattanooga and gate marks for any single day were broken at Interstate Fair here on September 16-21. Paid admissions totaled 121,699. President Joe Engel reported, 2,000 more than last year. Friday, Hamilton County Day, drew 48,545, a new high for any single day in Chattanooga fair annals.

With clear weather every day, Beckmann & Gerety Shows on the midway did excellent business. Colonel Gatewood's Flying X Rodeo and Stampede in front of the grandstands drew fair attendance. This was the third fair to be staged by President Joe Engel, also president of Chattanooga Baseball Club.

Adding \$2,000 to the prize list resulted in best displays, agricultural, home and cattle, during the three years of the Engel regime. Much interest in boys' and girls' clubs departments. President Engel spread the enlarged prize list to those with the result that added interest was shown in this area. The Jersey cattle show was declared the best ever held in East Tennessee.

Beckmann & Gerety Shows' patrons (See CHATTANOOGA HIGHS on page 51)

CNE Plans Improvements

TORONTO, Sept. 28.—Plans for improvements at Canadian National Exhibition plant here are being completed, according to General Manager Elwood A. Hughes. Prosperity of the 1940 fair has increased confidence in the future. It is expected there will be a substantial surplus from 1940 operations. The half-mile track will be reduced, permitting construction of a road to the lakeshore. Press quarters may be moved and a new administration building erected for permanent quarters. Extension of the boulevard from eastern gates to the grandstand is under consideration. It would necessitate moving the midway and concession row.

Rodgerses Hurt in Crash

MERIDIAN, Miss., Sept. 28.—Nat D. Rodgers, who has been signed to direct advance ticket sale for Mississippi Fair and Dairy Show here, reported considerable damage to his car and injuries to himself and Mrs. Rodgers in an accident at McClellan, Ark., while en route from Tulsa, Okla. Rodgers' automobile struck an unlighted car parked in the middle of a highway. His right knee was broken in three places and Mrs. Rodgers sustained injuries to her right leg which will require considerable medical attention.

Greater Display Born for Fairs In Exhibits of National Defense; Uncle Sam in Splurge at Atlanta

ATLANTA, Sept. 28.—That the federal government will use fairs on a pretentious scale to indicate progress of its defense program is the belief here, judging from displays to be made at the Southeastern World's Fair, September 29-October 6. Indiana State Fair, Indianapolis, August 30-September 6, had a small-scale exhibit, but apparently Uncle Sam will shoot the works here. A healthy effect upon fair attendance is foreseen.

Arrival of a man-o-war in port at a coastal city during a celebration and parades of fully equipped troops of the U. S. Army during annual and special events have been going on for years and are an old story, but 1940 marks the appearance of America's display of might on a hitherto unheard-of scale at the fair here. Never before in the history of fairs has the government seen fit to send units of its fighting forces as a national defense exhibit of such size and magnitude. Never before has the army so generously participated in displaying modern war equipment, which will cover three acres on the grounds and will re-

quire scores of troops to demonstrate the various weapons. Equipment from Fort Oglethorpe, Fort Benning, Fort Crockett, Maxwell Field, Fort McPherson, and Fort McClellan will be at the fair.

Headline reading, "Million-Dollar Defense Exhibit at Southeastern World's Fair" appeared in Atlanta daily papers, creating great comment among fairgoers. Pictures of scout cars, armored cars, light tanks, anti-tank guns, anti-aircraft guns, 3,000,000-candlepower anti-aircraft searchlights and air fighting exhibits that are to appear at the fair covered columns of space. A special release from the government for the pictures was necessary.

"With the nation defense minded as never before, I am convinced that the army exhibit will increase this year's attendance from 25 to 50 per cent," said Fair President Mike Benton. "Americans are now more interested in protecting their native shores than in many other things. So much has been said and written about unpreparedness and of what (See DEFENSE DISPLAYS on page 51)

Allentown Up With 350,000

Sellouts chalked for night shows—augmented midway of WM gets in good week

ALLENTOWN, Pa., Sept. 28.—Good weather during the Great Allentown Fair on September 16-21 contributed to record business, attendance being estimated at over 350,000. Exhibit space in all buildings was occupied and many entries were turned away, exhibits being finest in many years. Children's Day brought out attendance estimated at 50,000.

Trotting, pacing, and running races were held each afternoon on four days. Lucky Teter and His Hell Drivers worked on the track Friday afternoon to capacity. Hankinson auto races on Saturday also had capacity. Grandstand attendance was nearly capacity on afternoons with sellouts at all night shows. Cavalcade parades of livestock in front of the grandstand each afternoon were the finest ever shown, these being outstanding at this fair.

George A. Hamid, Inc. furnished the full show in front of the grandstand. Acts included: Two Kays, skating on top of auto; Captain Tietzer's Seals; Flying Hebees, aerial return act; Sally and her Pal, clever dog; Victoria Troupe, bicyclists; Novelle Brothers, eccentric comedy; Antaleks, high perch; Torrence and Victoria, high pole; Beg Kehoe and Marimba Queens, musical; A. Tobina, pantomime comedian. At night the revue, Echoes of Broadway, was augmented by appearance of Doris Reed, prima donna, and Gray Family, singing and dancing. Revue was in five parts with fine scenic settings and the Case (See ALLENTOWN IS UP on page 51)

Nashville Ends In Profit Class

NASHVILLE, Tenn., Sept. 28.—The 35th annual Tennessee State Fair here on September 16-21 was visited by 118,201 at 50 cents apiece, climaxed with 27,751 on Friday and 33,895 on Saturday. Friday's crowd was only a few hundred under last year's Friday record-breaker, while Saturday in 1939 drew 35,774.

Manager Phil C. Travis called this one "a money fair." Apparent reasons for the attendance drop below the 1939 mark of 126,287 were that last year Paul Whiteman and his orchestra were a special free grandstand attraction and that in the early part of fair week this year Nashville Southern League champion baseball team played to large crowds here on two nights. The week was unusually warm for September, mercury on several days going above 90 degrees, and weather was clear.

The fairgrounds new \$31,000 water distribution system came in handy for sprinkler trucks and at livestock barns, where water formerly flowed at a trickle. Agricultural exhibits, except those of 4-H Club boys, appeared to be fewer in number than last year, and no appreciable change in display was noted. Commercial and other exhibits were about the same. (See NASHVILLE PROFITS on page 51)

Laurel Is Best in 22 Years

LAUREL, Miss., Sept. 28.—Attendance in excess of 110,000 and a one-day mark of about 25,000 on Tuesday were recorded by Laurel's most successful South Mississippi Fair in 22 years on September 16-21, reported H. B. Shive, of Gold Medal Shows, which appeared on the midway. United Fireworks Company furnished displays. Barker Bros. Circus and Rodeo, booked by Secretary R. K. Booth thru the Giss Sun office, was the grandstand attraction on Tuesday, Friday, and Saturday, and drew such crowds that extra performances were necessary. Exhibits by 4-H Clubs were excellent. On closing day Laurel Stockyards gave a free auction for stock that had been exhibited by Future Farmers of America and 4-H Club members.

Pomona Gets Greatest Gate

Los annual has all-time records—midway biz also in excess of past figures

POMONA, Calif., Sept. 28.—The 19th annual Los Angeles County Fair here, September 13-29, will set all-time records for attendance and pari-mutuels handle, officials declared. Altho the fair ran 24 days in 1939 as against 17 this year, attendance on the first eight days topped that of the entire 1939 run. Total for the first three days was 135,675. The next seven days drew 332,642, registering a 10-day total of 468,317. Officials hope to reach the 750,000 mark. Last Sunday the gate was 100,373 and hundreds were unable to gain admission to the grounds.

Mutuels handle for eight days up to and including September 21, there being no Sunday betting, totaled \$1,473,907 and General Manager C. B. (Jack) Aftersbaugh predicted it would go to \$2,000,000. Frank Leiginger again started harness horses. Frank Kelly started the runners, using the new electric gate.

Abe Lefton was again official announcer and emcee and Bob Cannon in charge of grandstand entertainment. Frank Goss handled radio and was official commentator. A new departure by 4-H and Future Farmers of America was daily judging of farm products and livestock in a big tent by members of these organizations. Then comparisons were made between judging of the professional judges.

Grandstand show was replaced for last eight days with a presentation of the Fair Polities of Forts, booked and presented by Barnes-Carruthers. For this show a portable stage with a 200 scenic line was used. In the grandstand on the air appeared Three Merry Maes, Texas Rangers orchestra, Kadoodlers Band, Sportsmen Quartet, Bryan Sisters, Al Pearce, Southland Song Birds, Arkansas Hillbillies, Gregory and Randall, and Jack Beckman.

Afternoon grandstand acts included the Brannocks, eight people, springboard; Five Albinis, whirling aerial and trapeze act; Healy and Mack; Monroe Brothers, comedy trampolines; The Neckers, Doherman Pinechers and Hermes and Pelletier novelty acrobatics. Saturday night on the stage of the Agricultural building there was a presentation of *As You Like It*. On track there were Rancho Cortez and Kellogg's Arabian horses, and Ed Stinson with a 12-horse hitch, four abreast, School Amphitheater, Hopi Indian Dancers. Grandstand stage, the Whittier Acrobats. Billed for last eight days on the Agricultural building stage are the Los Nietos Folk Dances and Los Atos acrobatic group. Carl Hoff's played the entire fair and added much with numerous novelties presented by members of the large orchestra.

Crafts 20 Big Shows on the midway, according to Owner Orville N. Crafts and Manager Roy E. Ludington did business in excess of last years, accounted for largely by fine weather that drew immense crowds. Rides last Saturday and Sunday could not handle the business and concessions have all done big business.

Big Crowds at Ohio Annual Make It Best in 10 Years

ASHLAND, O., Sept. 28.—With attendance in excess of 10,000 on Wednesday and Thursday, due to support from neighboring towns in declaring half holidays and a heavy influx of district school children, Ashland County Fair here, September 18-20, was the most successful in over a decade, said Secretary James S. Atterholt. Perfect weather prevailed. Entries in all departments established records, and daily harness racing attracted many horses. Boy Scouts were in charge of ticket sales at gates. On the midway were Mabel Mack's Mide Circus; Dick and Helen John's Playland, in charge of Jimmy Rice; F. E. Gooding's Eli Wheel, Merry-Go-Round, Caterpillar, and Kiddie Autos, in charge of Bert Smith; Patterson's Pony Track, Hamilton's popcorn, Snyder's photo and lead galleries, Earl Harrison's novelties, and Otchobacker's ball games. Ranger's Rodeo was presented nightly in front of the grandstand to capacity crowds.

Risk Premium \$3

SPRINGFIELD, Mass., Sept. 28.—General Manager Charles A. Nash, Eastern States Exposition held here on September 15-21, has found the cheapest rain insurance. For several years the fair has been plagued by rain that has cut attendance. This year rain held off until the last night, whereas in other years the show had opened in rain and had it most of the week. Saturday morning's mail brought a letter from a farmer in a near-by town. To Manager Nash he wrote: "Figuring on past performances of the exposition in regard to rain, I decided to plant grass seed during this week. Here it is Friday night and no rain, and the seed is last! In view of this fact, I believe the exposition should refund me \$3 for the grass seed because there is no rain." Manager Nash had the letter framed for his office and said that at the next meeting of directors arrangements would be made to pay the farmer \$3 for having kept rain away.

Polio Hurts Ohio Annual; Big Attractions Array Set

DOVER, O., Sept. 28.—Directors of Tuscarawas County Fair, held here on September 18-21, said an infantile paralysis outbreak caused decreased attendance. School officials refused to discontinue classes for the fair and eight high-school bands canceled plans for concerts. Entries in all departments were on par with those of former years. Horse racing was the best in recent years, ideal weather, with temperatures in the 90s, prevailed throughout. Presence of Gov. John Bricker, who made the dedication address in connection with the new grandstand, boosted attendance on Thursday.

Concessionaires reported business below average. On the midway were Roy Gooding's Eli Wheel, Merry-Go-Round, and Kiddie Autos; F. E. Gooding's Octopus; Strasburg's Ape and Monster Shows; Larry Larrimore, eight stores; Dave Roberts, carnal corn and candy apples; McPherson and Cassidy, root beer; Akron Frank novelties; Dick and Helen John's Playland; G. & B. Novelty Company, rapid fire gun; Barney Fleeger and Charlie Martin's cookhouses; and Loudon's popcorn and peanuts. Grandstand entertainment was set by C. A. Klein Attractions. It included Riff Bang and Boom, comedy acrobats; Conner Duo, tight wire, balancing, juggling, and cycling; Madame Barnard's Monkeys, Dogs, and Ponies; Tommy McCoy, whips; Paige and Jewett, unicyclists; Hal and Grace Crider, comedy; Barney and Jimmy Arnesen; Barnard's Bears; Miss Marilyn, menage horses; Capt. Billy Sells' Lions, and L. Claude Myers' band.

Gate Doubled at Colorado State; Advance Is Sellout

PUEBLO, Colo., Sept. 28.—Colorado State Fair here on August 29-30 was the most successful in history. Manager Frank H. Means said. With ideal weather attendance hit 120,000, practically double that of recent years. An advance ticket sale of 50,000 was a sellout. All exhibit barns, race-horse stalls, and rodeo barns were filled.

A floorshow in the Exposition Building during noon and early evening hours attracted big crowds. Seventeen bands and one drill team appeared during the week. Denver & Rio Grande Western exhibit was outstanding and the Santa Fe miniature train was on the grounds two days. Gov. Ralph L. Carr laid the cornerstone of the new Agricultural Building. Band parades were held on three days, with a rodeo and band parade led by the governor on Wednesday.

Fat stock sale was successful, with 22 cents being paid for the champion steer. Catch-and-Keep-It contest excited much interest, and Mardi Gras and homeback wedding sponsored by the Junior Chamber of Commerce Friday night brought a sellout. Midway gross was 50 per cent more than the average for the last three years. Peak attendance was on Tuesday, Pueblo Day, with an estimated 40,000.

Two Stands Burn in Ohio

LEBANON, O., Sept. 28.—Fire of undetermined origin razed two grandstands on Warren County Fairgrounds here on September 22, with damage estimated at \$10,000. The four-day annual fair had ended on the previous day. Officials have made no announcement as to whether the stands will be replaced.

Rodgers Gets Advance Sale For Shows in Miss., Texas

MERIDIAN, Miss., Sept. 28.—Nat D. Rodgers, who has been signed to direct the ticket sale for Mississippi Fair and Dairy Show here, will use members of the Junior Auxiliary as sales agents and has set a quota of \$15,000. Secretary-Manager Hillman Taylor is completing plans for the show, for which a successful outcome is indicated by crop and commercial conditions. Inauguration of a 50-pass policy has met with approval. Hennes Bros.' Shows have the midway and Barnes-Carruthers' Continental Revue has been signed for the grandstand.

Upon completion of the Meridian campaign Rodgers will get to Fort Worth, Tex., where he will direct sales for T. E. Robinson's World's Championship Rodeo in Will Rogers Memorial Coliseum. Dick Stern (Dr. Raymon) and Maxine Stern visited him in Meridian last week.

Success in Bethany, Mo., Assures Enlarged Annual

BETHANY, Mo., Sept. 28.—Bethany Fair, September 17-21, revival of North-west Missouri State Fair, plant of which burned in 1931, played to good crowds in its first year, and will be continued and enlarged. Business was reported fair by the Mighty Shaeley Midway, with rides and shows doing well after the first day.

People appeared somewhat skeptical of the fair at the start, but it proved out, with daily attendance going from about 5,000 on Tuesday to more than 15,000 on Saturday. Weather was hot. Helping the gate were these free attractions: Roy Knapp's Rough Riders, kid and pony acts; Flying Meteors, trapeze; Phil Lopez, juggler; Littlejohns, jugglers and ball-ancers; Ballard and Rae, skaters; Dr. P. W. Sells and educated horse; Dorothy Fay's High-Diving Horse; ping and bike races, and hand contest.

Business would have been better but for five years' drought in this area. Fair board plans to erect a stadium for next year. Horse racing will be a feature. Board, headed by T. R. Nickerson, secretary, ventured \$10,000 and made it all back and then some at 30 cents and 10 cents, with two free days for kids.

Delaware, O., Sets Records

DELAWARE, O., Sept. 28.—New gate receipt mark was set by the third annual Delaware County Fair here on September 17-20 and records were also established in other departments, reported Vice-President F. Beverley Kelley. Seven world's records were broken during the Grand Circuit race meeting. Purse totaled over \$30,000. Other departments showed big gains in entries. Night horse show appeared before the grandstand, with A. E. Selden, "The Stratosphere Man," heading the thrill division. Officials were pleased with Gooding rides and shows on the midway. Governor Bricker appeared on Republican Day, and delivered an address. Congressman Harry MacGregor also spoke, while Congressman Martin McWeeney headed a list of Democrats appearing on Democratic Day, Wednesday. Vice-President Kelley, who handles radio exploitation for the Ringling-Barnum circus, is to rejoin the show soon.

Pa. Annual Is Successful

WATERFORD, Pa., Sept. 28.—Ray Salmon, secretary of Waterford Community Fair, reported that the fourth annual on September 19-21 did good business. Except for one rainy afternoon, weather was perfect. Secretary Salmon said \$900 was spent on publicity and that he expects to spend twice as much next year. Exhibits measured up to those of preceding years in quality and quantity. Flying Valentines headlined the free acts and drew well. The Zet Zet band of Erie gave daily concerts. Concessionaires and attractionists were A. L. Boxall, bingo; Howard Jallet, merchandise; wheel and chair-plane; Kaufhold, Kiddie Cars; Eldon Sturrock, ring the duck; R. B. Clancy, shooting range; John Marsh, milk bottles; J. H. Palmer, dart game; Charles Wilson, place your name on a ribbon; Dominio Barckett, scales; Ted Blatt, novelties and scales, and Joe George, palmistry. All reported good grosses.

ASHTABULA, O.—Members of Ashtabula County Agricultural Society reported net profit of \$326 for its recent fair at Jefferson, O.

Premium Facts

Data collected from lists received by The Billboard

LAURENS, S. C.—Laurens County Fair, American Legion Post-sponsored, October 1-5, 24 pages. Officers: F. E. Gaudin, chairman; J. R. Estler, adjutant; Fred Medlock, finance officer; office force, Chris M. Smith, John E. Brown; Janelle Causby, secretary. Attractions: Midway, Royal Exposition Shows.

RALEIGH, N. C.—North Carolina State Fair, 84th annual, October 8-12, 192 pages. Officers: Dr. J. S. Dorton, manager; Edna Dees, secretary; Mrs. John S. Jones, director of entries; Louis H. Wilson, director of publicity; Mrs. L. L. Stevenk, W. I. Bissette, and C. S. Young, committeemen. Admissions: 50 cents; children under 12, 25 cents. Attractions: Grandstand, George A. Hamid-booked Gay Foster Roxyettes, Captain Tebo's Seals, Great Peters, Camestrella, Fanchon and Fanchon, Queens of the Sky, Watkin's Animals, Bobby Whaling and Partner; Lowe, Mite, and Stanley; Lucky Teter's Hell Drivers; Ohio Display fireworks, and motorcycle and Hankinson automobile races. Midway: World of Mirth Shows.

Prominents Plug Ga. Annual

SAVANNAH, Ga., Sept. 28.—For the first time in years, Coastal Empire Fair here, has been endorsed by the Chamber of Commerce and Retail Merchants' Association and has support of State officials, reported Manager Sam Burgdorf. Many State exhibits have reserved space and thru co-operation of Congress man Peterson and Senator George United States exhibits will be presented. There will also be a battalion of marines and a machine gun corps encamped on grounds during the fair. National Youth Administration, slated to take over the grounds after the fair, is putting up its building and will display its work. Two automobiles will be given away thru the medium of merchants. Exhibit space is practically sold out and tents have been ordered. Advertising is being done on billboards in a 50-mile radius and by radio. On September 20 Governor-Elect Eugene Talmage spoke over the radio and endorsed the fair.

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FULLERTON BLDG., ST. LOUIS, MO.

New Entertainment Pace Is Given Utah State by Big Revue

SALT LAKE CITY, Sept. 28.—The 90th annual Utah State Fair here on September 14-21 had 81,812 attendance, 945 more than last year, with three cloudy days out of seven and heavy rain on Thursday. Manager Ernest S. Holmes and other officials, pleased with the showing because weather was clear last year, declared that the fair in point of entertainment had set a new high.

The big night show revue, *Flying Colors*, was declared the finest production ever seen here and officials are recalling that it apparently took people five days to really appreciate that a big departure had been made from entertainment usually seen at the fair. Friday night's big crowd partly made up for lack of attendance Tuesday and Wednesday nights, no performance being given Thursday because of rain. Fair President A. G. McKenzie, in a closing speech, proclaimed "the show not only the best, but the trouper the finest ever to play the fair." Manager Holmes praised the revue in the press and the consensus is that if the show should ever repeat here, it will be given an enthusiastic welcome.

Television display by KDYL was a reproduction of a station with free shows every few minutes. Manager Sid Fox put his entire staff at disposal of Fair Manager Holmes. There were three winners in television girl contests conducted throughout the week. Among free attractions were acts under direction of Fred C. Graham, featuring Capt. William Forliss and his lions, tigers and jaguars; Col. Steven Bernard and his elephants; Hollywood Skyrockets, who played first two days with a high-wire act, and Pincus's Dogs, who also played the *Flying Colors* show.

Annual show of Salt Lake Horse Show Association was presented four nights ending on Saturday in the Coliseum. Annual Dog Show had 250 entries and poultry and rabbit show had more entries than last year. The flower show was given wide publicity. The fair had larger exhibits and the manufacturers' building utilized every inch of space.

Art Gardiner, who had the eating concessions, reported good business, especially toward the end and at the first of the week. Rain killed Thursday for everyone. Monte Young's rides and shows were again on the midway. Mrs. Young was in charge until Thursday when Monte came from Blackfoot, Idaho, to take charge. Mrs. Young reported business below last year's on the first four days, but that last two days made up considerably. Young, who assembled two of his units, has played the fair for many years.

The fair board is being accorded high praise for giving the finest in the way of entertainment ever presented here. On Monday and Saturday, in place of *Flying Colors*, midjet auto racing was offered, with good attendance in the grandstand.

Fair Grounds

EUGENE, Ore.—Third annual Lane County Fair here on September 18-21 shattered previous attendance records with a mark of nearly 40,000, said Manager Fred Knox. The 1939 figure was 25,000. Estimated receipts were more than 30 per cent over the budget. Largest attendance was on Friday, with 13,000. Record number of more than 500 exhibits shared nearly \$5,000 in premiums.

HONESDALE, Pa.—After record opening-day attendance of 9,000, rain on the last day of the 78th annual Wayne County Fair here on September 10-21 held down the total gate to 17,000, said Secretary Russell W. Gammell. Free acts included Edwards Family, across; Bobby Whaling and Partner, bicyclists; Frank's Trained Steers, Audacious Batanellos, and Bollicking Ford; Reithoffer's Ferris Wheel, Merry-Go-Round, and Whip did well. There were harness racing and cattle, poultry, and handicraft exhibits.

NORTHFIELD, Vt.—Washington County Fair here on September 12-14, formerly known as Dog River Valley Exposition, set a record with attendance of 43,000. Featured were eight acts booked thru George A. Hamid, Inc.

UPPER SANDUSKY, O.—Altho chilly weather prevailed thruout, best attendance in recent years was registered at Wyandot County Fair here, September 10-19, said Secretary H. A. Hudson. Midway had Jolley's Seculum Park rides,

Boek Banard's Hippodrome Circus, and Howard Peter's Freak Animal Show. Grandstand featured Boone County Jamboree on the second night and Harry Taylor's Rodeo, set by Gus Sun, on closing night.

MEDINA, O.—More than 12,000 paid admission to Medina County Fair here, September 4-7, said Secretary Jay V. Einhart. Gate receipts were \$4,821, compared with \$3,905 in 1939. Grandstand revenue totaled \$1,017, against 1938 last year. Three night sessions instead of two, as in previous years, helped boost the gross. Friday's attendance was best, with 3,988 paid admissions, and the grandstand drawing 1,876 paid admissions.

INDEPENDENCE, La.—Directors of Tangipahoa Parish Fair Association voted to postpone the fair set for October 25-27 due to inability to find proper accommodations and resignation of Secretary-Manager B. B. Clency, who was appointed an officer in the U. S. Army and left for service. Theodore B. Hasser and left for service. Theodore B. Hasser will succeed Clency. President Warren Brennan, resigned, is succeeded by Frank Anzalone.

SMITHFIELD, O.—Attendance at Jefferson County Fair here, September 18-20, was the best in several years, said Secretary R. C. Bailey. Ideal weather prevailed. Harness racing attracted many district trotters and pacers, and grandstand entertainment was offered nightly under direction of C. A. Klein, Klein's Attractions. Acts included Robert's Circus, Barney and Jimmy Arnesen, Silvers

Klein presented in the grandstand show Faige and Jewett, unicyclists; Robert's Circus, Silvers Johnson, and Hal and Grace Crider, comedy trapeze. Howard Bros.' rides and concessions were on the midway.

LOUISBURG, N. C.—Zacchini Bros.' Shows have been booked for the 25th annual Franklin County Fair here, reported Dr. A. H. Fleming, secretary. It will be a free fair this year. There will be two school days, one each for white and colored children. In a recent issue *The Frontline Times* carried an interesting story on history of the fair. In the article Dr. Fleming, who has been secretary since inception, was given credit for the high standard of the annual.

RANDOLPH, O.—Randolph Fair on September 13 and 14 drew big crowds Saturday and concessionaires had a good play. Free acts were offered on a platform and there was a football game and pulling contests. On the midway were D. Rex Barnes Barnyard Show, Sandor, Selzer's Chair Swing, Kiddie Ride, and Motor Bikes, Larrimore's four stores, Ottobacker's ball game; Tom Hughes, cockhouse, and Weldin's popcorn.

SASKATOON, Sask.—Net profit of over \$2,500 will be shown this year by Saskatoon Industrial Exhibition, according to an interim report by Secretary-Manager Sid W. Johns. Several factors contributed to the showing. Receipts were \$10,000 higher than the estimated \$70,000 and operating expenses were less than was budgeted for. Projects will be started on the grounds, Con-



TOP HONORS AMONG THE MIDWAY ATTRACTIONS in Proletkand at the Canadian National Exhibition, Toronto, August 23-September 7, went to Harry Setzer's World's Fair Polles (dancers). Getting in a big day on Saturday, August 31, with \$2,300, the show rolled up a total gross of \$14,600 during the fair.

Johnson and His Comedy Actin, Faige and Jewett, Hal and Grace Crider, and Ketch Brothers, comedy bars. On the midway were R. H. Wade's El Wheel, Merry-Go-Round, Loop-o-Plane, Chair-swing, Tilt-a-Whirl, and Kiddie Auto, and Lester Rodgers' peanuts.

PENSACOLA, Fla.—A. U. Taylor, president of Dixie Fair Circuit, resigned from that post to enter military service for a year. J. E. Frankel, vice-president of the circuit, and secretary-treasurer of Pensacola Interstate Fair Association, succeeded him.

BONHAM, Tex.—A proposal to issue county bonds for rebuilding of Fannin County Fair Association's plant was approved by vote of almost 3 to 1. Lians are to be issued to meet a WPA grant. A site has been selected and work will start for completion in time for a 1941 fair.

WASHINGTON, Pa.—Revived after years of inactivity, Washington County Fair here on September 19-21 under Chamber of Commerce auspices had ideal weather conditions and good patronage. It featured harness racing daily, and exhibits in all departments were good considering the short time committees were engaged in advance promotion. Howard Bros.' rides were on the midway and there were many concessions, including Lester Rodgers' peanuts.

WEST ALEXANDER, Pa.—Good weather and record entries helped make West Alexander Fair, September 12-14, a success financially, said officials. C. A.

struction of a jockey rocen and stocking of barns have been authorized under a federal works program and the board has undertaken to lay an asphalt floor in the stadium at cost of \$1,200. Secretary Johns said that arrangements have been made with the Department of National Defense for the quartering of troops at the grounds again this year.

MONKE, Ill.—Monroe District Fair on September 7-9, after a nine-year lapse, exceeded expectations of Manager W. F. Carter, reported C. Schroeder, who played the date with his dogs, Flip and Rex. Midget auto races drew an estimated 7,000 on Sunday and there was a big livestock display, housed in three tents in addition to barns. Sam Herman booked acts, including the Silvertons, iron jaw and muscle grind. Schroeder visited Lindsay Fabre, boxing kangaroo turn, at Harvey (Ill.) Fall Festival on September 14.

MAQUOKETA, Ia.—Commercial Club, which sponsored Jackson County Fair this year, voted to hire a full-time secretary and continue operation next year. This was the first time in a decade that an effort had been made to revive a fair in the county. Financial committee reported a balance of \$900 after paying all bills.

RUTHERFORDTON, N. C.—The 19th annual Rutherford County Fair here on September 17-21 had a grandstand show, fireworks, horse show, and auto races. Suicide Hayes and His Thrill Driven worked on September 19. On the grandstand bill were Golden Gate Revue, produced by George A. Hamid; Harold

Amarillo Pulled Out of Deep Red

AMARILLO, Tex., Sept. 28.—Tri-State Fair here on September 16-21 went over the top financially and, altho figures have not been compiled, President Ray Pinkney said a deficit of between \$3,000 and \$4,000, left from last year, will be lifted. Weather was good except for high winds.

Last year saw the first pay gate in a number of years. A 25-cent admission this year, free policed parking on grounds, free afternoon and night grandstand attractions and more and better exhibits made the slogan, "Forty Fair, More for Less," a reality. Attendance of 66,800 topped last year's, altho Saturday was off because the Rubin & Cherry Exposition left after Friday night so as to open on contract schedule in Oklahoma City. The 1939 fair had no carnival on opening day.

Red ink was left behind Wednesday night. Said President Pinkney: Ted Taylor, manager without pay, and Bill Baker, treasurer. Exhibits that showed more color and planning filled the Merchants' building. An overflow exhibit from the building was maintained by the National Guard outside the entrance. Guns and ammunitions of various makes and ages were shown.

Rubin & Cherry Exposition was ready on opening day. Manager R. L. Lohmar said business stacked up well with other 1940 showings. The fair could not give accurate comparative figures because of a different business arrangement and different price range in the 1939 and 1940 shows. Visitors were enthusiastic over the beauty of the midway. Business among independent concessions varied, but the major report was fair. Mr. and Mrs. Harry Schwartz had four concessions. H. F. Mollenkopf had his diggers. Marshall and Zinn had frozen custard and Mr. and Mrs. Robert Brownling pineapple whip custard.

For the free attractions there were full stands in the afternoon and many standing at night until Saturday night, which was light. Acts were booked by J. C. Michael Agency and managed by Frank Lemond. Aerial Comets were well received, but high winds grounded them on two occasions. Three Meteors, horizontal bars, fought out the wind, and Woods Troupe was able to carry thru. A blow on Saturday night before the fair opened from the pig barn, but President Pinkney, head of a packing company, paid each boy who had entered a pig a premium above top price for his entry and the boys were happy, even tho they did not have a show.

After two years of a pay gate following a number of free years, officials are enthusiastically for a small pay gate, declaring the increased revenue permits of a better fair and cuts down disorder and police expense.

Barnes, tight wire, and Renee Lamar Trio, across.

MILLERSBURG, O.—Holmes County Agricultural Society announced that the fair on September 3-6 broke about even financially. Receipts were \$6,043.78 and expenditures \$6,000, said Secretary H. C. Logsdon.

BEAVER DAM, Wis.—Despite three days of cold weather, Dodge County Fair, which closed a five-day run here on September 11, is expected to finish the year out of the red. Entertainment included Rise and Cheer, five-act revue; auto races, and Jimmie Lynch's Death Dodgers. Unseasonal weather was responsible for some 15 fewer concessions than last year.

INDIANAPOLIS.—Fielding W. Scholter, vet. harness race starter, was slated to leave here on September 23 to officiate at a string of Southern fairs, his opening assignment being at Huntsville, Ala., where he has worked for the past 16 years. His bookings will keep him in the South, to which he has made 23 trips, until November.

MARIANNA, Fla.—West Florida Fair and Livestock Show, sponsored by Hamilton Allen Smith Post, American Legion, will be held here on the old Haag showgrounds. In previous years requests to hold the fair within city limits were denied because of ordinances regarding licenses. This year, upon representation by the Legion post of the character of the event and the charitable purposes for which proceeds are to be used, the city lifted the blanket license provisions.

Mineola Gets Off With Innovations Disrupted by Rain

MINEOLA, N. Y., Sept. 28.—With the opening crowd on Tuesday slightly off as compared with 1939 but with more enthusiasm for innovations, which included presentation of a three-ring circus on the lawn in place of a revue, Mineola Fair staged an average renewal that was disrupted by rain. Other grandstand features were half-mile midget auto racing and daily trotting races.

Grandstand acts, booked by Frank Wirth, were Tom and Betty Waters, wife; Noyal Troupe, balancing and teeterboard; Welby Cook and Sidney, high-school horse; Hip Raymond, clown; Mike Cahill, cloud-swing and trapeze; Poodles Hanneford and Company, bareback riders; Rudy and Jumbo, combination animal act; Buddy Montana, whipcracker, and Captain Proske and His Tigers. Lester Louch's Spring Garden Band furnished music, and outside bally was handled by Mack Kussow, representing the Wirth office. Cook announced the show, which lasted one hour and 20 minutes.

Ben Williams Shows on the midway had spotty business. Operators of attractions said takes were satisfactory, comparing favorably with last year.

Agricultural exhibits were about at par with an increase in space allotted livestock. A Pet Show, first in the fair's 98 years of existence, attracted good crowds.

Pickups: Frank Wirth reviewed the opening show from the directors' box with Judge and Mrs. Leon Howell. Poodles Hanneford act took three bows, an encore, and more bows, proving their turn is still going strong. Hildegarde, of the Noyal Troupe, got a tremendous hand for her part of the springboard turn. Blanche Henderson declared she'd be at Danbury (Conn.) Fair, where her company has the lighting contract. William Purchase was on the grounds with his Funhouse, Don Getty in the box. At Sex Expose Marion Berry substituted in the box while William (Shick) Russell was doing a little lecturing to help out Harry (Happy) White. Others here include Marie Fuzzimons and John Britton, box. World of Freaks, Wendell (Frops) Kuntz, manager, lined up with McClelland Family, tattoo artists; Frank Eselle, armless wonder; Mrs. Wendell Kuntz, nurse; Bertha White, midget; Thelma and Martin Ozart, mentalist and magician; Gerlie, Aztec Indian; Prince Hamschandu, Hindu rubber man; Ray-Noyette; Tommy Larsen, lecturer; Sandy Hogan, talker; Frank Jones, door, and William Kane and Joe White, boxes. Cony Island crowd on hand included Belle Hoekheiser, guess-your-weight; Al Seskin, Peggy Acket, Ann Lewis, Jerry Friedman, William Kats, Jack Levy, Irving Shapiro, James Bradley, Benjamin Buell (Broadway) Jones, Hy Algurt, Barney Spiegel, Nat Wayne, and Louie Spurling.

Grand-Stand Shows

KARL KING, director of Fort Dodge (Ia.) Municipal Band, which has played Clay County Fair, Spencer, Ia., for the past 18 years, was feted by band members during the fair on September 9-14. The surprise, staged at Spencer Golf and Country Club on Wednesday, was in recognition of King's 20 years of service. Following dinner a program was given, with Walter Englehard, business manager of the band, as toastmaster. Making addresses were Paul H. Martin and E. J. Lawrence, publishers of The Spencer (Ia.) Daily Reporter; Fred H. Kressmann, director of Americana, Barnes-Carruthers show appearing at the fair; show's musical director, Frank Cervone, and emcee Lester Cole; C. L. Mattice, president of the band, and Dr. Robert J. Forbes, band secretary. Director King was presented with a medal and money, gifts of band members. Lester Cole's six singing debutantes were guests and rendered several numbers.

BUCK BANARD reports his hippodrome attractions played Upper Sandusky (O.) Fair, September 10-14; Dover (O.) Fair, September 17-20, and are booked for Hocking County Fair, Logan, O. With the show is Madalin McCoy, who rides Kentucky Colonel, high-school horse. She also appears in a whip act, assisted by Larry Duane.

AMONG free acts playing to the biggest crowds in years at Cimarron Territory Celebration in connection with

IAFE MEMBERS

Will you kindly return the statistical "Pertinent Facts" Questionnaire at once?

The information requested therein is needed for a special article to appear in the IAFE Golden Jubilee Section which will be published in the Annual Christmas Special—Outdoor Convention Number.

Mail to

THE BILLBOARD
1564 BROADWAY
NEW YORK CITY

Beaver (Okla.) Fair on September 11-14, reported Joseph P. Schad, were Baby Leroy Schad, contortionist; Joseph P. Schad's Congress of Daredavik; McLaughlin Brothers, trick riders, and Wayne Messner's Horse.

MILLS TROUPE, high wire, has completed 12 weeks of fairs for Barnes-Carruthers, closing at Richmond (Mo.) Fall Festival on September 28, reported Walter Mills, manager. Troupe has been out since March 24, when it opened with Zimdars Greater Shows. Celebration and Indoor circus dates are slated for the winter.

FOR the third year Mal B. Leppincott and Company, magic turn, played Botetourt County Fair, Fincastle, Va., September 16-21, and appeared at Bedford County Fair, Bedford, Va., for the third time in four years on September 24-29. Other acts at Bedford were Myers, auto stunter; Great Leon, Hack Sisters, and Tudor Sisters and Avery.

JACK O. WIZIARDE reports his Trades Day Circus was on the bill with a KMBC show at Marshall County Fair, Blue Rapids, Kan., September 3-6, but attendance was poor because of an infantile paralysis scare. His show also appeared at Washington County Fair, Washington, Kan., September 12-14, which had a big crowd on one day; Barnes (Kan.) Fair, September 19-21, to big crowds, and Frankfort, Kan., on September 23-25. He had two more trades days in Kansas before going into Oklahoma and Texas in October and November.

GUS SUN'S Glorified Revue, with Willie (Bob) Smith, emcee; Billy DeArmo and Margie, Al S. Margie Calvin; Powell Troupe, light wire; Phil and Dottie, balancing; Delmar's Lions; Teeter Sisters, aerialists; Bonta Troupe, acrobats, and Rosemary Shaun, dancer, played Hutchinson (Minn.) Fair on September 17-19 to big crowds, reported Billy DeArmo. The show, with added attractions of the debutantes; Three Leonardos, balancers, and Michl Feoria, acrobat, played the Waterloo (Ia.) Elks Club Hall at Electric Park on September 20.

J. C. MICHAELS reported his Big City Grandstand Circus furnished day and night entertainment at Tri-State Fair, Amarillo, Tex., September 15-21. Unit presented 16 acts by Skating Berrys, Woods Troupe, Leon and Frankie Lue, Lemoind Trio, Great Hercules and Company, Francis and Daleon, Kirks Animal Circus, Flying Meteors, Harris Brothers and Sensational Comets. Show is also booked to play South Plains Fair, Lubbock, Tex. Prior to going into Texas the show played 12 Nebraska fairs to big crowds. At Buffalo County Fair, Kearney, and Dawson County Fair, Lexington, attendance records were broken.

COMPLETING a successful season of fair and park dates, Joan Spaulding reports a scheduled trip to Hawaii. She was to leave September 26. On her return she will play vaude on the West Coast for Thomas Buschell.

LAMONT'S Cockatoos and Macaws recently completed six weeks of fairs in Montana to good results, reports J. Lamont.

WHITEY HARRIS, clown cop with Barnes-Carruthers' Music on Wings, reported afternoon attractions at Oklahoma State Fair and Exposition, Oklahoma City, September 21-28, were Cervone's band, Wilbur's Dog and Pony Circus; Christiansons' Horses; Four Sultys,

comedy bars; Walkin' Duo, perch; Edna Alee and Company, trick shots; Pascal's Dogs; Gautier's Dogs; Two Saxons, foot balancing; Stevens Brothers and Bear; Will Hill's Elephants, and Jack Kleib, emcee. Night show has Lillian Cole, electric organist; Maxello Troupe, foot posturing; Harold and Lola, snake charming number; Five Melody Men; Niska, serpentine number; Seven Mandel Brothers, comedy band balancing; Paul and Vicki Lorenzo, high act; Milt Britton's band; Peejay Ringens, aerial cyclist; Aero-Ray Gris, iron jaw, and Ann Ashley, prima donna. Capt. Frank Frakes, airplane crasher, appeared on two nights.

BOB CLAY and His Death Drivers added a three-man paper crew on route to Fort Smith, Ark., bringing the personnel to 16. New trio will be in charge of Bill Jackson. Featured drivers include Bob Clay, Wild Joe Bose, Johnny Lytel, Ken Heath, Tommy Staten, and Buddy Hanson. Jerry Lee Pocht is emcee and handles publicity.

Rain Hits E. Idaho; Gate Below '39 Mark

BLACKFOOT, Idaho, Sept. 28.—A five-day stretch of the worst weather of the season pushed Eastern Idaho State Fair here on September 16-21 into the red. Estimated attendance was 38,000, about 5,000 below the 1939 record, said Secretary-Manager Eric Sundquist. Last year business was saved by 14,000 who paid to see the Maine-Idaho gubernatorial potato picking contest. The fair this year had no such feature.

Agricultural and commercial exhibits were largest in history, a late influx of entries forcing the management to construct auxiliary booths and stalls in exhibit buildings.

Lightest crowd was tallied Monday, when 3,000 turned out to see Jimmie Lynch's Death Dodgers. Word-of-mouth advertising brought in a few hundred more for their Tuesday matinee. A near capacity audience defied a storm to witness the initial performance of Gertrude Avery's *Shoot the Works*. The revue offered a change of program on Friday and Saturday nights. Tuesday night's performance was marred by a two-minute twister which tore down settings, but the revue went on sans scenery. From Tuesday on rain made mud puddles out of the race track and midway. The Wednesday night performance was held up an hour by a drenching down-pour, a high school band and show principals furnishing impromptu entertainment while the stage was put in condition.

Sand and straw were used profusely on roads and the midway. Bert Francis' rides and Monty Young's Shows reported fair takes despite the inclement weather.

A class of people not ordinarily in attendance at fairs were present and made laudatory comments.

F. E. (Pop) DeKay, superintendent of speed, reported the race met the largest he'd ever handled, with horsemen present from points as far away as Ohio. There were about 40 harness and 100 running horses present for a slice of the \$3,500 race melon. Saturday was the only decent day from the standpoint of weather and attendance, the draw being about 8,000. Salt Lake City's speed-minded mayor, Ab Jenkins, was guest of honor Saturday, but was not believed to have influenced the gate inasmuch as the scheduled appearance of his Mormon Meteor was called off because of track conditions.

Four weeks prior to opening a concentrated ink-and-air publicity campaign was launched. Editors in 11 sponsoring

counties were generous with front pages, principally because all copy was written from a strict news angle rather than ballshoo. Daily broadcasts were made from the grounds during the fair. Spectators were interviewed, with particular attention paid to opinions and preferences. From the interviews and a post-card poll conducted nightly in the grandstand officials will shape next year's fair.

TRENTON SOARS

(Continued from page 46)

narrow walks, and the rides particularly appeared destined for high grosses. Ralph and Dave Kandy combined both their units for the representation here.

Repeater for Teter

Manager LaBrique announced space sellouts in every building but said there were some empties on independent stretches. This was due, he announced, to the fair's policy of price standardization per foot (\$5) and the rigidity exercised in getting payment in advance; also, parcels no less than seven feet are sold. Of about 4,000 feet available, 3,000 were accounted for. Auto Show was revived and staged in the old Manufacturers and Merchants' Building. There was a record entry in the Poultry Show, highlighted by novelty water fowl, and another big display was the Draft Horse Show, supplemented by a tent for 40 running horses, with jockey races staged four days. Additions were visible in the women's arts and crafts departments, new showcases being built to house exhibits. There were 14 counties represented in 28 grange exhibits.

That he has played here consecutively since Hamid took over, Lucky Teter reached the zenith of his local popularity, largely due to inclusion of new stunts, among them being a terrific jump from ramp to ramp with a Trenton bus as obstacle, and a double-board crash among a scoreful in his wide repertoire. J. Harrell Powell, Teter's general representative, and the Trenton management went into hurried conference toward the finish of Teter's program on Monday and announced a return engagement under lights tonight. It was understood that Hamid would use this as a test for night draw, it being common knowledge that Trenton has thus far failed to prove its strength after 6 o'clock. Harry Woodman, Dare-Devil Daniels, Suicide Saunders, Rocky Fisher, Bob Dillon, Jim Artrip, Ken Arnold, Dale O'Brien, and the clown relief, Major Whipple, Dizzy and Gandhi, gave good account of themselves in support of their star and mentor.

Defense Day Included

Revue *Moderne*, with flashy girl numbers before a striking set, was well received, as was the swell baritone-voiced Eddie Roocker. Alternating with production numbers were the following acts: Clyde Beatty, Winifred Collesano, Janet May, Evans Elephants, Flying Bebeas, Woolford's Dachshunds, Rene Le Mar Trio, and Grottoents, with music by Joe Basile's band. Harness race program prevailed from Tuesday to Friday, and later day was built up as Defense Day, with representation from Camp Dix and a cavalcade of planes and dirigibles. Today was given over to midget auto races and the fair, while winding up officially tonight, continues tomorrow with the big machines under AAA sanction and Ralph Hankinson directing.

CHEATHAM COUNTY FAIR

ASHLAND CITY, TENN., OCTOBER 3-4-5
Place Concessions of all kinds. Rides and Shows contracted.

BEN THOMPSON, Secy.

CENTRAL ALABAMA STATE FAIR MONTGOMERY OCTOBER 20TH TO 27TH — 8 DAYS

Wants to sell Legitimate Concessions and Privileges. Everything open except Candy Apples and Elton. Merchandise Wholesale \$3.00 front feet; positively no grill. This Fair is operated by Montgomery City officials, Mayor Gunter's Private Secretary is a Fair Trustee. The State and U. S. Government are spending millions of dollars on a Great Air Field.

Can use some high class Free Acts who are at liberty on these dates.
MORT BIXLER, Secretary-Manager, Gay-Teague Hotel

THE THIRTY-THIRD ANNUAL GREATER SPARTANBURG FAIR

SIX DAYS — SIX NIGHTS — OCTOBER 7 TO 12, 1940

Independent Midway, Spartanburg, South Carolina.

Sunnyside Take Spurs 30%

Toronto Season Best Since '29

Army trade not stopped by off weather—modernization planned by directors

TORONTO, Sept. 28.—Sunnyside Beach closed on September 21 after what General Manager Solomon declared was the best season since 1929. Receipts topped those of last year by 30 per cent despite a cold rainy June, which, however, did not dampen the spirits of the army boys and their lassies.

Free acts were used throughout the season. Sea Breeze Dance Terrace proved profitable, averaging 1,500 every night during the season. This record was chalked up in face of strong competition from Palais Royale Ballroom, also situated on the Boardwalk and spotting name bands. On several occasions it was estimated that 6,000 danced in the park.

Plans for next year are under way. A Flying Skooter was purchased for spring delivery and contracts have been let for erection of a Toboggan ride. Negotiations were closed last week by a Chicago firm for an Arcade to feature pin games, aerial guns and other automatic games.

The park will undergo general modernization, with new lighting. Spending on the beautifying of the area and greatly increased appropriation for free acts will be keynotes of the next meeting of the board of directors. This early planning is on the strength of the business outlook for the coming months, with factories working seven days a week and spending being the highest since 1927.

Mass. Biggies In On Carroll Dinner; Gate Is 1,000,000

SPRINGFIELD, Mass., Sept. 28.—More than 200 guests turned out to honor Edward J. Carroll, owner and managing director of Riverside Park here, at a testimonial dinner in the Hotel Highland on September 18 to mark the end of the first season of the new park. City and State officials and Boston and New York amusement men attended.

Speakers included Mayor Roger L. Putnam, District Attorney Thomas Moriarty; Major Patrick Healey, of the Sunday amusement licensing division of Massachusetts Department of Public Safety; Alderman W. Lee Costigan, Selectmen Herman Cordes, Giles Halliday, and Edward Talmadge, Agawam, and Daniel Carroll, father of the park owner. Also at the head table were Mrs. Daniel Carroll, his mother; his wife, and his sister, Mary L. Carroll, Boston. The women were presented with floral gifts. Director Carroll was presented with luggage. Harry Storin, of the advertising staff of the Springfield Newspapers, was toastmaster.

Director Carroll reported that, according to a reliable counting system, more than 1,000,000 persons visited the park since it was opened on May 29. He reported a successful year and that books showed a profit, despite bad weather during much of the season. He said next year would show many new features, with an extended midway and new Roller Coaster.

WILDWOOD, N. J.—Plans for increasing business at Cape May County resorts next season by bringing more visitors were outlined at a dinner held last week by the Public Service bus lines at Seaview Country Club. Bus officials told of their efforts to bring in more people and said they would co-operate in any advertising campaign. Bus firm will institute a sightseeing tour next spring from Atlantic City to Cape May over the new coastal highway.

PHILADELPHIA.—After 18 years at his post, William J. Quisley, 70, retired as gateman at Philadelphia Zoo because of his health. He did other jobs around the gardens for 17 years before becoming gateman.



AT THE HEAD TABLE at a testimonial dinner, tendered him by more than 200 State and city officials and amusement men in the Hotel Highland, Springfield, Mass., on September 18, is shown Edward J. Carroll, owner and managing director of Riverside Amusement Park. At the right, Harry Storin, of the Springfield Newspapers, toastmaster, reads telegrams.

Boston AL Meet Aids Postseason

BOSTON, Sept. 28.—Record postseason business was done by parks, beaches, and other amusement places in this area during the national convention of the American Legion here this week, attended by an estimated 2,500,000. Rain interfered only on Wednesday.

Among the spots bidding for convention delegates were Revere Beach, Nantasket Beach, Paragon Park, Canobbis Lake, John T. Benson's Wild Animal Farm, Norumbega Park and Hickory Tree Wild Animal Farm, which were hit to some extent by a cool, wet summer.

Much special advertising was done by parks and beaches, and it evidently was effective in luring crowds.

The Cavalcade of Stars show, cosponsored by Ben Bernie scheduled for the National League baseball park, was switched to Boston Garden and drew 23,642, with thousands turned away.

Mechanicsburg Show Draws

MECHANICSBURG, Pa., Sept. 28.—A seven-part free show on September 22 packed patrons into Williams Grove Park and Speedway here, the management reported. On the bill were Dr. Hudspeit's animal and bird act; Barbara Gray, songstress; Carroll and Carroll, marimba; Lucy-Lois Shenberger; Abe Gore, comedian; Andy Thumber, juggler; Michael Koman, radio personality.

K. C. Fairyland Gets Out of Red By Outings, Park Dance Set-Up

KANSAS CITY, Mo., Sept. 28.—Profit for Fairyland Park here the past season was largely made from revenue due to a rise in daytime receipts thru sponsored outings, said Manager John Tumino. He is credited with having pulled the park out of the red during his two and a half seasons' management. He rose from assistant ballroom manager to ballroom manager to park manager and director and has found time to operate a booking agency and during winter months a combination ballroom and night club of his own.

"August was especially heavy in the busiest year since the park opened in 1924," he said. "Every day was booked solid, with the ballroom operating six nights a week and the swimming pool crowded. In securing picnics of companies and their employees we generally offer them free admission to the park, half rates on all rides and funhouses, and free use of the picnic grove and athletic field, with free ice water. In many cases firms either rent rides outright or buy tickets and distribute them free to their employees and their families.

"The ballroom started the season in the red, but after we changed a set-up

Better Spending, Weather Up Gross at Canadian Spot

WINNIPEG, Sept. 28.—River Park closed a successful season here, reported Victor T. Lese, Chairplane and coin machine operator. Helping the gross were revenue from soldiers in nearby training camps, an increase in employment, and excellent weather. There was only one rainy Saturday in 14, and holidays, featuring fireworks, drew large crowds.

General Manager N. Passalla, who leased the park from Winnipeg Electric Company and operated the dance floor and Racem, instituted free gate and parking policies. Other operators were Western Amusement Company, Crazy House, Coaster, Dodgem, Roller Rink, and Miniature Railway; Frank Pratt, Pretzel; J. W. Davis, Merry-Go-Round; Bob Addison, pony track, and Ernie Burrows, Miniature Golf and high striker.

Banquet for A. C. Pier Men

ATLANTIC CITY, Sept. 28.—Employees of Hamid's Million-Dollar Pier staged a turkey banquet in Pop Hoffman's Ropetuous Dining Room recently as a blow-off to the season, reported Frank B. Hubin. Among those attending were Bob Reynolds; Joseph Syach, concessionaire, and his assistant, Jack Reiman; Bud Corland, ticket man; Glenn Jones, parking lot; Joseph Klingler, gate; Bert Van Hill, George O'Brien, John Perry, Professor Hanover, John Perrill, and members of the pier orchestra.

K. C. Fairyland Gets Out of Red By Outings, Park Dance Set-Up

by which the ballroom had been under management of an outside booker and took it over ourselves on June 15 black ink appeared on the ledgers. Several heavy rains and cold weather during June kept biz at a low ebb. However, July 4 was hot, and from then on the park progressed steadily into the black.

"In June we staged a Heart of America Festival with a Gay '90s Ball in co-operation with the American Legion Post. Then we had a Wild West show and on July 17 a Journal day in which persons were invited to the park as guests of a newspaper. Several free acts were used, including Carver's diving horse, engagement of which was extended due to its popularity.

"The park reopened three weeks ahead of schedule so as to catch some PFA-sponsored picnics for school children. Fireworks were a great attraction until July, when they were banned by the police department. At the same time our concessions were placed under a handicap when the city refused to permit some concession games despite the fact that they had been in operation in the parks for years."

L. I. Ops Pass Up Fairs for Tracks

FAR ROCKAWAY, L. I., N. Y., Sept. 28.—Instead of taking in State, district and county fairs, as has been the custom of many local concessionaires at close of the season here, many of them are clustering around the local race tracks with enterprises of various kinds.

The outdoor stadiums on the island did not fare well the past season, with midget auto racing doing the most to lure trade. Trotting races sponsored at the huge Roosevelt Speedway, with capacity of more than 75,000, have been proving anything except successful.

Such spots on the island as are not closed are operating on an off-season basis. Gates are closed at Jones Beach and it is being bedded for winter. Extensive improvements before reopening next spring are contemplated.

Seaside House, Seaside, last of the resort landmarks, is scheduled for demolition before next summer. It was once a rendezvous for celebs of the amusement world.

Mayor Is Handling Affairs of AC Aud

ATLANTIC CITY, Sept. 28.—There is every indication that Mayor Tom Taggart Jr. will handle the reins of Convention Hall here himself thru Philip E. M. Thompson, manager of the auditorium.

Abolishment of the Auditorium Advisory Committee is highly probable. It was pointed out, inasmuch as there is no resolution on the city books making the appointments mandatory.

It was also pointed out that no meetings of the advisory group have been held since Taggart took office last spring and that all matters affecting the hall were being handled directly by the mayor thru Thompson. Several vacancies on the advisory board have never been filled by the mayor.

AC Drives for More Exhibits

ATLANTIC CITY, Sept. 28.—Louis St. John, chairman of the Chamber of Commerce Boardwalk Committee, disclosed that national exhibitors again are looking on Atlantic City with favor, saying at a board meeting this week that 42 firms are being solicited in the drive to bring in additional national exhibits. Thomas L. Huselton, chamber secretary, is interviewing executives in New York and Boston in an effort to sell them on the resort as a place for permanent exhibits. St. John reported a manager of a big exhibit at the New York World's Fair is trying to bring the exhibit here. Mrs. Hazel Hartman, manager of Helms Pier, reported people on the Boardwalk the past summer of the "best type" seen in her six years here.

AC Mail Shows Good Season

ATLANTIC CITY, Sept. 28.—If receipts and records of mail handled in the post office here in July and August may be a gauge, Atlantic City had a comparatively good summer season, despite poor weather late in August. Postmaster Thomas Stewart said there was a substantial increase in revenue from sale of stamps, and number of sacks of mail and pieces canceled were greater than during the summer of 1939. Pieces of mail handled during the entire summer numbered about 7,000,000 and a daily average of 100,000 picture post cards were canceled, indication being that all picture post card senders are visitors.

COLUMBUS, O.—A lion cub, gift of Ole Olsen and Chic Johnson, the comedians, is newest resident of Columbus Zoo. It has been named Chic-Ole. The team has visited the zoo many times, on several occasions in connection with a membership campaign. Shortly after it was established, the comedians gave the zoo 29 rhinos monkeys. Both are life members of Columbus Zoological Society.

SAVANNAH, Ga.—Season at Savannah Beach closed on Labor Day and Willie Haar, manager of Savannah Beach Amusement Company, reported business had been just fair. A few package shops, beer parlors, and soft-drink stands will remain open during winter.

American Recreational Equipment Association

By R. S. UZZELL

The American Recreational Equipment Association is going thru with plans for the annual exhibit in association with the National Association of Amusement Parks, Pools, and Beaches. To this exhibit all other outdoor amusement men are invited, including the representatives of the fairs in the States and Canada. There will be no registration fee required of anyone to see the exhibits. Your author is advised by A. R. Hodge that just about all of the old-timers have signed up for space and Hodge further states that the large room is all taken and a substantial beginning is all taken on the smaller rooms. As our organization benefits from net results, it behooves all of us to boost sales of space all we can.

There are rumors and counter rumors of radical changes for 1941. None of them are official or yet endorsed by this organization. Nor can it be done without calling an official meeting, which has not to date been done. All opinions and wishes should be carefully weighed before arriving at any conclusions.

The writer has contended all along that harmony should prevail and that everyone should work for one, and one only, large successful exhibit instead of splitting up into factions. Conservative W. F. Mangels stands out for a solo exhibit. Frank P. Duffield is still in favor of a get-together. By wise counsel this can yet be accomplished. But the immediate objective is to put over the 1940 exhibit.

Foolish Picnic Policies

Leo Haeleln, of Zoo Park Company, Columbus, O., was in New York mainly to see the World's Fair. He is from the district where picnic competition was keener than anywhere in the country. So many abuses had crept into picnic solicitation that this portion of amusement park business had become profitless and in many instances a loss. Picnics were getting too much for nothing. Haeleln and his brother, Elmer, came to know the picnics and approximately the amount of business they could bring to a park. He made them a proposition that would not a reasonable profit to the park and would refuse to entertain outings on any other basis. Result, he is not entertaining picnics at a loss. It took courage to maintain such a policy, but results justify the risk. Timid ones are sure to see the light.

Another valuable lesson has been learned where, at much labor and heavy expense, a park management distributed hundreds of thousands of books of free tickets to its splendid resort. Result: people came with pockets full of free tickets and spent no money. The theory was that once in the park the people would spend. Why do it when they could have a splendid time on the bounty of the park company and hard-working concessionaires? Why pay for a ride when one can enjoy it all afternoon and evening gratis? If one runs out of tickets just ask a neighbor for some of his unused ones.

How long would a department store remain solvent with such a policy? Add to this procedure a small fortune in advertising, rainy weather, a political campaign year and war and rumors of war, then stretch your imagination to even dream of a profitable season.

Bright for Glen Echo

Edward H. Bostock, the last of the famous family of showmen, who died in Glasgow, Scotland, September 18, beyond 80 years of age, was not as well known in the States as his brother, Frank. Their wild animal shows were known over the world. In their prime no show equaled their thrills. In Europe they were circus men of the first order, but here they excelled only in wild animal shows.

Charles Curtis, the salesman for Percy Turnstile Company, attended the University of Indiana with Wendell Willkie and was a member of the same Greek-letter fraternity.

Fred Pearce has stirred up a lot of in-

terest out his way in the American Museum of Public Recreation. How far it may go does not yet appear, but he has done this worthy institution a good turn.

With the influx into Washington of government employees in connection with national defense, surely a foundation is being laid for a banner season at Glen Echo Park for 1941. They get regular pay and do not work long hours, so there is time for recreation. The pictures this winter will furnish the index for next summer's business in amusement parks.

The Pool Whirl

By NAT A. TOR

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

New Lifeguards

Next summer many of those bronzed athletic-looking ginks who year in and year out work at pools and beaches after a complete winter's layoff, will be conspicuous by their absence. Majority of 'em will probably be peeling potatoes and hummin' You're in the Army Now! For most of the boys who work around pools are within conscription age.

It will probably be best thing in the world for these lads—this one year's army training—for so many of them have sand in their blood and are devoid of ambish. Art French, who boss-man Coney Island's Manhattan and Brighton beaches, has repeatedly made a study of this group of manhood. They are mostly athletic and live from one year to the next waiting for that 15 or 20 weeks' employment as a lifeguard or beach instructor. Many of them never work in between seasons and if they do manage to land a job usually toss it up when outdoor swim season rolls around for their annual summer job.

Now, lest there be a misunderstanding, may I hasten to add that I am not trying to defame pool employees. Neither am I attempting to ridicule the job of being a lifeguard. But you must admit the condition exists.

What effect this conscription will have on pool and beach operation next summer is problematical. That prevalence of lifeguards and beach help returning year after year has been good for pool men can't be denied. It's a tough job breaking in new men every summer—especially in a biz that has such a short season. These men—no matter how ambitious some of them may be—enable aquatic establishments to get an early start. And because they love the work so much they really have their heart and soul in it.

At the same time, the new order of things will bring older and wiser men into the swim profession. These fellows will use lifeguard positions as a means for advancing in the biz, instead of being content to have the same job over and over again. These men will have ambitions.

Which would you rather have working for you?

Party Season

Indoor pool men are reminded of the approaching aquatic social season. Halloween usually starts off special indoor swim parties, followed by annual Thanksgiving and Christmas celebrations. And don't forget there are countless number of football rallies which can be tied up with plunges to boost box office. Why not try to do a little bit more this fall than just hanging pumpkins or yellow orange paper in the lobby to signalize Halloween? Stage a real old-fashioned barn dance or put on a Spook Night. Advertise it far enough in advance and I think it will tilt biz.

Gossip or Fact?

Is it gossip or fact that Steve Hannan landed that publicity contract for Miami, Fla., last week, meaning that he will be beating ballyhoo drums next winter for both Miami Beach and city of Miami? That Jerome Cascades outdoor pool, Bronx, N. Y., may be torn down next summer to make way for an apartment house, or have those blue prints been turned down? That Billy Rose has given up the idea of touring his W-F Aquacade because expense involved is prohibitive? That water performers and high divers who work down Miami way are forming a union to prevent price cutting next winter and are planning to affiliate themselves with waiters and musicians?

PITTSBURGH — Murals are being painted on 20 reptile cages at Highland Park Zoo here as a WPA project. Work is sponsored by Allegheny County.

NASHVILLE PROFITS

(Continued from page 46)

same. A "Made in Nashville" airplane received much attention at its display point among agricultural machinery.

The grandstand, with some 3,000 free seats, was full for the free acts, afternoon and night, and for afternoon harness races Monday thru Friday. On these days grandstand box seats received fair trade, but reserved trackside seats in the open were only sparsely occupied. On Auto Racing Day, Saturday, everything was sold. For the week, however, sale of box and reserved seats in the grandstand and beside the track appeared far below that of recent years.

Six free grandstand acts, presented by George A. Hamid, Inc., appearing each afternoon and night, included the Wallendas, with Miss La Tosca, bounding rope. She also appeared in her act with the Conestevally Troupe, balancing on unsupported ladders. Also there were Fred Woolford's Dachshunds, the Three Franks, and Lowe, Hills, and Stanley. Henry Cogert was emcee, "Battle of the North Sea" and other numbers were presented nightly by American Display Fireworks Company. Red McEwen's orchestra, Nashville, substituted for Smith's Superba Band, and gave creditable support to acts besides playing for the horse shows.

Harness races were presented under sponsorship of the United States Trotting Association Monday thru Friday afternoons. Purse of \$300 each were given in five paces and five trots. Saturday afternoon auto races were presented under supervision of John A. Sloan, Racing Corporation of America, and sanctioned by International Motor Contest Association.

Two new features here drew considerable attention. Tuesday and Wednesday mornings in front of the grandstand draft-horse and mule-team pulling contests were presented, purse of \$350 being offered. It is planned to present them again in 1941. Monday afternoon the "Cavalcade of Walking Horses" was presented on the track. First six places brought a total of \$150 in prizes. Also new to the fair was the Farnsworth Television Show in a tent on the main walk, which drew more than 10,000 at 10 cents admission. The fair offered a record premium list, aggregating \$32,416, with prizes in livestock and horse show departments totaling \$7,600.

Amusement Corporation of America again sent the glittering Royal American Shows for the midway. Among the shows, a new one, the Royal Ice Palace Revue, was reported as doing the best business, with Lottie Mayer's Disappearing Water Ballet showing most improvement among others. The midway appeared to suffer some from small crowds until Friday's and Saturday's masses jammed the sidewalk trails and gave every show and ride a big play.

Among concessionaires were George Rinehardt, cookhouse and grab; Tom Brode, jewelry; J. E. Campbell, subscriptions; Sterling Campbell, shooting gallery; Avery Christy, dining room; Walter De Voynne, photo gallery; Godfrey Sales Company, kitchen gadgets; Charles Golding, frozen custard; Sam Gottlieb, photo gallery; Elizabeth Johnson, rug needles; Walter Long, cookhouse; F. C. Polk, cake knives; Bud Pollock, jewelry; J. O. Sacks, jewelry; B. O. Tucker, cookhouse; W. J. Window, scales; Desplanter Brothers, novelties; Dannie La Rouch, cookhouse; Nan Rankine, palmistry, and O. P. Shartell, candy floss.

ALLENTOWN IS UP

(Continued from page 46)

Foster Girls, 24 in number, were beautifully costumed. Lighting effects were of the usual Hamid excellence. Leo Barton Evans, emcee for afternoon shows and night revue, put them over to excellent results.

World of Mirth Shows, again on the midway, had many more attractions than in past years. Fronts are especially attractive. They reported excellent business for the week. Concession space was well taken. Bingo was allowed to operate after an absence of two years. Joe Hoalle's band gave afternoon concerts and played at night show.

Among visiting secretaries and others were Harry B. Correll and Karl Plickenstein, Bloomburg (Pa.) Fair; J. C. McCaffery, Amusement Corporation of America; Bill Wyatt, Pottstown, Pa., and Arthur Campfield, New York.

DEFENSE DISPLAYS

(Continued from page 46)

the government is now doing that people want to see it with their own eyes. Their main interest is in the future defense of the country.

What of Future Displays?

"During the next five years there may be defense displays covering the 150,000 feet of floor space in our exhibit buildings, taking the places of plows, automobiles, tractors, radios, coffee and what not. This would not necessarily eliminate commercial exhibits. Are not the American manufacturers making the war equipment? There may even be such a thing as a War Display Fair, sponsored by the government to educate American youth in these lines, to build up a greater confidence in the hearts of citizens, and to prove to America in general that we are or will be the most powerful nation on earth.

"Race tracks may be converted into parade grounds, where operation of all equipment will be demonstrated with maneuvers of troops in action, showing modern warfare, and squadrons of fighting planes, bombers and dive bombers zooming overhead. I can even vision seaplanes taking off from lakes and Clipper-ship service demonstrated. It is beyond me to say what future wartime displays at fairs will hold. The government is furnishing some of the most interesting exhibits of the time, and the more modern and powerful, the more interesting. Every citizen considers it a patriotic duty to keep up with the defense program of the day. Thus a greater and more sensational display for fairs has been born." This marks President Benton's eighth year as head of the fair. Taking the post in 1933 when the fair was \$58,000 in the red, he is largely credited with wiping out the debt some time ago and putting the annual on a profit-showing basis.

CHATTANOOGA HIGHS

(Continued from page 46)

spent freely. On the School Days, Tuesday and Friday, and also on Saturday, thousands of kids swarmed the grounds, keeping rides busy with waiting lines of Hell Drivers, Gay Parade, and Expose of Crime did top business. Publicist Agent Bill Naylor did a swell job heralding the coming of the shows and got the layouts and spreads during fair week. Nightly displays were by Ohio Fireworks Company.

IT'S
Lusse Auto-Scooters
AGAIN
THIS SEASON

AUTO-SKOOTERS put the crowds, and you get the CASH when you operate them.

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Write today for complete information without obligation.

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Equipment in Successful Operation at New York World's Fair

Skyride—30-Car Midget Auto Race—14-Car Snapper
Laff-in-the-Dark (Fun House) 12 Cars, 30 Stunts, etc.

All Rides Are Complete
Apply: R. E. QVIATT, Coaster Office, N. Y. World's Fair, HARRY BLOOM, 205 East 42nd St., N. Y. CITY, NORMAN S. ALEXANDER, Woodside Park, Philadelphia, Pa.

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MERCHANDISE SECTION

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LATEST NOVELTIES, PRIZES
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HYDE'S RINK ROLLER SHOES

All shoes shipped within 24 hours after order received



QUALITY SHOE CRAFTSMEN FOR OVER HALF A CENTURY
5 grades for men, women and children, including professional shoes. Perfect fitting combination lasts with narrow heels. Genuine Goodyear welts. Sold by leading dealers throughout the country. Send for samples.
Men's Sizes 6-12. Women's Sizes 3-9. Whole and Half Sizes.

HYDE ATHLETIC SHOE CO.
CAMBRIDGE, MASS.

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

N. Y. Garden Show Planned by RSROA

NEW YORK, Sept. 28.—Earl Van Horn and Harry Bickmeyer, Mineola (L. I.) Roller Rink; Victor J. Brown, president of the Roller Skating Rink Operators' Association of the United States, Newark, N. J., and Joseph K. Savage recently opened negotiations with Madison Square Garden Corporation to produce a roller skating carnival at the Garden in May.

Taking part in the three or four-day carnival will be skaters from all over the country. It will be presented and sanctioned by the RSROA and will be staged for the publicizing and betterment of roller skating.

Each night's show will be sponsored by some charitable institution. It is possible that the show may be repeated in Boston Garden following close of the New York presentation.

Notes From Philly

By E. M. MOGAR

PHILADELPHIA, Sept. 28.—One guess is as good as another when it comes to predicting outcome of the 1940-41 season. However, if the number of skaters who were lined up before the doors opened at Chez Vous Rink on the night of September 9 is any criterion, it should be profitable. Many improvements have been made in this model rink and it was splinter with new decorations, lighting effects, and new white floor. Unfortunately Mrs. Kelly, the owner, had to do her greeting from a chair. While vacationing she was kicked by a horse and sustained a broken limb. However, with use of a wheel chair she was able to superintend work of remodeling, and nothing was lacking opening night.

Crystal Palace, North Philadelphia, threw open its doors on the night of September 7 with many improvements having been made and good attendance. The Adelphia, South Philadelphia resort, got under way on the night of September 9 with new decorations and genial Joe Barnes and son Will at the helm.

Carman Rink, in the Tioga district, which underwent a complete overhauling during summer, opened to capacity on September 12. Circus Gardens, in the New Kensington district, threw open its doors on September 12. Many changes greeted the large crowd, and as this rink has a large industrial territory to draw from, it has been a successful venture from the start years ago under personal management of Jesse and Malcolm Carey.

Two new rinks will compete for a share of Philadelphia skaters this winter, one in Frankfort and the other in the Kensington district. The former opened on September 12 and the latter is slated to open shortly. Both have good-sized floors. Joe Barton, who has operated a portable in North Philadelphia

Skating Indorsement Asked by Sefferino

CINCINNATI, Sept. 28.—Regarding a misapprehension in the printing in the September issue of The Billboard of an item from a Cincinnati newspaper, headed "Rinks for Gyms," William F. Sefferino, head of the Sefferino Rollerdoms here and member of the board of control of the RSROA, said:

"I wrote John Kelly, of Philadelphia, former Olympic athletic champion, after learning of his appointment by President Roosevelt to study ways and means for 'toughening up' Americans. I suggested to Mr. Kelly that roller skating would provide a congenial form of healthful recreation and would be universally available thru thousands of rinks in all parts of the United States, thus making skating one of the prime body-building programs to improve the physical condition of our American men and women.

"The purpose of this communication was to obtain Mr. Kelly's indorsement of roller skating as one of the phases of his national program. Instead of suggesting that roller skating be abandoned and rinks converted into gyms, it was my suggestion and desire to convince Mr. Kelly that roller skating is the most beneficial, economical, enjoyable, and the most easily obtainable of all forms of exercise, and had hoped for a possible national tie-up, which would have been highly desirable."

all summer, is piloting the new Kensington project. A new rink, said to have cost \$36,000, was recently opened in Avondale, Pa., and is reported doing good business. Mr. and Mrs. Earl O'Brien, who operated Riverview Beach Rink, Peasbville, N. J., closed a successful season on Labor Day and returned to Bridgeport, Conn., where Mr. O'Brien will assume winter duties with the Morey amusement enterprises.

AL AND RAY BERBERICH, managers of Audubon (N. J.) Roller Rink, have inaugurated Sweetheart Nights on Tuesdays and Thursdays.

CORTLAND (O.) Roller Rink opened for the fall season on September 11. New skates have been added and the floor has been resurfaced. Mrs. William Howard is organizer.

GUS HARRIS has opened a roller rink at Tooele, Utah, called Ball Tavern. He was formerly with Woolley's Rink in Salt Lake City and is teaching figure and skate dancing.

NEW skate dance routine called Congarena has been originated in Rollarena Rink, Gloucester City, N. J., reported Manager Oscar Borelli. Following thru as the conga does, the skate consists of five couples in a line, each skating with a one, two, three, and kick. All skate (See RINKS AND SKATERS on page 53)

The First Best Skate



QUALITY

RICHARDSON BALLBEARING SKATE CO.
Established 1884.
3312-3318 Ravenswood Ave., Chicago, Ill.
The Best Skate Today

New Dustless Floor Chalk for ROLLER RINKS
Sensational Discovery Solves Your Big Problem

Lane's amazing new Dustless Floor Chalk ends the debate—this is the lesser evil, coppers floors or chalk dust! Lane's new dustless chalk banishes both. . . . Keeps floor white and clean . . . does not harm roller bearings. Now tread with great satisfaction and pride by leading rinks from coast to coast. Sample 3 lb. box free only \$4.00, sent C. O. D. by India transportation charges. You should give this chalk a trial. We guarantee it to do everything we claim for it. If you are not perfectly satisfied, we will refund your dollar.

JOHN J. LANE CO. Coliseum Rink
ST. PAUL, MINN.

1941 Calendars Now Ready

"Roller Skating—for Youthful Spirits"

One of the Best Year Around Pluggers for Your Rink

a high-grade 4-color job with Your Rink Name delivered to you at the

LOW COST

50 Calendars	\$ 6.00
100 "	11.00
250 "	25.00
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Your Rink Name Here

See Sample Mailed—Order Yours Now

CHICAGO ROLLER SKATE CO. 4427 W. Lake St.
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OVER 300 Rinks NOW USING TEMPO MUSIC
2nd RELEASE NOW READY
(6 Records—12 3-Min. Tunes)

TEMPO music is packing the floors—when we announced our first release the response was tremendous—the second release is already a landslide. Why? Because TEMPO records are the first up-to-date, high quality, custom-made skating music ever offered the roller skating rink owners. And it didn't take them long to find it out. Their customers clamored for the perfect TEMPO skating rhythms.

And now, ready for immediate delivery, the second release—6 new records (12 3-min. tunes)—"Hit Parade" numbers and old favorites, all in perfect skater's rhythm. And besides—FREE—a good-night record—a beautiful new recording of AULD LANG SYNE and MERRY WIDOW WALTZ.

The cost, \$5.00 for 6 new records, and one free. Total—7 records.

And the same unchanged TEMPO TERMS. An iron-clad MONEY BACK GUARANTEE if TEMPO records do not play better, skate better and wear longer than any records you ever used.

2nd RELEASE 2nd Four Rollers

- TR 714 "I Ain't Got Nobody" "Wabash Blues"
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 - TR 718 "That Old Fashioned" "Down Where the Trade Winds Blow"
 - LLOYD SULLIVAN at the Hammond
 - TR 720 "Love Is All" "I'm Nobody's Baby"
 - TR 722 "Swallows" "To Capistrano"
 - TR 724 "Barney Medley" (3 selections) "Red Wing"
 - FREE TR 726 "Merry Widow Waltz" "Auld Lang Syne"
- (*List of FIRST RELEASE upon request)

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Send me the second TEMPO release—6 records, plus one free, under your money back guarantee, for \$5.00 C. O. D. plus postage.

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Address

OMAHA FIBRE RINK SKATE WHEELS
FIT ALL RINK SKATES—OVER ONE INCH WIDE

Brown \$.50 BALL BEARINGS
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TRAMILL SELF-LOCKING SECTIONAL FLOORS
Have consumed over one million feet of maple. They are used in some of the finest buildings in the U. S., as well as under tents. Enclose 10 cents for information on floors and special rink tents.

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Care The Billboard, Cincinnati, Ohio

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With PATENTED APPLIED FOR Tongues and Sponge Rubber Toe Stops. Two-tone combinations a specialty.

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RINK OPERATORS FREE ADVERTISING
Your Rink Name on any 7 gram order, including T. J. D. White Spandex Wound Skates, \$15.00 per gross, or any assortment of one 14K Gold Plated Items at regular prices. Send \$1.00 for samples. **GEO. T. BARTON & CO., 44 BROAD ST., ALLENBURG, MASS.**

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BEAUTIFUL CERTIFIED COPIES OF THE Declaration of Independence on Parchment Paper measuring 12 1/2 x 18 1/2" suitable for framing. Instructive, educational. Sell on street at 10c during patriotic craze. Cost 4c in 100 lots postpaid. Sample 15c. RANDALL, Box 23, Station A, Boston, Mass.

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ALLIGATORS, LARGE VARIETY; SNAKE DENs, Chameleons, Iguanas, Wild Cats, Bears, Racing Turtles, Fox, Opossums, Squirrels. Price list. ROSS ALLEN, Ocala, Fla.

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Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

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FIVE KEENEY ANTI-AIRCRAFT MACHINE Guns - Black cabinet, excellent condition, \$99.50 each. 1/2 deposit, balance C. O. D. GEORGE BUCHMAN, 620 N. W. 27th Ave., Miami, Fla.

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FOR SALE - TO SECTIONS 13 HIGH, WITH Foot Rests. Made by Universal. Good condition. SAM CARROLL, 5965 Pasco, Kansas City, Mo.

NEW PENNANT MACHINE WITH MOTOR - Fulton Top Frame, Stock, complete, \$100.00. C. H. BELL, 429 N. Division St., Carlisle, Ill.

PENNY ARCADE - VERY REASONABLE, WITH or without Tent. Will trade for Monkey Speedway. JOE FREDERICK, 2263 Newton, Detroit, Mich.

STREAMLINED MINIATURE RAILWAY WITH Track, Gasoline Motor, \$1,250.00; Kiddie Boat Ride, \$300.00. R. HAMMER, 3796 Olen-tangy River Rd., Columbus, O.

HELP WANTED

ADVANCE AGENT - BOOK UNIQUE LECTURE-demonstration. Handed at present by bureau. National reputation. Through sponsorship or on my own. SHERMAN, 133 Laugham St., Brooklyn, N. Y.

CLASSIFIED ADVERTISING FORM
The Billboard Pub. Co. Cincinnati, O.
Insert the Following Advertisement under the heading of
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Name and Address Must Be Included in Copy
Remittance of \$..... is inclosed to cover the cost of words at 10c each (minimum \$2).
From.....
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Forms Close Thursday for Following Week's Issue

DANCERS (GIRLS) FOR INDEFINITE RUN — Want exotic dancers. Send pictures and details. Good salary. HOT SPOT, 1427 W. 3d, Cleveland, O.

DRAMATIC TEAM WITH SPECIALTIES — One to play Piano for Circle in Central Missouri. Join at once. BILLY FORTNER, General Delivery, Columbia, Mo.

MECHANIC FOR CONSOLES, SLOTS, AND Games — Good salary to experienced man. Name references. Address BOX 92, Steubenville, O.

SINGING WAITRESSES — ROOM AND BOARD; seven dollars per week, commission and tips; steady work. TWIN OAKS, Box 26, Netcong, N. J.

TATTOOER WANTED — MUST BE SOBER, good chance for right man. Also want shooting gallery modern, good condition. BOYS ARCADE, 830 Michigan, Detroit.

WANT ANIMAL TRAINER — WRITE LETTER of application pen and ink, your handwriting. State experience, age, nationality, references, etc. BOX 1540, San Antonio, Tex. oc19x

WANTED — ADVANCE MAN FOR 10 PIERCE Orchestra. Attractive offer to right party. BOYD RETER, 106 S. 2d St., Clinton, Ia.

WANTED — YODELING COW GIRL, SINGLE; also playing Accordion or Guitar and Black-face Comedian, sober. Percent. ELDA LAMBERT, Hope, Ind.

MAGICAL APPARATUS

ARE TRICKS YOUR BOBBY? — OUR COLLECTION of Ten Tricks postpaid one dollar. KANT NOVELTIES, 323 Third, Pittsburgh, Pa. oc19x

CATALOGUE OF MINDREADING, MENTALISM, Spirit Effects, Magic, Mesmerism, Fore-casts, Buddha, Future Photos, Crystals, Lucky Wreath, Palmistry, Geography Charts and Books, Wholesale. Largest stock. 164-page illustrated catalogue, 30c. NELSON ENTERPRISES, New Address, 334 S. High, Columbus, O. oc2x

HAVE MEL-ROY'S MAGIC—SWORD CABINET, Crystal Trunk, Curtains, Films, etc. New Tricks. Value approximately \$2,500. Give-away, \$300.00 cash. Send stamp for list. LEE ROY NEAL, 4231 Maple Ave., Dallas, Tex.

HOUSE OF 1,000 MYSTERIES! — PROFESSIONAL Magic Pocket Tricks! Joker's Novelities! Giant Illustrated surprise catalog rushed, 10c. VICK LAWSTON, Dept. B12, Queens Village, N. Y. oc26x

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City, N. Y. no2x

LATEST 216-PAGE ILLUSTRATED PROFESSIONAL Magic Catalogue of Tricks, Books, Supplies, Ventiloquial Figures, etc., 25c. KANTER'S, 1311 Walnut, Philadelphia, Pa. oc5

MISCELLANEOUS

ACT, SHOWS AND ORCHESTRAS FURNISHED and wanted for all occasions. Write or wire PAUL SPOR ENTERTAINMENT AGENCY, Ohio Bldg., Toledo, O.

I AM THE SOLE OWNER OF "SATAN and the Witch." Signed MILE MARGINA. Copyright.

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 Shorts. Outright sales of rental. Also trades. 35MM, only. STANDARD FILM SERVICE, Charleston, W. Va.

"ALL-AROUND" REFLECTOR COMPANY'S new Motion Picture Reflector, guaranteed to increase screen illumination 40%. BOX 1987-K, Cleveland, O. oc19x

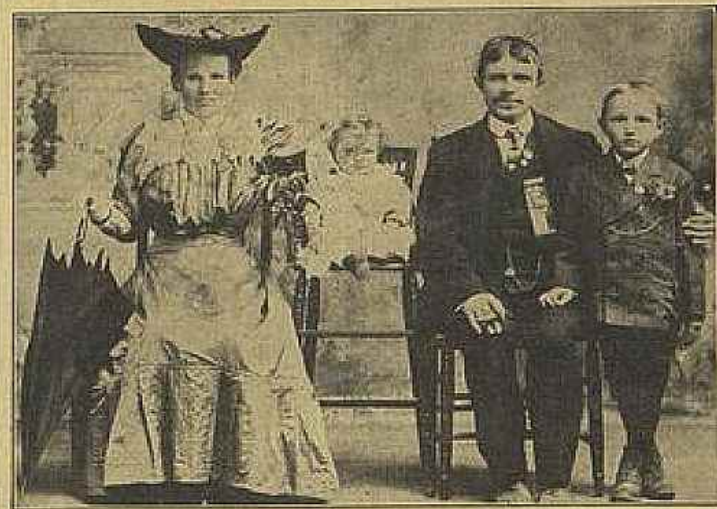
"AMAZING BARGAINS" DESCRIBES LATEST bulletin, 16MM, sound, silent film equipment and accessories. Write today. ZENITH, 308 West 44th St., New York.

AMBITIOUS! — SHOW TALKIES THEATRELESS Communities. Sound Equipment. Weekly Programs rented. Used 16MM. Sound Projectors, \$195.00. ROSSON, 603 Steuben Bldg., Chicago, Ill. x

BIG CLEARANCE SALE OF ALL 1940 MONEY-Makers — First-class Talkies, 35MM. Hit Sound Rentals, \$7.50, two nights, or \$15.00 week. Silent Features, \$5.00. Equipment. Free lists. SIMPSON, 1275 S. Broadway, Dayton, O.

COMPLETE SELECTION OF ANY TYPE Attractions you want in 16MM and 35MM. Talkies, Comedies, Technicals, Cartoons, Westerns, Action, Serials. Late releases. At prices you can afford to pay. Specify which catalogue, 16MM. or 35MM. \$10.000 stock to choose from. BUSSA FILM EXCHANGE, Friendship, Ohio. oc26x

Show Family Album



HERE is the Kork family, snapped in 1906. Mrs. Walter Kork (left), former bareback rider with the Barnum & Bailey Circus, was known as "Marionette, the Girl in White." Walter Kork, her husband, was a clown and acrobat with the same show. The family also appeared in vaudeville under the billing of Korking Korkers. Seated in the high-chair is their daughter, Marion, now a Hollywood dance instructor. On the right is Bobby Kork, who formerly had juvenile parts in vaudeville, appeared in burlesque on the American Circuit, and had parts in musical comedies, including engagements at the New York Hippodrome in "Cheer Up" and "Happy Days" with Annette Kellermann. In recent years he has been connected with carnivals, presenting girl revues and sex attractions.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

FOR RENT, FOR SALE — 16MM AND 35MM. Film. Write for lists. 16 and 35 Projectors. CENTRAL FILM, Box 163, Hastings, Mich.

FOR SALE CHEAP — 4 WESTERNS, 2 FEATURES, 5 Shorts, all in perfect condition. BOX 311, Gainesville, Fla.

NEW RELEASES JUST OUT — 16MM. SOUND Film. Equipment. Get our new fall catalog. Roadshow, school. Over 100 Features and Serials now, more coming in. SWANK, 5861 Plymouth, St. Louis, Mo. oc19x

PUBLIC DEMANDS ACTION, FUN! — 16MM. Nickelodeons, Chaplins, Lloyd, Turpin, Wm. S. Herr, Arbuscote, How the Visman Melodrama. Low cost. IRVING K. McGINNIS, "Megfilms," 340-B W. 29th St., New York.

ROADSHOW AND CIRCUIT MANAGERS, ATTENTIVE — 35MM. Sound Film Rental Service at lowest prices. Send for lists. INDEPENDENT MOTION PICTURE EXHIBITORS, 4726 S. Packard Ave., Cudahy, Wis.

35 MIL — SOUND ON FILM, "THE CROWN OF THorns." Polish version, eight reels, ninety dollars. APOLLO EXCHANGE, 117 So. 9th St., Newark, N. J. oc9

35 MIL — SOUND ON FILM WESTERNS, Action, Gangster, and others. List, write APOLLO EXCHANGE, 117 So. 9th St., Newark, N. J. oc3

35MM PROJECTOR BARGAIN! — BRAND NEW Delux with 2000' Magazine, Amplifier, P-A, System, Outlets for Microphone and Phone Turntable (regularly \$675.00), special, \$355.00. Trades accepted, balance on monthly payments. MCGILL'S, 59 W. 68th, New York. x

PARTNERS WANTED
ACTIVE PARTNER WITH \$500.00 FOR "Black Magic Miracles," never before shown in America. Address J. PIAUET, 1122 Tulane Ave., New Orleans, La. x

PHOTO SUPPLIES AND DEVELOPING
ALL 4 FOR 10¢ OPERATORS — CUT PRICE ON all Machines and Supplies. Full Length Camera. WABASH PHOTO SUPPLY, Terre Haute, Ind. oc12

DIRECT DIRECT POSITIVE PAPER — NO FADING, best gradation, highest speed. THE POSITIVE CORP. OF AMERICA, 249 Fifth Ave., New York, N. Y. mh1x

PERSONALS

JAMES ASTROLOGOW ADDRESS WANTED BY Sister, MRS. MILDRED RITZ, Box 142, Salisbury, N. C. x

SALESMEN WANTED

SELL BUSINESS CARDS, STATIONERY, BOOK Matches, Gummed Tape, Tags, Restaurant Necessities, Salesbooks, Advertising Specialties, Pencils, Picture Cards, Calendars, Christmas Cards. Lowest prices. Experience unnecessary. 40% commission. Free deals. Sales portfolio free. WILLENS, 2130 Gladys, Dept. CR, Chicago. x

\$4.00 TO \$25.00 YOUR COMMISSION LEASING Birthday Clock and Limerick Unit Sales Stimulators to Merchants. Send 25c for sales list. Deposit returned first order. BOURNE-STEWART COMPANY, Enid, Okla. x

TENTS — SECOND-HAND

35x85 TENT COMPLETE — PUSH POLE, 42' Roping, Hip Roof. Worth \$450.00; accept reasonable offer. JOHN C. LLOYD, Syracuse, Kan.

THEATRICAL PRINTING

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

USED BOWLING ALLEYS — ALSO, USED Bowling Equipment. State lowest cash price. GLEN ROMINE, East Pike, Zanesville, O.

WANT TO BUY JOE LOUIS FIGHT PICTURE — Sound on film, thirty-five millimeter; also Cartoons, Scenic, Travogue. HARRY LEVINE, Pikeville, Md.

At Liberty Advertisements

So a Word (First Line Large Light Capitals) 2c a Word (First Line Small Light Capitals) 1c a Word (Entire Ad Small Light Type) Figure Total of Words at One Rate Only
MINIMUM 25c CASH WITH COPY

NOTICE
Due to the expense of postage necessary for the forwarding of mail addressed to "Billboard" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AT LIBERTY AGENTS AND MANAGERS

ADVANCE AGENT — EXPERT BOOKER OF Stage Attractions into Theaters. Good routes, all territories. Have car; work percentage basis only. For quick action, rush details. BOX C-579, Billboard, Cincinnati.

Advance Agent — Experienced, with car, wants to book stage attraction into theaters. Guaranteed all territories. Profitable routes, steady work guaranteed. Consider Wenzers, Billings, radio, stage or women manager. All girl or novelty bands, organized line acts, etc. What have you? Rush photos, details for quick action. Address: Henry Atlas, care General Delivery, Charleston, W. Va.

AT LIBERTY BANDS AND ORCHESTRAS

BOYD RETER AND HIS TEN MEN OF NOTE — A truly distinctive style band. Formal and informal attire. Attractive stage set up, union, novelties, library of sweep or swing. A record of returns for every booking. Available after November 15. Home Hotel, Clinton, Ia.

THREE-PIECE GIRLS' ORCHESTRA — PLAY TEN instruments. Takes place five musicians. Personality, rhythm; cut any floor show. Night clubs, hotel, cocktail bars. None else apply. Last location 16 months. Using Tenor Sax, Eb Alto, Soprano, Trumpet, Bario, Guitar, Piano, Drums, Flaxalone. Want spot that appreciates hard workers. Attractive instruments and uniforms. Perfect dance rhythm. Have car. Large library. LORETTA LEE, Route No. 1, House Springs, Mo.

3 Piece Band — Piano, Accordion, Bass, Guitar, Clarinet, Violin, Double Bass, Cello, all essential, ten faces. BOX 601, New London, W. Va. oc12

AT LIBERTY CIRCUS AND CARNIVAL

ATTRACTIVE SOUND TRUCK — GENERAL Business Agent, Sober. Knows the South. Have worked the best shows. AL BERESOFF, care The Billboard, 1564 Broadway, New York. oc3

EFFICIENT SECRETARY AND TREASURER — wants to contact any Carnival or Circus going south for the winter. Can handle all business details of any size organization. Sober, reliable, years of experience. Salary very reasonable. Address "EFFICIENT," 1719 Luck Ave., Manaca, Ind. oc19

PENNY PITCH OPERATOR — WANTS TO BOOK with show working South. Can furnish own outfit. State full particulars. Write PITCH, 136 Armory St., Fond du Lac, Wis. oc12

AT LIBERTY MAGICIANS

Theaters, Amplex, Schools and Agents — Book a fast moving Magic Show having Comedies and Spectacular Illustrations. 840# numbers for theatres, complete show for amplex and excellent school program. Book, 4244 Blvd, Hialeah, Wis. oc19

AT LIBERTY M. P. OPERATORS

Sound Operator — 16MM, 35MM. Sign Writer and maintenance. On deliveries. Sober, reliable. H. W. Schaefer, Hialeah, Clinton, Pa.

AT LIBERTY MUSICIANS

BARITONE, ALTO-SAX — Over "draft" age. BOX 201, Clinton, Ia. oc12

STRING BASS — YOUNG, modern, thoroughly experienced, reliable BILL LEEK, Athens, N. Y.

A-1 DRUMMER AT LIBERTY AFTER SEPTEMBER 10th, Young, Union; reliable; good appearance; experienced swing or sweet bands, radio, revue, circus bands. Give all particulars. Location preferred, but will consider road. ERNEST STIBAL, care Jay Gould's Circus and Revue, Glencoe, Minn. oc19

AGE 37 — SAX PLAYER, NOW TRAVELING, will correspond for future. BILL CURTIS, Permanent Address, 1366 Davidson Ave., San Bernardino, Calif. oc12

ALTO SAX — DOUBLING CLARINET, VIOLIN, Union, LEO JOHNSON, 512 N. 13th St., Milwaukee, Wis.

ALTO SAX-CLARINET—PIT ORCH. OR HOTEL preferred. Experienced in all lines. Transportable. Union. Tux. Broadcasting dance band experience. Write or wire BRUCE KRESS, Pisgah, Iowa. oc5

AT LIBERTY — LEAD TRUMPET, COLLEGE graduate, union, 22 years old. Can play all types of music. Write CHARLES L. KELLOW, Eads, Colo.

AT LIBERTY—GIRL SAXOPHONIST DOUBLING Clarinet. Good reader, experienced floor show, stage and dance bands. Good tone, no take off; young and nice appearance. CEAN K. COBURN, Hotel Gordon, Brighton, Colo.

BAND MASTER — EXPERIENCED, CAPABLE, wants to hear from live towns. LEONARD DOTO, Iron Mountain, Mich. oc12

DRUMMER — MODERN, SOLID, EXPERIENCED all lines. Read, union, single, age 30. Go anywhere. HERB HOOKKINS, General Delivery, Morgan City, La.

DRUMMER—UNION, VIBRA, HARP, WANTS job with small combo in or near New York State. ISADORE ROCKOWITZ, 421 Joseph Ave., Rochester, N. Y.

GIRL TRUMPET—UNION; EXPERIENCED ALL lines; stage, dance; location preferred. BOX 451, Billboard, Chicago. oc5

GIRL ALTO SAX, CLARINET AND TENOR—Soloist, lead tone. Union. Experienced. FAYTHE REICH, 721 Reunion, Fort Wayne, Ind. oc5

HAMMOND ORGANIST—OWN ORGAN, CUT all receipts, sweet or swing. Union. Hotel or cocktail lounge. TED MILLER, 555 Milwaukee, Grand Rapids, Mich.

HAMMOND ORGANIST—FEATURE HOTEL and cocktail bar soloist. Complete wardrobe, extensive library, unique presentations in classic or swing, to super-par satisfaction. JERRY KING, General Delivery, Rochester, N. Y.

STRING BASS—AGE 24, UNION, SINGLE, combo and large bands. Desire connection with name or semi-name band. All reliable offers considered. Have new natural finish bass. Photo on request, or refer to August 1st issue of Downbeat. Organization breaking up reason for this ad. FAYBYAN WRIGHT, Musicians' Union, Aurora, Ill.

TENOR SAX, CLARINET AT LIBERTY—MODERN take-off, have studied. Age 22, neat appearance, union. Prefer sax section work. Write or wire RENO FILIPPI, 5522 23rd Ave., Kenosha, Wis.

VIOLIN, DOUBLING STRING BASS — SOUTH only. BOX C-344, Billboard, Cincinnati, O.

Also — 1st or 2d. Play good beat, phrasing, no take-off. Girl Singer, 19, two years experience, stock bass. Both neat and attractive. Dancing, lay off. For October 1, Musicians, Lake Hotel, Lake Charles, La.

Double String Bass—Solid rhythm, neat ready, like when necessary. Full tone, in tune. Neat, respectful, competent, dependable. All essential. Fully experienced in all type dance bands, swing, ballrooming. Must be first class proposition, strictly reliable. No parties or high school outfits. State full details. "Ding" Ellis, Frederickburg, Iowa. oc5

Hammond Organist — Non-union, reliable, experienced, large library. Beating, rock, rags, rat or cocktail bar. Do not own instrument. Organist, 221 Lexington Ave., Buffalo, N. Y. oc28

Hammond Organist of ability and experience (now working and selling in) wants job in radio, hotel, club, night, theatre. Address Box C-380, care The Billboard, Cincinnati. oc28

Music Shoppe Double Basses With School, Minnie and Industrial Bands. Fifteen years experience teaching in high schools, 10 years directing own professional band. Teach all band instruments. List of references. Prefer Southern location. Address: 2663 S. Colorado St., Philadelphia, Pa. oc28

Now Available — 1st Trumpet Man, Age 22, white, sober, free to travel. Good nature, loon technique and endurance. Not a go-now. Member of Local 6, Chicago. Keen's South, 2937 N. Central Park Ave., Chicago, Ill.

Teacher—With twelve years' experience. Twelve Hawaiian and Spanish guitar, violin and viola. Married, sober and reliable. Plenty B and O work. MUSICIAN, 710 S. Fourth Ave., Knoxville, Tenn. oc12

AT LIBERTY PARKS AND FAIRS

BALLOON ASCENSIONS — With Sensational Breath-Taking Parachute Jumping with modern equipment for Fairs, Parades, Celebrations. Always reliable. CLAUDE L. SHAFER, 1041 S. Dennison St., Indianapolis, Ind. oc5

STATE AND WORLD'S Fair Act available for October and November dates. High Swaying Pole, Trapeze and Slide. Write or wire BOX C-575, Billboard, Cincinnati, Ohio. oc5

HIGH POLE ACT—OTHER acts; outdoor or indoor events. C. HIGGINS, Gen. Del., Battle Creek, Mich. oc5

AT LIBERTY — MYSTERY NOVELTY WHEEL and Rider. Loops the loop inside both ways; coils around on outside rim in short space. Attractive and daring. Also, Mechanical Man. Lecturer can be included for free acts, side show or advertising. Write or wire full details to OTTO MARTEN, 222 1/2 W. Liberty St., Louisville, Ky.

DIXIE DANDY DOG AND MONKEY CIRCUS—Three separate fast, clever, classy acts. Presented by man and woman. Price reasonable. Address 3830 Drakewood Drive, Cincinnati, O. oc28

FOUR HIGH-CLASS ACTS—WORLD'S GREATEST Slack Wire Act, real Comedy, Tramp Juggling Act, Novelty Trapeze Act, Hand-Balancing and Acrobat Act. BINK'S CIRCUS ATTRACTIONS, Route 1, Cudahy, Wis. oc12

GREAT HIGH FIRE DIVE, WITH BODY AND water all ablaze, also spectacular high fancy diving. Act known as Ace of Thrillers. Address NILS REONELL, 47 Wayne St., Jersey City, N. J. oc5

HIGH AERIAL ACT AVAILABLE NOW—Swinging Pole, Trapeze, Balancing, Gymnastics, Perch and Slide 15 minute routine. Special lighting equipment for night appearances. Bond if desired. This is my first "At Liberty" ad this season. Write or wire BOX C-576, Billboard, Cincinnati, O. oc5

JAMES COGSWELL — CLOWN, STILT WALKER for fairs, celebrations, parades. Write for literature. 1433 Rose St., Lincoln, Neb. oc12

JAYDEE THE GREAT — POSITIVELY HIGHEST Conventioneer Trapeze Act. Rigging 10 ft. Real novelty by man costumed as Huge Ace Comedy and this is open for large fairs. Write to JERRY D. MARTIN, week Sept. 30, Enfield, N. C. oc12

Aerial Contests — Three Handcuff Acts, Two Double Trapeze Comedy Breviating Ladder, Two Illuminated Swinging Ladder, Literature and photo requests. Address The Billboard, Cincinnati, O. oc2

Charles La Cruz (In Person) — Original Outstanding Novelty Entertainment Act. A high-class Platform Free Attraction. Available for celebrations, street fairs, etc. Attractive equipment. Moderate advertising posters free. Wonderful act. Write for complete information. Address Charles La Cruz, 1504 S. Anthony Blvd., Fort Worth, Tex. Dashington's Circus—Ten good acts, movies; ten distinct acts; guaranteed to please and present something different. 429 Sixteenth Ave., Mobile, Ill. oc12

The Gables — Four Different Free Attractions. Dancing Tight Wire, Balancing Trapeze, and Saw Hammer and Double Trapeze. Lady and Gent. Beautiful wardrobe. Reasonable. Care The Billboard, Cincinnati, O. oc28

The Three Tomlinson Brothers—Vernicle; Union assistants; play 16 different instruments; also 19 vaudeville acts. For every occasion. 3690 Adams Blvd., Chicago, Ill. Tel. Kerston 5491. oc19

Two First Class Attractions—High Flying Single Circus Act performed by lady. Sixty foot rigging. Two-piece comedy acrobatic act. Belle Holly, Billboard, Cincinnati, O. oc5

Two Clowns Doing Two Comedy Acts—A barrel act riding act on a mule, a baroque horse act and also clown act. For all occasions. The Joker, 215 Whittaker St., Salem, Ill. oc5

Two Acts for One Price Available Now—Spanish Wire with Juggling and Sharpshooting. The other a high Trapeze and Slide. Colored costumes. Powerful lighting equipment. Agreeances. Write or wire BOX C-577, Billboard, Cincinnati, Ohio. oc5

AT LIBERTY PIANO PLAYERS

PIANIST—EXPERIENCED, RELIABLE. JOE R. SWITALSKI, 1024 25th St., Portsmouth, O.

Full Piano for Small Orchestras or on Piano Alone—Open for any offer, and where, requiring a first class, reliable man, free to travel to exclusive clubs and hotels. Good contact man, nice appearance, manners and have own car. If value to sub offer, contact meeting man with good judgment to cover every class of engagement. Write or wire Box 243, Raymond, Ga. oc5

Pianist—After Oct. 15, Union. Single young man. Wide professional experience; accompanist, soloist, orchestra, concerts, popular classes, exclusive situations. Go anywhere. Only reliable offers. Particulars exchanged. Raymond Demacy, Franklinville, N. Y. oc5

Pianist — Experienced in all lines. Good reader. Union. Dance band, hotel or radio performer. Anything considered, but job must be reliable. Pianist, 434 24 St., W., Dickinson, N. D.

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY AFTER SEPT. 28 — TEAM. SURE fire Comedy, Doubles, Novelty Magic and Juggling. Singles, work as cast in acts, bits for vaudeville, med or Southern tent show. Will double with experienced med showman for halls. Car and house trailer. LEW AND KITY GREEN, General Delivery, LEW AND KITY, or Western Union. oc12

VERSATILE COMEDIAN — AGE 26. ALSO Juveniles or as cast. At Liberty October 1. Good Trombone, Fall Piano, Scowlies, Song-Dance, Kyoko, also trailer. Car. I do not mind waiters. Reliable, congenial, married, one child. SKIP HAWKINS, Lansing, La. oc5

At Liberty—Jack and May trends, La Ferra. Wife works straight stage. I double solo and orchestra, an professional drummer, read, take and take-off; also guitarist. Also, special guitar. We are young. Write or wire. Our rates in Chicago. Contact by telephone at La Ferra office or mail care General Delivery.

At Liberty Nov. 1st—Juggler, Chis. bats, etc. Can talk on in moving chair on trapeze. Age 27, love to entertain. Write James Riosardi, Edison, O.

Comedy and Hillbilly Singer — Eight years radio experience. Library of around 5,000 songs. M. C. Hillbilly Character, The Scenic. Best of references from Western radio stations. Have car. Would like to concert radio groups. Name subject salary in first letter. Age 32, married, no children. Bud Perkins, care W. H. Smith, Rt. 1, Rogersville, Pa. oc19

Early Diving Nighting, Dancing, Talking Snowflakes—Change 10 nights A-1 in acts and hits. Join after October 15. Hillbilly, dependable, salary reasonable. Gracie Eisman, General Delivery, Abing, Mich. oc5

Master of Ceremonies, Singer, Comedian and Tumbler. Prefer work in New York State, Canada or New England States. Romeo Hoover, 65 Ketchikan St., Balmire, N. Y. oc5

Pennsylvania Society Circus—Ding, Four, Monkey, Bear, Frog, Act, Hoop, and the Famous White Cockshoe, Military March. Presented by the only original Port, Pennsylvania. Address Circus Headquarters, Gro. B. Roberts, Manager, 2504 N. 8th St., Philadelphia, Pa. Telephone 3128.

Special Feature — Crystal Gazing. Working night clubs, etc. No salary, advice made between shows. Answers personal questions free with copy of song. Contact Herb Commis, Sta. G-L-B, 191, Columbus, O.

RINKS AND SKATERS

(Continued from page 52)
in unison, kicking their feet to the side at the same time. It is essentially like the conga, and conga music is used.

CECIL MILAM, manager of Wheeling (W. Va.) Roller Rink, plans to open a class in fancy skating. Classes will be held on Sunday afternoon. An increased number of party bookings is indicated, many groups having already contracted for reservations. Manager Milam reported.

GREYSTONE SKATELAND, Columbus, O., opened its fall season on September 17. Rink operated during summer on limited schedule and enters its third season with the largest club membership in history. Sessions will be held on Tuesday, Friday, Saturday, and Sunday nights. Matinees will be offered on Saturdays and Sundays.

STATE elimination races for roller speed skaters will be held at Fair Park Roller Rink, Dallas, on December 8-10. Manager Sherman Johnston said entries for the tournament have been received daily. They include Jack Walker, winner of second and third places in national races at Cleveland in April; Charles Whitman, winner of the national junior skating event; Marcus Leubner, Floyd Goode, Texas champion, and Lawrence Jacobs and Carl Bryant, former Dallas champions. Sue McCoy substituted at the electric organ while Billie Teague was on a two-week vacation.

SKATERS from all parts of the country, on route to Golden Gate International Exposition, San Francisco, have visited River Garden Beach and Rollerdomes this summer, reported Manager Armand J. Schaub. Sara Green has been engaged as secretary and assistant to Manager Schaub. Shoe Skaters' Club, including members from surrounding rinks, has been formed. First meeting and a special program was held at River Garden on September 19.

FRED H. FREEMAN'S Winter Garden Rollerway, Boston, opened its ninth season on September 26. Sessions will be held nightly and on Saturday and Sunday afternoons. Freeman-operated Chez Vous Rollerway, Dorchester, Mass., operates nightly and on Saturday and Sunday afternoons, and Lyonnhurst Rollerway, Marlboro, Mass., operates nightly except Saturdays.

PUNNY FORTER reports he reopened his Portsmouth (O.) Roller Rink to satisfactory business — on September 2. Rink is open to the public four nights weekly. Two nights are allotted to private parties. New sound system, with eight speakers, has been installed, and the 100 by 120-foot floor has been resurfaced. Rink operated three nights weekly during the summer to good business.

ROLLER rinks in Buffalo have opened for the fall and preparations are under way for a big season. Melville Van Dyke opened his Delaware Rink on September 6. He expects October to be a big month for parties and finds that society is taking to skating more than ever. Teaching will be stressed more than contests, although some form of competitive skating may be used later. Nelson Selby is organizer, working nightly and during Sunday matinees. Improvements include installation of composition sidewalks to match the ceiling. Genevieve Rink, operated by Casmir Grel and Arno and Anna Beck, reported a better season to date than last year. Rink opened Labor Day week-end and sponsored a party with half-price admission for the initial event. Organ played by Stanley Mitchell is used four times weekly. Interior was redecorated and a new ceiling was installed. The management operated an open-air rink during the summer and broke even despite much bad weather. It is planned to operate it again next summer if conditions are good. All High Rink, under management of Max Bandalian, opened on September 1, but Owner Bandalian is not altogether pleased with the season so far. Interior was repainted. Membership of the club, which meets on Monday nights, is growing.

SPINNING WHEEL Roller Palace, Canandaigua, N. Y., reopened on September 20 to a capacity crowd, reported Secretary Pete Musselman. Manager J. H. Ambrose has spent \$2,000 in enlarging and improving the rink. New decorations in sky and cloud effect have been added and skates have been reconditioned. The 55 by 115-foot floor has been resurfaced. Record music on an 83-watt sound system is used. Helen Reynolds Skating Girls recently spent a week's vacation in the city and spent considerable time in the rink perfecting some new routines.

JOHN MASON, formerly connected with Skateland, Cleveland, has been put in charge of the floor at Mammoth Gardens Rink, Denver, and has started free classes in dance and figure skating.

Mrs. H. B. Wilson, vice-president and co-manager, is back on the job after a four weeks' illness. New public-address system was recently installed and the staff is to be outfitted in uniform.

WEST VIEW PARK, Pittsburgh, has converted its ballroom into a roller rink for fall and winter skating.

C. V. (CAP) SEPPERINO, chairman of the Speed Skating Committee, Roller Skating Rink Operators' Association of the United States, reports that a speed skating club has been organized in Sefferino's Rollerdom, Cincinnati, and that it is the intention to hold monthly speed trials for bronze medals. Classes will be held each Wednesday night from 11 o'clock until 12:30. HSROA rinks are invited to send skaters to classes. Out-of-town skaters wishing to take bronze medal tests may do so on the second Wednesday of each month. Membership in the club numbers 75 men and women.

A SHOW at Earl Van Horn's Mineola (L. I.) Roller Rink, participated in by Mineola's national, State and city champions, was feature attraction at the rink's fall opening on September 4 and witnessed by a record crowd of over 1,500. The figure-skating club has resumed Sunday morning classes. The period will be divided into three classes, according to respective abilities of groups. Francis LeMaire has been secured by Manager Van Horn as figure-skating instructor. Saturday morning children's club sessions have been inaugurated. Instructors are on hand to teach beginners and dance classes are held at intervals during sessions. Monday and Friday night dance classes in elementary and advance types are also being held.

SKATELAND, Aurora, Ill., opened its fall season on September 7, drawing 600 skaters, said Manager E. K. Bartlett. Rink has been renovated and neon lights for the moonlight system have been installed. Souvenirs and programs were distributed on opening night and a floor show included a tap dance by Betty Ustved, accordion solo by Jean Marzuki, dances by girls from a dance studio; comic number on skates by visitors from Dome Roller Rink, Dixon, Ill.; acrobatic dance by Marjorie Phillips, songs by Purcell Lay, and a solo by Marjorie Hard, organist. There were also novelty races. Rink personnel includes Doris Ustved, cashier; Charley Talley, doorman; Marie Talley and Marion Winkler, checkroom; Kenneth Ustved and LeRoy Bean, skaters; Bill Winkler, John Krachala, Lloyd Brown, and Frank Lund, floormen; Ruth Malon, fountain, and Jerry DeKing and Don Roenser, skate boys. First club party was scheduled for September 26.

JACK DALTON, who has spent 18 years at Puritas Springs Park Roller Rink, Cleveland, reports he has taken over the management of new Rollerade Rink in that city. Rink is in the old Equestrian Building, formerly used for presentation of polo. It has a 60 by 260-foot floor, seating facilities for 3,000 in arena form, shower and locker rooms, Chicago skates, and a refreshment stand. Staff will include six floormen, four checkroom girls, and five skate boys. Cleveland's mayor and prominent in the roller skating business have been invited to attend the opening, scheduled for October 5.

ROLLER rinks in Buffalo have opened for the fall and preparations are under way for a big season. Melville Van Dyke opened his Delaware Rink on September 6. He expects October to be a big month for parties and finds that society is taking to skating more than ever. Teaching will be stressed more than contests, although some form of competitive skating may be used later. Nelson Selby is organizer, working nightly and during Sunday matinees. Improvements include installation of composition sidewalks to match the ceiling. Genevieve Rink, operated by Casmir Grel and Arno and Anna Beck, reported a better season to date than last year. Rink opened Labor Day week-end and sponsored a party with half-price admission for the initial event. Organ played by Stanley Mitchell is used four times weekly. Interior was redecorated and a new ceiling was installed. The management operated an open-air rink during the summer and broke even despite much bad weather. It is planned to operate it again next summer if conditions are good. All High Rink, under management of Max Bandalian, opened on September 1, but Owner Bandalian is not altogether pleased with the season so far. Interior was repainted. Membership of the club, which meets on Monday nights, is growing.

Wholesale merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

Badgeboard Boys Off to Good Start With Grid Novelties

NEW YORK, Sept. 28.—With football schedules under way in all sections, reports from badgeboard workers indicate that takes from badge, pennants, and similar items will top all records. Manufacturers of the lines have put new and attractive merchandise on the market and the public is going for it in a big way.

According to supply houses here, the regular button with the name of the school and ribbon streamers of school colors attached is still much in demand. Because school colors are gay the boards are sure to attract attention. Students are eager to let others know for which side they are cheering, and large numbers of the badges are turned over at each grid clash.

In the East the grid classics will soon be played. In the meantime the workers are lining up items and ordering in large quantities to get in on the ground floor.

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

From L. Frank, of Arrow Fur Company, we hear that a number of jobbers have informed him that operators are beginning to show reawakened interest in stuffed toys as mascot giveaways, which is interesting if true. Not very long ago stuffed toys were popular on deals, and items such as drum majors, pandas, and teddy bears had extended runs to exceptionally good takes.

Merchandise trends have a way of repeating, and as enough time has elapsed since stuffed toys received a considerable amount of play there seems to be no real reason why such merchandise shouldn't be able to make a comeback, especially with the holiday season in the offing. Stuffed toys and dolls are in great demand then and operators should be able to get their share of the do-re-mi in satisfying this demand.

Have you ever done any trapshooting? Comparatively speaking, few people have, but with the Mossberg Targo Gun this interesting sport is within the reach of almost everyone. Gun is popularly priced, small, light, and easily transported. The trap attached to the gun throws the target in any direction. There is something fascinating about shooting flying targets that are breakable, and with Targo the shooting becomes a one-man proposition which anyone may practice at little expense. Why mention it here? Well, it seems to us that Targo should be a natural for a deal.

Says Mossberg: "Targo is grand fun. You don't need the great open spaces nor bulky, heavy, and expensive equipment. You yourself work the trap that throws the gadgets so you can shoot alone or with friends. And almost wherever you are there's an open field or a body of water where you can shoot Targo conveniently and safely."

O. F. Mossberg & Sons, Inc., is the manufacturer and advises that targets, ammunition, and special attachments are available.

D. M. G. Santa Ana, Calif., writes: "Would appreciate it very much if you will supply me with information as to where I may purchase small salecards. (See DEALS on page 60)"

Better Merchandise Demand Noted by Mineola Operators

Roll-down game concessionaires stock cocktail sets, boudoir mirrors, and lamps to supply public's wants—guess-your-weight men have leis, canes, and candy

MINEOLA, N. Y., Sept. 28.—A definite trend toward better merchandise at fairs was displayed here this week when the 89th annual Mineola Fair was held. With concessionaires anticipating big business, the stands were well stocked. One of the most prominent spots on the midway was the bingo game operated by Mulcahey & Dean, of Salisbury Beach, Mass. According to one of the countermen, luncheon sets proved popular, as did hassocks, large fur Scotties, travel sets, lamps, ship models, blankets, thermos bottles, bridge tables, toasters, cutlery sets, and clocks. It was pointed out by this spokesman that travel sets, which included brush sets in a leather case with zipper, were claiming interest because many of the fair visitors had someone in their family attending college. The cases also were in demand because of their gift appeal. Cold weather items, especially blankets, were said to have been given in large quantities.

School Items Big

Chester Berry, operating a pitch-till-you-win game, offered watches, daggers, pen-and-pencil sets, binoculars, boudoir sets, including triple mirrors and lamp; women's pocketbooks, and pillows. Berry said that the pen and pencil sets were among the most popular numbers with him. The demand was attributed to the fact that the fair dates coincided with those of school openings in the vicinity.

With guess-your-weight and guess-your-age workers canes, Hawaiian leis, and candy were declared to be the outstanding numbers. According to Barney Spiegel, who was associated with Selig Hochheiser, veteran Coney Island worker, the selection of stock on his stands had been determined principally by demand for certain items during the latter part of the Coney season. My Algut, also a well-known Island concessionaire, reported that his stands included practically the same items used by Spiegel.

Dolls Go Good

Ring-a-Duck game, operated Al Beskin, who brought the game from his stand at Luna Park, named boudoir dolls as his top item. At the balloon game, also operated by Beskin, stuffed elephants were said to be the top item. Scotties and candy, consistent items, were on hand in large quantities and were listed among the best numbers.

At Dick Bonomo's cat game the prize list included candy, fox tails, Pinocchio, Charlie McCarthy dolls (small size), and a large assortment of stuffed toys. In the same vicinity was Sam (Halifax) Cohen's roll down that offered cocktail sets, nautical lamps, stuffed toys, dresser sets, and items of general household use. Cohen added that he had found that Mineola visitors were strong for serviceable items and that he had built his selections on that basis.

William Katz, operating a balloon game after a summer at Coney Island with his Ring-a-Duck set-up, gave dolls of the national top listing, with special emphasis being placed upon the Spanish type. Chinese cats were also claiming demand, as were radio dogs, which were among the leaders at the duck game.

Louis Lamparello and Harry Berk, also operating a balloon game, gave stuffed toys as their leader. Hawaiian leis were distributed in large numbers, they said. Other items that were in demand included the washable stuffed dogs, majors, and feathered dolls. A fair veteran said that serviceable item demand was in excess of previous years.

With the concessionaires planning to make the October events, it was said that the boys will scout wholesale supply houses to supply additional items and replenish their stocks. A survey of the operators revealed that practically all were intent on securing better merchandise to supply the demand.

Workers Scouting For New Items in Mechanical Toys

NEW YORK, Sept. 28.—Mechanical toys are seen clicking again this season and wholesale houses report heavy orders have been received for early shipments. Those in the trade are ordering the staple numbers and are eagerly watching for announcements of new items. Several manufacturers are at present working on new lines that will be announced soon.

Mechanical toy workers have already made their appearance on Broadway with some of the items. Items that have been noted include the circus monkey on chair, the trick seal, skating monkey, Oh-U-Dogs, comical monkey with mirror and comb, and the rollover cat.

It is unofficially reported that a new item, the Q-T Dog, is ready for release, and the manufacturers are preparing to introduce it to the trade. While only meager information is available on the item, it is said that it is entirely new and sure to get the cash when offered to the public.

Oh-U-Dogs Back

Oh-U-Dogs are now available in several models and sizes. They include the dog that wags its tail and nods its head, the large-size dog that walks and wags its tail, and the black or white dog that wags its tail. The last-named item is available in a picture box. Cheeky Scotch is a brightly painted celluloid dog attached to a mechanical shoe that wobbles about when wound up. Demand for the Scottie is reported increasing.

Out for Record

The Marx Tricky Taxi is expected to establish new sales records this season. The item is a consistent seller and the feature of it is that it will not run off the table. It will also whirl around on top of a glass jar or can. In the automobile line is the Charlie McCarthy trick automobile that has what it takes to pull in the cash. With this well-known character at the wheel the auto does just what any one would expect and the antics provoke many laughs.

Other items that seem sure to garner folding money for the boys are the dandy monkey, with top hat and cane; Symphony Pete, the monkey that wags its tail and waves a baton like a band-leader, and the mechanical skating monkey, made of celluloid and dressed in felt costume. Dutch Maid, a variation of the original Betty doll that made its debut about 1920, is also claiming interest, as are the Topsy crawling baby, dancing couple, and mechanical drummer.

Concessionaires and pitchmen who handle games are said to be eyeing the new mechanical shooting gallery which has three moving disks and which uses a candid camera instead of a gun.

rapidly than at any time during the past several years. When letters come from prospective operators and announcements of new items come from firms, there is bound to be a banner season ahead.

REPORTS from Cincinnati reveal that over 250,000 people attended bingo in that city during the month of August. There were 218 parties and gross receipts were \$194,792.41. In July there were 203 parties and the gross was \$197,981.55. Average cost per person in August was 58 cents. Bingo is still going strong in the Queen City.

IF MORE cities kept accurate checks on bingo parties the pulling power of the game could really be shown. Ask any progressive operator how this year's crowds compare with last and he will reveal there has been an increase.



THIS week's column is of special interest to jobbers.

IN THE MAIL this week were several letters from prospective bingo operators asking where they could purchase equipment. For instance, here is one from Louisiana:

"I am contemplating opening a bingo game this fall. I should like to know where I may purchase the necessary equipment. I am in the market for amplifiers and number boards; in fact, anything needed to make a good showing."

"My plan is to run the game here in town and next spring join some carnival with the game."

WHILE this letter represents only one section, it is typical of those received from day to day. The most important thing is that the letter shows definitely there is a growing interest in the game.

SEVERAL firms already have realized that more operators will enter the field this season and have launched new products. Among the firms to take this step are Morris Mandell and Metro Manufacturing Company. The Mandell company recently announced a new bingo ball carved from bakelite with the number engraved thereon.

METRO recently announced a new noiseless bingo cage that is reported making new inroads into the cash ketles for operators. Progressive bingo operators are finding that players respond favorably to games that employ the new cage, and the Metro product is designed to fill every requirement of such an item.

A BLOWER that is claiming interest at this time is the one manufactured by Pop Baker. This blower is well known, too, and adds the necessary flash to the game.

IN ADDITION to these products, the merchandise firms have recently announced new items that are sure-fire at games. Lumitone, table-lamp radio; a 14-piece Hollywood portabar, and the God Bless America automobile horn, offered by the D. A. Pachter Company, are said to be drawing the crowds to bingo because they are items the players want. The peach-time electric patriotic clock that waves an American flag over a United States dial is also doing its part to increase operators' revenue. The item is handled by Evans Novelty Company.

STAPLE items such as blankets, electric appliances, chenille bedspreads, clocks, and lamps are also increasing in favor. Operators are aware of the pulling power of good merchandise, and wholesale supply houses report that shipments are moving forward more

JOBBER, ATTENTION!
OUR NEW
Santa Claus
NOW READY



GREAT CHRISTMAS ITEM
Two Sizes
Large Size 25 inches
Small Size 18 inches

Dressed in Red Rayon Silk Garment, Trimmed with White Plush, Black Belt, Black composition Boots. Each packed in a box.

If Interested, WRITE FOR FULL PARTICULARS
ARROW FUR CO., INC.
142 W. 24th St., NEW YORK, N. Y.

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.

Patriotic Plaque

Spore Company reports big demand for its new patriotic plaque from souvenir and novelty workers who are taking advantage of the good margin of profit allowed on the item. It comes in an assortment of patriotic designs on four by four-inch plywood. Decorated in red, white, and blue and lacquered, the plaques are flashy and sure to attract attention. It has a swivel hook on the back for hanging. With demand for red, white, and blue items increasing, indications are that it will be a top number this season.

Boudoir Vanity

Gold Seal Novelty Company reports that its new boudoir vanity is a sure-fire winner for sales cards. It is electrically lighted and is filled with a pound of hand-dipped Golden Crest chocolates. The item is low priced, enabling operators a good profit. Gold Seal also markets a 10 1/2 by 6 by 4-inch cedar chest containing two pounds of the same type of candy. It comes with a mirror and embossed lithographed pictures. It, too, is priced so as to result in fast turnover.

Pottery Items

With bingo starting its indoor season, British Pottery Company reports that many operators are putting pottery on their display stands. Items include "8" drip coffee set, pig bank, five-inch bowl, covered ramekin, tea service sets, two-cup tea pot, individual tea pots, six-cup EZ tea pot, razor-back hog for bank or old razor blades, donkey novelty planter, elephant novelty planter, and seven-inch vases. Pottery is available at new low prices that afford a good margin of profit. Items mentioned are offered in an assortment of colors, the firm reports.

Menagerie on Parade

Show owners, celebration committees, producing clowns, and others interested in parade features should be glad to learn of a new line of large, inflated animal balloon figures recently introduced by the Toy Balloon Company. Figure measure from three to six feet. Line



PATRIOTIC AUTO PLATES
Size 6 1/2 x 10"
Each in Envelope with Fasteners
TRIAL DOZEN . . . \$1.75
DOZEN LOTS . . . 1.85
GROSS \$15.00

Comical Novelty "FIFTH COLUMNIST"
Wow! A knockout, sure-fire seller! Face shows marked, rips, cutout. Inside surprises everyone! Each in Envelope.
TRIAL DOZ. 40c
PER GROSS \$3
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JOBBER: WIRE OR AIR MAIL FOR QUANTITY PRICES!

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Guaranteed Genuine "CUSTOM-BILT" FUR COATS. Beautiful 1941 Styles. Finest Quality. Fastest Sellers! **DAY'S EXPRESS and TIME!** Money refunded within 3 days if not satisfied. Send TODAY for complete price list.
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MAKE \$3.00 PER HOUR!
Selling our Special Deal—1 box of 50 Garces Deluxe Cigars and 1 25-Pl. Extension Card Free. Real sells for \$1.05. Your cost \$1.05. Send \$18.00 for 10 deals. Money refunded if you don't sell these deals.
S & W SALES CO.
2418 Grand River, Detroit, Mich.



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The Most Original Development of Its Kind in Years.

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It's no wonder this SELF-SELLING, SELF-ADVERTISING, BRAND-NEW LAMP MODERNE is going like wild-fire—looks like a million dollars—yet priced SENSATIONALLY LOW.

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Here's your best "bet" in years. You'll "wow 'em" with the new LAMP MODERNE. Be first to cash in on today's SMARTEST LAMP CREATION. A sure business getter and profit maker.

IT'S BEAUTIFUL—IT'S AMAZING!

A regular kaleidoscopa of color—red, green, white, blue. A light with the color value of Neon. The very newest idea in modernistic art. Here is just the lamp you've been looking for. Use it EVERYWHERE and ANYWHERE.

Samples, \$1.50. In Lots of 12 or More, \$1.25 Each.

Prompt Deliveries—Rush Your Order

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215 W. Ontario St., Chicago, Ill.



GET IN ON THIS HOT ITEM NOW!

"House Breaks" Pete, the new novelty sensation. This liquid, catnip-like ash tray is smart, and naughty, of beautiful plastic construction and finished in four colors. A small rubber nipple at the top of the blazing red hydrant is the pressure valve. Made in U. S. A. Packed 4 to a box. Each ash tray is furnished with a unique story of the engine. Cash in now on this sensational seller! An ideal item for novelty stores, taverns, hotel bars, clubs, cigar stores, drug stores, saloons, and pushers.

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WRITE FOR OUR NEW NO. 50 CATALOG
BE SURE AND MENTION YOUR LINE OF BUSINESS
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YOUR BEST AND CLOSEST SUPPLY HOUSE
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WE LEAD FOR PRICE AND QUALITY
Wrist & Pocket Watches FOR LADIES AND GENTS Reconditioned. Guaranteed Like New. 1941 Styles now available. Write for Free Catalogs.
NORMAN ROSEN
801 SANSOM ST., Wholesale Jeweler PHILADELPHIA, PA.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

PATRIOTIC and POLITICAL NOVELTIES FOR BIG SALES!

"God Bless America" Banner. Made of white rayon satin. Impregnated in red, white and blue. Double gilt spear point stick through top, and cord for hanging with tassels.

- No. B28N22—5x12 inches Per Gross \$ 6.75 Per Dozen \$ 60.00
No. B28N23—5x12 inches Per Gross 13.50 Per Dozen 1.20
No. B28N24—19x29 in. Has gold fringe bottom Per Dozen 6.50
Each \$.60



3 1/2 Inch Metal Disk with Bracket for attaching to auto. Colloidized Tarn with reflecting American Flag.

- No. B28N40—Per Gross \$10.50 Per Dozen 90
3 1/2 Inch Reflect-a-Lite. Unbreakable red reflector. After election imprinted colloidized can be removed, leaving reflecting surface.
No. B28N41—Willkie Per Gross \$10.50 Per Dozen 90
No. B28N42—Roosevelt Per Gross 90 Per Dozen 90

Transparent Banners for Automobiles or House Windows. 12 in envelope with directions.

- No. B28N34—Willkie Per Gross \$1.50 Per Dozen 15
No. B28N35—Roosevelt Per Gross 1.50 Per Dozen 15

POLITICAL BANNERS

Roosevelt and Willkie Banners. Same quality as "God Bless America" Banners shown above. Made of white rayon satin. Impregnated in red, white and blue with picture of candidate.

- Size 6x12 inches.
B28N43—Roosevelt Per Gross \$6.75 Per Dozen 60
B28N44—Willkie Per Gross 6.75 Per Dozen 60

Patriotic Auto Plates, Red, White & Blue, fit above or below license plates. Made of heavy sheet metal, 5 1/2 x 10 in. Each plate in envelope with fasteners.

- B28N44—Per Gross \$15.00 Per Dozen 150
Sample Dozen, \$1.75 Postpaid.

BUTTONS

R. W. D. Roosevelt Button with Pin. Diameter 1 1/16 inch. No. B28N48.

- Per 100 \$.75

DONKEY CHARMS

White Celluloid Donkey Charms with cord attached. No. B28N49.

- 1 1/2 inch. Per Gross \$.75 Per Dozen 90
No. B28N51—1 1/2 x 1 1/2 inch Per Gross \$3.60 Per Dozen 36
No. B28N52—1 1/2 x 1 1/2 inch Per Gross \$3.60 Per Dozen 36

Stone Set Metal Flag Pin. Scissors set with red and white brilliant. Stars white stones.

- No. B28N53—Per Gross \$8.50 Per Dozen 85

As above but set with larger stones.

- No. B28N54—Per Gross \$1.50 Per Dozen 15

Legal Flag Button with stars and stripes in red, white and blue. Size of Flag 5 x 1 1/2 inch. Each on a card.

- No. B28N55—Per Gross \$1.00 Per Dozen 12

R. W. D. Willkie Button with Pin. Diameter 1 1/16 inch. No. B28N47.

- Per 100 \$.75

ELEPHANT CHARMS

New Style G. O. P. Streamlined Elephant Charms with cord attached. No. B28N56.

- Per Gross \$.85 Per Dozen 85
No. B28N57—White Finish, 1 1/2 x 1 1/2 inch. Per Gross \$1.00 Per Dozen 100
No. B28N58—White Finish, 1 1/2 x 1 1/2 inch. Per Gross \$4.00 Per Dozen 40



This Is Tops For Premiums or Board Operators

Automatic Cigarette Box. Made of Wood with colored decorated design. By pushing bird perch down cigarette appears and it is picked up in bird's beak.

- Size of base 7 3/4 inches. Height overall 4 1/2 inches. Each in box.
No. B28A172—Per Dozen \$4.00

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Samples—Helmet, Football, Basketball—50c Prepaid Anywhere.

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- DOUBLE EDGE BLADES—BLUE STEEL. 1000. Retailer. \$2.10
SINGLE EDGE BLADES—Packed. 1000. Retailer. \$3.50
WILLIE FIE or ROOSEVELT BANNERS. 1000. Retailer. \$8.00
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Largest quantity on hand! Regular \$3.99. Retailer. Guaranteed. Get now! Take advantage of low price. While they last! Each \$1.25
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For Immediate Delivery 1 TO 1500 1501 TO 3000 Also Larger Sets

Write TODAY for samples and rock bottom prices

ALBERT E. JACOBY 1212 Chester, Cleveland, Ohio

consists of a number of animals, including elephants, giraffes, hippos, and serpents, which, when inflated, present a colorful spectacle. Inflation of the balloon is done on an entirely new principle, and the company states that the figures may be used indefinitely.

WHAT'S EVANS NOVELTY GOT— THAT'S SO HOT? A sensational NEW Item! Utterly DIFFERENT! PATENTED! Timely, Outstanding Beauty, Amazing ACTION! Tremendous appeal. Low-priced. The greatest Premium Item in year!

Campaign Novelty

The Salesman's Safety Pin promises to be one of outstanding items of the campaign line for badgeboard workers. Epstein Novelty Company reports. Button, 1 1/4 inches in diameter, bears the portraits of both Roosevelt and Willkie, side by side.

Cigarette Server

Up-Start, Sterling Tool & Stamping Company reports, is an item that shows promise of being one of the top money-makers for prize users this season. Made with an ostrich leatherette cover, with metal parts of copper, the container holds 40 regular or king-size cigarettes.

Pipe Lighter

Bowers Manufacturing Company reports that its new No. 3 Pipe-a-Lite is proving a profitable item for souvenir and novelty workers. It is designed for lighting a pipe. When the outside sleeve is up the lighter is wind-proof.

Extra Value! \$2.25 EACH. No. B28 0888—Ladies' Bracelet Watch. Exquisitely Styled 12 1/2 in. Chrome Case in an ornate engraved design with beautiful link bracelet to match.

ADVERTISING MEN, CONCESSIONERS FOOTBALL SPECIAL

"AD BACK" SPORT SEATS. Now made in two colors matched for any school or college. Seat, 13" x 13", with collapsible back rest, 13" x 15". Ad on back 6" x 15" interchangeable.

R AND B SALES CO. PARKERSBURG, W. VA.

ELGIN, WALTHAM, BULOVA

Renewed Quartzes. MEN'S WRIST AND POCKET WATCHES. \$2.95. Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.

Special Close Out Sale

Willkie Banners & Pennants. 6" x 12", \$8.00 per 100. Novelty Pennants, 10 1/2" x 2 1/2", \$8.00 per 100. 2 samples, 25c prepaid. OUR NEW SATERN CHRISTMAS BANNER NOW READY. 12" x 12", \$16.00 per 100. 18" x 24", \$28.25 per 100.

DAY BROTHERS, BYESVILLE, O.

NOTES from SUPPLY HOUSES

Atlas Leather Goods Manufacturing Company recently announced several additions to its line of miniature leather novelties. A football, helmet, and basket ball, said to be especially good fall items, have been added to the line of cowboy hats, scarf holders, sombreros, and jockey hats.

DEALS

I wish to obtain a card made up with a small number of holes that contains large numbers. Preferably I would like to contact some company which can build a quantity of cards to my specifications.

HAPPY LANDING.

MARKS SHOWS

Secretary W. L. (Bill) Snyder did a good job with the fair and had the event advertised in a 50-mile radius. On Wednesday he was host to John H. Marks and his executive staff at a chicken dinner.

Wholesale Catalog 4000 BARGAINS

For Salesmen and Distributors



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PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by BILL BAKER

(Cincinnati Office)

EDWARD SMITH... (The Form Smitty) pipes in from Austin, Tex., to let New York boys know that he's still among them.

FAMOUS LAST WORDS: "Every day is a live one for me."

REPORTS FROM BOSTON... indicates that the boys and girls who purveyed their wares in the Hub City during the recent American Legion National Convention there did a near land-office business.

TRIPOD OPININGS: "Successful pitchmen are the boys who elect to present a cheerful disposition at all times.

GEORGE MORRISSEY... sends news from the West Coast saying that the Sacramento Fair was very good and that many workers were there.

SAY, BOYS AND GIRLS, how's the specialty business progressing?

AMONG PITCHMEN who worked the California State Fair at Sacramento were Felix Burke, wire jewelry, Ray Friedman, hair curlers; Sid Shipman, cut-outs and bar pink, and the following sheet writers: George Lambert, George Buskirk, Brownie Holmes, Eddie Arnsheim, Danny Lewis, Jake Kaplan, Jerry Dillon, One-Armed Murphy, Joe Burrell, and Harry Sharon.

FRED WEIDEMAN of soap fame tells that this has been a big year for him.

LEWIS BUSKIRK and Harry Wolpa made the Eastern Idaho State Fair at Blackfoot on the leaf.

IN ADDITION to the numerous old stand-bys, there will be many new specialties this year for the Christmas trade. Will you be ready?

INDIANA... is just a little under par so far this season, writes Bob Posey from Muncie. But he says Illinois and Ohio are a little better than a year ago.

PAUL AND ETHEL MILLER... write from Chattanooga, Tenn.: "We noted with interest Alan Weston's pipe in which he referred to Jimmy Cannon as the peer of juicer workers."

WHO OF YOU are making Tennessee territory? Pipe in and tell us about it.

T. A. (SLIM) RHODES... still has his auction pitch with Dodson's World's Fair Shows and reports good business. He closes with the show November 17 at Jacksonville, Fla.

DAVE ROSE... pines from Charleston, Mo.: "I am in the cotton section of Missouri but, according to the natives, this year's crop is not as

good as last year's. Nearly all the towns around here can be worked, but not free. I would like to see pipes from T. J. McCluskey, Jake Branholtz, and Joe Morris."

WE HAD TWO letters from pitchmen last week wherein they stated they had been playing the so-called sticks all summer to good results, but that they didn't see many pitch lads in their travels.

YOUR OWN MANUFACTURE... does not always exempt you from buying a license. Dave Rose recently made inquiry about this matter and received a letter from the attorney general's office in Washington stating that there is no federal law on the matter of granting licenses to persons with their own manufacture.

CONDITIONS... are good for sidewalk bally, pencils Dee Nilong, who is doing his Sampson act with Mr. and Mrs. H. Noble. They plan to open under canvas about October 5 in the Carolinas.

HUSTLERS' TIPS: With the football season getting under way in earnest at most colleges and universities throughout the country, hustlers should encounter little difficulty in getting the lure by purveying the numerous football novelties at the various stadiums each Saturday for the next eight or nine weeks.

RAY POSTER... says he headed his red flannels in Butte, Mont., recently, he reports that Byron Dean, recently closed there with herbs. Poster went from Butte to Seattle, Wash., to open a new Woolworth store September 26. He would like to see pipes from Harry Rutherford, Bob Wolff, and Al Weston.

E. RYAN... saw J. Frye, T. Tenney, and Kid Jackson at the Washington (Kan.) Fair. He reports that business was good.

HAVE YOU LAID OUT your itinerary for your winter's work? It's about time you're getting around to it, isn't it?

DOC BRUMMITT... reports that he is being held in Bardonia, Ky., on a charge of which he declares he is innocent, claiming to be a victim of mistaken identity. He is anxious to hear from friends.

STANLEY NALDRETT... letters from Chattanooga, Tenn.: "For me the fair season closed here at the Inter-State Fair. Besides myself with juicers, workers here included George Purdue and Jim Williams, cotts; Paul and Ethel Miller, flukum; Mr. and Mrs. Ramsey, eyeglass cleaner and art needles. Will open a store in Memphis, Tenn., September 30."

YOUR DISAPPOINTMENT at not seeing your pipes in print when you fail to sign your communications to the pipes desk is of your own making. This pillar received several of them this week which gave some good data, but we were unable to use them.

JACK BEARD... info that he is with Chief White Eagle and doing well. He opened in Lawton, Okla., week before last. Jack Hamilton, Toby Johnson, and Elmer Kane are asked to pipe in.

ALAN WESTON... worked Grand Forks, N. D., on foot med one week-end recently and did fine. That territory is reported open, and

OAK-HYTEX BALLOONS MICKY MOUSE TOSS-UP Dependable money getter... The OAK RUBBER Co. BOSTON, MASS.

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MEDICINE MEN Write today for new catalogue of Tonics, Oil, Salts, Soap, Tablets, Herbs, etc. Low prices—rapid service. GENERAL PRODUCTS LABORATORIES Manufacturing Pharmacists 167 E. Spring St., Columbus, Ohio

Weston said the town had not been worked in a year. Speed Blotch is a sensation with the run-around needle, according to Weston.

PHIL KRAFT and Red Winterhaller worked hard in Fargo, N. D. recently to solid takes.

DeGray, ace specialty salesman, spent the summers working his line of stock and then during the winter kept busy by playing big-time burlesque houses as a straight man? If memory serves, he appeared on the old Columbia Wheel. These were the good old days.

CHARLES SNELENDURO... operator of a wholesale supply house for pitchmen in Huntington, W. Va., is celebrating the arrival of a new son.

Pitchdom Five Years Ago

Tom Waters saw many workers at the Grate Fair, Herndon, Pa. Business was good there. Walter and Mollie King and son stopped for a visit in Herndon while en route to Virginia with their med show. . . . Louis E. (Robb) Collins was with Chief Bolting Cloud and his med show in Chester, Ill. Show carried 12 persons. Dave and Virginia Little, formerly of Riddle's circus unit and Sells-Sterling Circus, were recent additions with their Western acts. The Chief had purchased a farm in Southern Missouri for permanent winter quarters. . . . Doc Kreis' platform outfit had been in the barn for three weeks and the show was working halls thru Eastern Pennsylvania. Helen I. Rex was playing a pipe organ with the show and Frank (Scotty) Kean had his concession truck with it. . . . Erte B. Wilson had opened a new herb store in Columbus, O. . . . Doc Tom Dean and his med show were visited at Salem, Mo., by Chief Bolting Cloud. . . . B. Freed was associated with the New York firm of Knapp & Company as sales manager. . . . Buffalo Cody was in Chicago and saw the most pitchmen there he had ever seen in the Windy City, including Doc Hughes and son, Faddie Smyth, Ed DeGraw, Doc Herman Williams, Doc Klechner, Doc Burns, Doc Hilton, Doc Henshaw, Sospy Williams, Doc Bennett, and Rubie Nelson. . . . Roy (Skip) Davis passed thru Davenport, Ia., en route to Des Moines. He had just left Keokuk (Ia.) Street Fair, where he had a bad week. . . . Mal Griswood was with the Doc Garfield med show, lecturing on the inside. Show was in Maryland, Ga., in its 180th week. . . . Johnnie Mack was with the Connie and Dolly show. . . . Al Decker had been making sales in Mexico, Mo., to poor relatives. . . . Pitchmen at the La Crosse, Wis., fair included Johnny (Chief) Vogt and brother, Hank, with watches and blades; Art Cox, Louis Smith, Bill Westfall, Morris Kahntroff, Earl Davis and Doc Goldstein. . . . That's all.

ABOUT THE ONLY THINGS that are dying in Pitchdom are its crepe-hanging attaches and a few other incidentals adverse to its welfare.

Events for 2 Weeks

- September 20-October 5. ARK.—Jonesboro. Fall Festival, 3-5. CALIF.—Beverly Hills. Dog Show, 6. De Queen. Dairy & Livestock Show, 2-4. Fresno. Dog Show, 6-7. Jonesboro. Fall Festival, 3-5. FLA.—Quincy. Tobacco Festival, 2-5. GA.—Madison. Legion Fair, 30-Oct. 5. ILL.—Clinton. Fall Festival, 2-5. IND.—Berna. Gold Medal. Colt Show, 2-5. Foster. Indiana State Corn Festival, 3-5. Mount Vernon. Fall Festival, 2-5. Richmond. Centennial Celebration, 1-3. Roan. Booster Days, 3-5. KAN.—Augusta. Fall Festival, 3-5. Pittsburg. Cot. Festival, 2-5. MD.—Baltimore. Livestock Show, 30-Oct. 2. Oxon Hill. Firemen's Carnival, 26-Oct. 6. MASS.—Boston. Dog Show, 6. Waltham. Dog Show, 6. Worcester. Dog Show, 6. MICH.—Berrien Springs. Horticultural Show, 2-6. MINN.—Fairbank. Days of '49, 1-2. MO.—Carrollton. Fall Festival & Livestock Show, 3-4. Kennett. Fall Festival & Races, 3-6. Piquette Hill. Street Fair, 1-4. NEB.—Ogdenburg. Harvest Festival, 3-4. Omaha. Food Show, 30-Oct. 5. N. J.—Atlantic City. Poultry Expo, 1-4. O.—Chillicothe. Automobile & Mercantile Festival, 30-Oct. 5. Cleveland. Dog Show, 6. Dayton. Dog Show, 6. London. Firemen & Firemen's Fall Frolic, 30-Oct. 5. Ridgeway. Fair, 2-5. TRIC.—Keosauqua. 3-5. S. D.—Spear Falls. Fall Festival, 30-Oct. 5. TEX.—Tyler. Rose Festival, Oct. 3-6. Lubbock. Pageant, 30-Oct. 2. W. VA.—Elkins. Mountain State Forest Festival, 3-5. Point Pleasant. Potato Festival, 1-6.

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PAPER MEN. Texas is good this year. Can use experienced Men on a leading NATIONAL publication. Write today. Ed Huff. 6011 East Grand, DALLAS, TEXAS.

- MASS.—Boston. New England Foods Expo at Boston Garden, 5-12. MINN.—Clarkdale. Delta Cotton Festival, 7-10. N. M.—Las Cruces. Pageant, 11-12. N. D.—Haskell. Corn Show, 19-22. O.—Newwood. Fall Festival & Style Show, 7-12. ORE.—Portland. Poultry & Pet Show, 5-12. N. D.—Aberdeen. Opsy Day, 12. Huron. Poultry Days, 11-12. Madison. Eastern Day, 12. TEX.—Breckenridge. Stephens Co. Products Show, 10-12. Kilgore. Oil Carnival, 10-12. W. VA.—Charleston. Buckwheat Festival, 10-12. Kingsport. Preston Co. Buckwheat Festival, 10-12. Ravenwood. Jackson Co. Fall Festival, 10-11.

SUGAR'S DOMINO

(Continued from page 4) character and that are run by the men who toil for a daily or weekly wage. Like any other human activity unions are as strong, as weak and as moral as human nature. There are good unions and bad unions just as there are good actors and bad ones; honest merchants and unscrupulous ones. The show business is unfortunate because it embraces within its bounds certain unions and locals of otherwise good unions that are bad. By bad we mean that they are dominated by a few for their own aggrandizement; that the general attitude of the union toward the industry of which it is a part is destructive. Even these bad unions are not beyond hope. It is possible for their members to assert themselves and throw out on their ears the men who are hindering progress, who are growing fat on the constant bickering between labor and capital. There might not be relief within the union itself because of a complex array of laws that restrict power to the few. But there is relief waiting for those who have the guts to fight and the interests of their craft at heart in the courts of the various States as well as in the Federal Court.

It is about time the lid was taken off and show business permitted to look into various situations that prevent the greatest number from obtaining steady work at a living wage in the amusement business. A glimpse into the innards of the machine will reveal villains dressed in the clothing of employers as well as labor leaders who are disloyal to their trust. There is plenty to be exposed on both sides of the fence. It will be to the advantage of all who have naught to hide and are concerned with promoting progress and providing greater employment opportunities if the whole shebang were trapped in the spotlight of publicity.

Even in this era of put-'em-up-and-shoot-'em-down journalism there aren't enough Peglers tapping away at Underwoods. If there were half a dozen like Pegler in these United States there wouldn't be room enough for the bullies and racketeers who still pick bumper crops. Rather than indicting Pegler as an anti-union rabble rouser we admire him as possibly the best friend unionism has ever had. Unions that are run

by the few for their personal gain; unions that are administered by unscrupulous men without social consciousness and without conscience either rot the other apples in the labor barrel. They should be put out of business—at least their racketeering bosses should be put out of business and without hesitation.

The sooner labor unions are dominated by honest men of good will the more stable will be the future of America and the form of government that it represents in a world being rapidly consumed by a disease that is worse than death. Men of Pegler's courage are sorely needed in our citadel of democracy. We offer thanks for Pegler and we are proud of the company that joins us in the accolade to him.

CONVENTIONS AID

(Continued from page 5) here. Albert H. Skean, director of the Convention Bureau, reveals that 182 conventions have already been booked for the off-season months. Skean estimates that \$4,000,000 will be left here by the conventions. The Dairymen next month will bring 15,000 visitors, with the Schoolmen in February figured at 14,000 persons. Night clubs figure the conventions and weather breaks swelling week-end crowds will allow them to carry thru until the next season. As a result, about 20 spots around town are continuing doorshows, at least for week-ends. As usual, Arthur Goodelman's Club Nomad will continue all year. Babette's, another of the big-time summer cabarets, is open with a new Earl Lindsay revue and Milton Huber's music. Eddie Kravis keeps going at his Paddock International. Emerald Cafe goes into a Saturday-Sunday schedule. Phil Nipp's Cluquet Club carries on with its summer revue. Ches-Paree is also sticking it out indefinitely with its summer revue, keeping the line intact. Herman's Music Bar dropped the show, with Billy Van and his Three Kings returning. Martin Barlow Tally-Ho Tavern holds on to D. Appel and the King Serenaders. Saul Bogatin's Peach Orchard Inn carries on with Dr. Al Miller and Buddy Bradley. Hazel May and Fred Taylor, proprietors of the Novelty Wonder Bar, are its principal entertainers. Village Garden Wonder Bar has a show and Al Roesech's music. Tiny Klein heads the doings at Wagon Wheel, with Russ Taylor on the stand. Spread Eagle Inn drops the show but continues open with Dot LaMotte band. Gables Inn holds on. Nan DeMar heading the show. Bill Davidson still featured at Star Dust Inn. Four hotels still in the swim with music only, save for Mitz-Carlton's Merry-Go-Round, which has Professor Leroy and Hughie Barrett's band. Bill Madden's cork continues at the Traymore, and Joe Lanza stays at Frank Fiore's Palm Room in the Penn-Atlantic. Round-the-World Room of President Hotel returns the pre-summer music of Whitley Varello.

FROM OUT FRONT

(Continued from page 15) acrobatic nor the acting standards that might have been set by the topmouter in a teterboard troupe. Primarily, you're impressed with the fact that smart and "modern" comedy is by its nature a product of its own time, while universal, enduring comedy must depend upon able presentation of fundamental "low" comedy that never changes. Take the cases of Buster Keaton in The General (1927), Raymond Griffith in Wedding Bells—Bells, not Balls—(1927), and Harry Langdon in The Strong Man (1926). Of the three, Mr. Griffith was the proponent of smooth, intelligent, "high" comedy—at least we thought so at the time—but he must shudder these days, as a successful director, when he realizes that his early comic efforts can still be put on view. His 1927 comic sophistication is dull, devastatingly unfunny, and far lower in the current scale of humor than the frankly slapstick efforts of his contemporaries. For that matter, Mr. Griffith himself shows up much better in a weak slapstick comedy made by Mack Sennett in 1916, when he was still playing small parts.

Of the three features, Keaton's The General stands the test of years by far the best. A slim thread of plot is used merely as a basis for a long series of comic situations built loosely upon it. They are frankly low comedy; and as such they rest upon a solid basis unaffected by changing tastes. They were very funny when they were made, and they are very funny now. Mr. Keaton's playing and direction are excellent; and the comparison pretty conclusively demonstrates that the "modern" comedy of each age is most easily affected by time, becoming silly, dull, and ridiculous as the tastes that prescribed it are superseded by others.

It is, as a matter of fact, a lesson concerning "modernism" in all the arts—including the exhibits in the Museum's own galleries. But good as Mr. Keaton is, by long odds the best performer of the three is Mr. Langdon, a wistful sprite whose comic helplessness appeals as powerfully as ever to both the sympathies and the funny-bone. In The Strong Man, which, incidentally, was directed by Frank Capra, he is somewhat stymied by an overdose of very bad plot, but his consummate artistry shines thru just the same. The Strong Man makes the mistake that The General avoids; it seeks to become far more than merely a basis for comic situations, and it tries to play up Mr. Langdon's masterly pathos by saccharine plotting. In so doing it descends to bathos and bad melodrama, and so spoils the effect it seeks to obtain. The film also brings up again the question of why Mr. Langdon isn't used much more frequently in films even now. He is one of the greatest artists in Hollywood, a comic master who, for his corner's money, is superior even to Chaplin. Hollywood has no right to deny us his work.

Out in the Open



Leonard Traube

Skeeter State Stuff

TRENTON (N. J.) STATE FAIR has just ended its fifth season under the direction of George A. Hamid. In many respects the Forty Fair over by Hamilton Township was one of the best in a renewal which is 53 years of age. For one thing, Hamid and his colleagues, including resident boss Harry LaBrosse, have made the Sunday opener a climactic day. That Lucky Teter and His Hell Drivers happen to be the traditional Sabbath feature is perhaps the No. 1 reason why the premiere day is so good. Because the weather was perfect is another reason for the '40 pull.

Monday's sun was another one of those things, which, when it comes around, makes a manager break out into strangely suitable smiles. This was Children's Day, and a man who outstayed everyone was a young gentleman who reached his 87th birthday just about the time Hamid took over. This is, of course, Big-Gen, Mahlon Margerum, known to the youngest generation and most of their elders as Pa. Pa Margerum is the host on Children's Day, and we hope he will be around when the kids he has made so happy send their own brood over to the grounds on a September Monday in 1993.

As Pa Margerum sat in the clubhouse box beaming and proud, we thought we could detect some sadness lurking somewhere in his face. And as Pa and Helen G. Laffan greeted us and we all shook hands, the three of us understood, without mentioning it, that the "fourth at bridge" was not around any more and that we would be seeing him elsewhere, but not at Trenton Fairgrounds.

I do not wish to make this too personal, but the death of Col. J. Fred Margerum some months ago created an irreplaceable void in the world of men. Fred was manager of the fair for so many years that I forget the figure, and if there is a more personable character in all fairdom, I haven't met him. To Pa Margerum, his father, and Genevieve Laffan, who worked beside him, no better man ever lived. That's a large sentiment, but this corner desires nothing better than to be associated with that duo in thinking the same. Anyone would be proud to be admitted.

Because Hamid's principal operations are on the act booking side, it is natural that he threw everything into his own grandstand bill but the proverbial kitchen sink. As a matter of fact, Hamid believes in the value of attractions apart from his business. But because he is still having difficulty selling the population on the night show, Hamid thinks the layout should include something even more magnetic than what he has been serving up.

Just what this feature might be Hamid himself doesn't know yet. To suggestions that he drop the night part of the fair, thus saving costly after-noon operation and putting part of the saving into improvements, Hamid has a logical answer. "How can I do this when for years I have advocated night fairs and have contributed to the creation of quite a few successful ones?" He is told that no one in the business, even his severest critics, would blame him for eliminating the night program, but when people talk to him that way they can't know anything about him and his dogged persistence, which he combines with the patience of a Job. If there is any way to sell the nocturnal event, Hamid will find it.

Hamid's interest in Trenton as a post-801 fair with great possibilities dates back to about five years before he actually signed a lease for the plant. He took over the night grandstand presentation that year on percentage and it laid an egg. Why don't Trentonians go for night stuff? The principal reason seems to be location. Trenton being outgated between the biggest entertainment center in the country—that would be New York—and the second best in the Eastern portion of the United States—that would be Philadelphia. In short, what could Trenton Fair offer that could not be seen a comparatively short distance

away, and seen under better circumstances perhaps?

If the customers feel we have gone overboard in discussing Trenton, at least a few of them will understand the reasons. It so happens we have gone there every year for a lot of years, and for three seasons had an official connection there. We have a kind of fatherly interest in the place, know many people of Trenton and environs.

We spoke of our former official connection—publicity. Anyone who says we were miles away from being a tub-thumping genius is probably correct. This brings us to Herb Dotson, latest addition to a Trenton Fair publicity corps which includes the veteran Ed Connelly. Connelly, a former Trenton newspaperman, is a p. a. of the steady, conservative, non-blah type. A good man to have around. This doesn't mean that his running mate, Dotson, has any blab in him, but because he has been around on more diversified adventures in show business, he's in there battling all the time, tho' in a quiet, gentlemanly way.

Far from being a prototype of the romantic and celluloid conception of a press agent, Dotson is merely a rattling good blurb-bouncer who happens to know his way around the bases and is aware of the score at all times. How Trenton can hold him we wouldn't know, because Dotson, after a thoro job at the New York State Fair in Syracuse, is due back there next season for an eight months' stretch. It's possible he can do both. For Trenton and Hamid, we hope so.

Hartmann's Broadcast

ABOUT a week before the Polack Bros. Circus appeared at the Prichard Memorial Auditorium, Falls City, Neb., sponsored by the local Elks Club, September 28-30, Vernon L. McReavy, promotional director of the circus, was called upon to give a complete outline of the details pertaining to the show at a special meeting of the lodge. The local paper, *The Falls City Journal*, the following day carried quite a long account of the meeting, at which "Mac" in outlining the details, took occasion to point out just what benefits are derived by local merchants and others from a circus visit. The paper quoted "Mac" as saying: "Another important phase of the circus, regarding the additional business which is made possible for merchants and other business firms in the community during the time the circus exhibits here, was also briefly outlined. As Mr. McReavy explained, the 94 performers and others of the Polack Bros. Circus personnel naturally will spend their money in the community just like everyone else during the five days that they will be here, and the people from the surrounding territory who come to Falls City to attend the circus will also patronize local business establishments during the time they are in the city, all of which means considerable additional business to nearly every local business firm, both large and small. Various local business men who attended the meeting were in wholehearted accord with Mr. McReavy in this regard.

Another important speaker who voiced his complete support and endorsement of the local Elks' lodge sponsoring an amusement venture of this nature was Frank Hebenstreit, president of the Falls City Chamber of Commerce and one of the trustees of the Elks' lodge."

Let's have more of this kind of stuff about the benefits to a community from a circus to aid in killing off the old cry of the narrowminded that it takes all the money out of town.

FROM the standpoint of amusements, the hand of A. Morton Smith is easily apparent in the golden anniversary edition of *The Gainesville (Tex.) Daily Register*, dated September 23. Morton is the city editor and has been with the paper more than one-third of its half century of progress. He was one of the organizers of the Gainesville Little Theater in 1924, and conceived the idea in 1930 of sponsoring a burlesque circus out of which grew the Gainesville Community Circus, for which he has been program director and announcer since its inception.

The golden jubilee edition consists of 114 pages, including a four-page enamel paper cover, printed in four colors—yellow, blue, green, and black. On the front page of the cover section appear engravings of some of the buildings in Gainesville in the early days and the important ones of today. Among the

latter is a picture of the Gainesville Community Circus big top. Inside is given a complete history of this circus, accompanied by pictures of its four presidents, since its beginning on Thursday evening May 1, 1930, when 400 persons gathered in Fair Park exhibit building to witness the "Mammoth Indoor Circus" presented by the Little Theater of Gainesville.

While on the subject of the circus, the anniversary edition contains an interesting yarn on what this form of amusement meant in the early days of Gainesville. "Circus day was the chief holiday of the year in Gainesville back in the gay '90s," reads the yarn, in part. . . . "Fifty years ago, when the circus came to town, many farm families which made a practice of coming to the county seat no oftener than two or three times a year, timed their fall trip to obtain winter clothing and other supplies with the visit of the circus, and for most of these families it was the only entertainment feature they patronized during the year.

"Gainesville was one of the best revenue-producing towns on the circus itinerary in those days in North Texas. Excursions were advertised for a radius of 50 miles on railroads, and hotels, wagon yards and rooming houses were filled to capacity on circus day. Often families started the day before in their wagons and buggies to be in Gainesville for the circus."

Mentioned as one of the largest circuses of those days to visit Gainesville was Sells Bros. and Barrett's Colossal Shows, and the date of its appearance was given as October 23, 1890. The program included a clown who sang comic songs, trained mules, a tight wire performer, high perch artists, leaps over elephants, fancy bicycle riding, bareback riding, contortionists, flying trapeze and human stunts, concluding with hippodrome races in which elephants and camels participated, along with four-horse chariots.

Among the celebrities of whom Gainesville was the birthplace are mentioned: Frank (Bring 'Em Back Alive) Buck and Gene Austin, accompanied by their photos. Buck was born on East California Street, and started his career by bringing snakes, possums, squirrels, and birds to the family home. Austin, stage, screen, and radio crooner, was born June 24, 1900, the son of Nova J. and Belle Harrell Lucas. He left Gainesville with his mother in his youth, took his stepfather's name, Austin, and grew to manhood in Minden, La. In 1918 his father operated a restaurant in the 100 block on West Elm Street in Gainesville and was known as the "hamburger king." Gene played the piano and sang in the restaurant during his stay in Gainesville. Gene Autry, the singing cowboy, altho' not a Gainesvillian, was born on a farm in Cooke County, near Tioga. He went to Oklahoma while still a youngster, and for seven years was a railroad telegrapher before he went on the stage and later the screen.

Fairs in Gainesville also came in for considerable space in the anniversary edition. The first one held was in the fall of 1871, and the big amusement feature then was a mule-drawn "flying jenny" or Merry-Go-Round. The fair operated each year from 1875, and in 1878 the grounds were sold by court order to satisfy a debt. A new association was formed in 1891 and a fair held each year thru 1894, since which time there have been one or two more reorganizations. Illustrating the fair story is a large photo giving an aerial view of the 1940 Cooke County Fair.

There are many other interesting things pertaining to amusements in the anniversary edition, but space will not permit mentioning any more.

Notes From the Crossroads

By NAT GREEN

OUR old friends the Whitson Brothers are knocking 'em dead in the Rainbow Room at Rockefeller Center, according to notices gleaned from the public prints. For years we've enjoyed the act of these versatile boys, on fair grandstand shows and in theaters. They were the original Belmonds and later were known as the Lucky Boys. Regardless of name, they're tops in their line, and we're glad to see them playing top spots and making good in a big way. The boys are listed at copies of their acts, as any artists would be. There will

always be copyists, but seldom are they as good as the original, and any act that has genuine entertainment to offer will make a bigger success by keeping as far away as possible from imitating another.

At the annual Showmen's League ball for the last 20 years one couple that has never failed to win admiring glances and comment on the dance floor has been Mr. and Mrs. James Cunliffe. Handsome "Jim" and his attractive wife are still in the forefront of graceful terpsichoreans even tho' Jim has passed the threescore and ten mark, and when the annual ball rolls round two months hence they'll be out there doing the rumba and conga with the best of them. This week (October 2) the Cunliffes celebrated their golden wedding anniversary and we want to add our congratulations and best wishes to the hundred of others they received. James Cunliffe came to the United States from England years ago as representative of the famous Pain's Fireworks Company to handle the American showing of *The Last Days of Pompeii*. He was one of the founders of the Thearle-Duffield Fireworks Company, of which he is now president.

Hogan Hancock, of MCA, writes enthusiastically of the Golden Pheasant Festival at Aberdeen, S. D. Held in Aberdeen's new auditorium and on the streets, the festival attracted tremendous crowds, Hancock writes. The event has the staunch support of local business men, and *The Aberdeen American-News* devoted a 16-page supplement to the festival. . . . Billy Senior, who was a caller on his way to Southern fairs, reported his season has been a successful one. His Sky High Girl has four more weeks of outdoor bookings, and the Teeter Sisters, who started out in April, are booked solid to November 11. . . . Mike Wright, former showman and now business paper representative, is back from a trip to New York and the fair. . . . Too had the Runners and Winter Sports Show at the Arena took a brodie. Sports shows have become immensely popular, but one can't be just thrown together and expect to succeed. . . . Max Lavine, Superior, Wis., fair man and newspaper publisher, in for one of his periodic visits, had no complaint on the beating the fair took because of rainy weather. "It's the first time in nine years we've had bad weather, so we shouldn't beef," said Max. . . . What's in a name? There's a line of pickets parading in front of each of the Harmony cafeterias.

"Had to go into quarters for remodeling with a little streamlining," writes Arthur Hopper from the Army and Navy Hospital, Hot Springs, "and will be all right after a good rest." Hopper has two good men to carry on the advance in F. A. (Babe) Boudinet and Bernie Hand. . . . Sunny Bernet left last week to join his cronies, Ned Tori and Frank Joering at the Springfield, Mo., fair for a swing around the Southern fair circuit. Sunny recently returned from a North Woods fishing trip and left his yacht at Green Bay. . . . Louis J. Berger in from the Imperial Shows and reports only a so-so season. . . . Bernard Mendelson back from a fishing trip. Capt. Frank Allen has concluded the fair season with his luminous knife throwing act and is playing night clubs and theaters. He'd like for us to tell what he thinks of the "showing" racket, but we'd probably be barred from the malls if we did. . . . From Hollywood, Tom Hughes writes that he has received inquiries from a major circus about using one of his ice skating units as a concert feature next season. Tom also has invented and patented a new fluorescent light.

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Population

Opposition comes to all good ideas just as it does to the coin machine trade

The papers have recently published the census summary as released by government agencies and much will be written about the population trends as shown by the latest census. Business publications have given much space to the economic indications shown by the new set of facts. Evidently there is food for thought in the shifts of population in cities and States.

Some years ago our news columns gave a humorous note to the reports of babies born into the homes of members of the coin machine industry. Notices of births were appropriately carried under the heading of "Baby Production," and it seems that one of the engineers in one of the coin machine factories was about to gain the industry record for "baby production" as well as machine production.

There is a humorous side to life as well as a serious side and it is better to keep on the bright side in most instances.

Members of the coin machine industry are compelled to take a serious view when their machines meet so much opposition, and it sometimes seems difficult to understand the real reasons for such opposition to coin-operated machines.

I think it is a part of human nature to oppose and to object. Or at times it seems that an evil spirit has filled the atmosphere, and human beings do not react normally. That is about the only way to explain why the heads of nations will rush their peoples into war and destroy even women and children without mercy.

I have chosen to comment on the population theme again because much that is being written on the subject illustrates how screwy even the most intelligent of people can be on many subjects. If an intelligent idea were proposed about population trends, history shows that most of us begin to oppose and object.

The latest census indicates that the normal increase of our population has declined by one-half. That may be a good thing, or it may be of such nature as to upset business generally. It is almost certain to change the economic and political life of the nation if such decline continues.

The census indicates that in regions where the government has carried out irrigation projects there has been an increase in population. The increase seems to have come from other sections, so that other sections have lost.

The census indicates that where the government has provided electricity over wide areas, thru its power projects, that the population shows a good rate of increase aided by shifts from other sections.

The census indicates that such conditions as the "dust bowl" have led to serious losses in population in five States, and that other sections have gained above the national rate by people coming from the unfortunate areas. The shift has been to the warmer States, whether those States wanted the people they got or not.

Business authorities will study these figures and try to capitalize on them. The big cities are first to feel the trend to suburban areas, and the cities are the first that are

beginning to pass laws and spend money to maintain an increase in population.

The coin machine industry should eventually gain by a trend from the very large cities toward the smaller cities. A "decentralization" movement should not hurt the future of the industry, and in many ways might be an advantage. It would relieve the severe competition in big cities if business and populations broke up to make more but less congested centers.

One of the most interesting facts about business in recent years has been the progress shown in smaller cities and even at the "crossroads." Many of the coin machines sold today go to the small places and help to keep the industry going.

A slow but great benefit also comes to the coin machine industry in the rapid spread of electricity over the country. Electric power brings business, new locations, and more people to the smaller cities and villages. Electricity completely revolutionizes the lives of the people for the better. It means more spots for coin machines of all types.

In view of what electricity does for business and for the people, it is a sad reflection on the human race that there are those who oppose and object to the expansion of power projects.

Time and experience have shown that governmental aid is needed to get electricity to most sections of the country as soon as possible. Yet the question is made one of bitter partisan politics. It is safe to say now that electricity will be carried to all the people before another census. All business will profit and particularly the coin machine industry.

It is strange also that people would make the "dust bowl" a bitter partisan issue. Scientists have for many years been warning the nation that the ground water level is surely getting lower every year in some of our best farming areas. In the calm way of the scientist, it has been said by good authorities that many States could become desert areas in short order. Perhaps our temporary "dust bowl" was a timely warning.

And yet proposals to do something about the "dust bowl" became a bitter partisan issue.

These and many other questions will come up as business considers our population problems. The fact that many of the questions arouse partisan strife indicates that most anything can happen and that it is not possible to predict what foolish ideas people will cling to.

If we in the coin machine industry sometimes get discouraged and feel that all the opposition and objections are hurled against our trade, then it may be some consolation to reflect on the opposition and the objections to progressive ideas that mean good for all the people.

Maybe you and I become objectors to progress and assert our right to oppose when we should be boosters for every movement that would bring benefits to the country at large.

Dixie Makes Old Story a Good One

CHICAGO, Sept. 28.—"Operators everywhere tell us that Dixie is the best free-play type game that has ever hit the market," chorus Sam Wolberg and Sam Gensburg, Chicago Coin Machine Manufacturing Company officials.

"And we certainly have every reason to believe that it is. Sales of Dixie have far surpassed our fondest expectations for this short period. In fact, in the six weeks that Dixie has been available to operators, more games have been sold than are sold on an entire run of some games. Now that's an enviable record. And what's the big reason for this outstanding sales record?"

"It's an old story, with Chicago Coin operators, but still a good one—the cash box tells the story. New type bumpers, new scoring, brilliant new action, unusual new play, beauty that's unsurpassed in any game—these are the attracting forces that have kept players lined up for houses, waiting for their turn to play. These are the things that have played an important part in the drama of profit for Dixie. With such a heavy demand for this great game, we have had a difficult time filling orders immediately. Promptness in filling orders has always been a rule at Chicago Coin, as all operators know, but when such a deluge of orders descends upon us, it is a very difficult thing to keep pace with them. If we fell behind, we wish to apologize, but want all operators to realize that it was not due to negligence—merely to sincerity in trying to fill orders in rotation," they stated.

Report New Peak On Sales of Tot

CHICAGO, Sept. 28.—Don Anderson, sales manager at Western Products, Inc., today stated that Tot sales had hit a new peak this week. He said, "There was a demand for Tot even before it was officially announced some weeks ago. Since that time the demand has grown to the point that makes it now necessary for us to maintain extra production forces continuously. Operators have found that the game is so sound mechanically that its earning capacity is far greater than many larger machines. After all, when a machine requires constant servicing, its earning capacity is lowered and no one loses but the operator. With Tot we have made certain that it has been manufactured up to an unusually high standard. It has more big profit-building, profit-protecting features than you would expect to find on most larger machines.

"According to reports from operators, the perfect mechanism has proved its value over and over again in earning power. Trouble-free operation not only eliminates loss of revenue from inactive periods but gains player confidence—a player knows he'll get his money's worth when he inserts a coin. This means a lot when a machine is on a location. To assure operators of even more perfect operation of Tot under any conditions, we have recently equipped it with a clock. Operators everywhere agree that this improvement will add great length to the already long life of so well built a machine."



RECORD TIME is a record breaker, says Art Garvey (left), assistant sales manager at Bally Manufacturing Company, as he demonstrates the game to Al Seebing, of Grand National Sales Company, Chicago.

Keeney Products Keep Firm Busy

CHICAGO, Sept. 28.—According to Bill Ryan, sales manager, the J. H. Keeney Company enjoyed one of the best weeks in its career last week. "Business has been growing steadily at Keeney," said Ryan. "Time after time we've had to step up production on the various machines which we were manufacturing. Increased production facilities proved not enough and we had to spread our activities into other buildings. Now we are handling the largest volume of business in Keeney history and it looks like even more room will be necessary.

"Wall boxes are not the only reason for the additional business boom at Keeney. Our newest free-play game, Speed Demon, is taking the country by storm. Operators declare it to be the most interesting free-play game ever built. That's saying plenty, but their collections prove their statement. Keeney's Speed Demon has been setting new profit records everywhere it has been placed. All its scoring features, and it is packed full of them, are the kind that appeal to players, young and old."

Louisville Firm Has Staff Meeting

LOUISVILLE, Ky., Sept. 28.—A meeting was held last week at the Louisville office of the Southern Automatic Music Company, according to a report from Leo Weinberger, of the firm. "All executives and managers connected with the Southern Automatic Music Company attended the meeting. Reports from all offices showed a decided increase in business on Seeburg remote-control installations. Many new installations were reported and many enlargements on sys-

tems already installed were noted. Probably reigning as the leader in territories at the moment, in number of installations, is Ohio and Tennessee. Operators throughout all our territories reveal each day that they are more satisfied with remote control because they are earning the most money in their careers with it. In addition to remote-control equipment, targets are boosting the collections of these operators everywhere.

"Our used-equipment department is going at top speed these days. More and more operators realize that we are giving them unusual values in used equipment and are filling their needs with purchases from us. Our stock of equipment is large and varied, thus operators are able to get almost anything they desire in the way of a coin-operated machine."

Rabkin Member of Trade Committee

NEW YORK, Sept. 28.—Bill Rabkin, president of the International Mutoscope-Reel Company, was on the Sponsoring Committee of the National Association of Manufacturers, who have just completed their Industrial Leadership Conference at the Hotel Astor here.

Other members of the committee were Thomas J. Watson, president of International Business Machines Corporation; James H. Rand Jr., president of Remington Rand; W. S. Landes, president of the Colloid Corporation; I. Lawrence Leavoy, president of the Rayon Corporation of America; James H. McGraw Jr., of McGraw-Hill Publishing Corporation, and George W. Merck, president of Merck & Company, Inc.

Bert Lane To Sell Sky Fighter Guns

NEW YORK, Sept. 28.—Bert Lane, head of Seaboard Sales, this week took on the distribution of Mutoscope's anti-aircraft machine gun Sky Fighter.

"I've waited until now to accept the distribution of Sky Fighter because I wanted to be sure that its amazing earnings, reported from Coast to Coast, were the real thing," said Lane. "I can't use enough adjectives to express my enthusiasm over this terrific legal money-maker.

"The attraction of Sky Fighter is its heart-stopping action. At a time when every American should learn to shoot, Mutoscope's Sky Fighter offers an inexpensive, convenient, and amusing way of doing the job. In the East collections on Sky Fighter top any place of legal equipment I ever saw or heard about in all my experience in the coin machine business.

"Sky Fighters are by far the best bet for operators in the East because, not only do Sky Fighters give the player the most thrilling action, but in Eastern locations rent is high and space is valuable—and Sky Fighter takes up no more room than a pin game. I'm personally recommending to all my friends to get in on one of the best things I've ever seen—Sky Fighter."

Football Team Likes Targets

CHICAGO, Sept. 28.—Mac Churvis, head of Grand National Sales Company, reports that some 25 non-operators dropped in to see the Rapid-Fire gun this week. He was just about ready to "include them out" when their 200-pound average revealed they were curious members of a Chicago professional football team brought in by an enthusiastic operator.

"I let them look and play, too," said Mac. "In fact, I showed them thru our big workshop where we're running three shifts a day to keep up with the demand for reconditioned machines of all types. This shows that Rapid-Fire has built up such tremendous favorable interest that both players and operators get an irresistible trigger-finger urge the minute they spot a location."

Schaefer Reports Successful Trip

CHICAGO, Sept. 28.—Harold Schaefer, head of the Victor Vending Corporation here, recently returned from a business trip thru the Eastern States and is back at his desk with the following report.

"You can certainly learn a lot by getting out on the firing line and discussing problems and conditions with distributors and operators who have their fingers on the pulse of the industry.

"It is, of course, gratifying to me to learn of the phenomenal success of the Home Run machine. The trade has shown its interest in the most pleasant way possible—by the volume of orders we are filling at our factory."

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1c Little Duke, 11.00	3 Goddess . . . 3.50
Ticket . . . 3.00	Mrs., Reprinted, 27.50
Bill, 2c Extra . . . 3.00	Bally Killy . . . 32.50
ordinary, 5c Disl.	Crusade, F.P. . . 34.50
Free Play . . . 14.50	17.50
Penny Photo . . . 25.50	19.50
Bookends, Green, 800 & 60, Rink . . . 17.50	
Akabar, Boot 'Em, Cherry, Major . . . 19.50	

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HERB McCLELLAN AND HIS STAFF in front of their Los Angeles offices, with Herb's secretary holding Dana's American Eagle to tell the world how happy they are with the sensational counter game.

Distributors Praise Gold Star Game

CHICAGO, Sept. 28.—Tremendous acclaim greeted Gottlieb's introduction of Gold Star, new five-ball free play, which has been hailed by many distributors as one of the most sensational hits ever to hit the industry, say company officials. An avalanche of orders from all parts of the country have piled in, while leading distributors made haste to Chicago to personally inspect the new game.

"We've never seen anything like it before," said Dave Gottlieb. "We've had sensational hits before but nothing to compare with the response to Gold Star. Unsolicited telegrams and letters from distributors, jobbers, and operators have poured in to us, congratulating us upon what in their own opinions is one of the greatest hits of all time. George Ponsler, Mike Munves, Hymie Buddin, Sam London, My Greenstein, Art Nagel, and H. Zorinsky took a flying trip to the Gottlieb plant to give the new game their personal approval.

"All who have seen Gold Star have been struck by the outstanding appeal and new features of the game," continued Gottlieb. "In particular, the new Rainbow-Glo backboard caught their fancy. Gold Star for the first time presents this striking new effect. The playboard also offers a number of innovations, like new four-way Scoring Roll-overs and Duo-Scoring Bumpers. Steps have been taken to increase production to the maximum and we are doing everything we possibly can do to take care of the rush of business on Gold Star."

Rush Delivery on Genco's Big Chief

CHICAGO, Sept. 28.—"Never in our experience have we been so jammed to the roof with insistent orders for a game," declares Dave Gensburg, executive of Genco, Inc., manufacturer of the new game, Big Chief. "It's unbelievable that in the short time Big Chief has been on the market the demand should shoot up so fast. Undoubtedly the fact that Big Chief was built along the style and idea of our greatest previous hit, Formation, had something to do with this



JOHN CHRISTOPHER'S BROADWAY SPOT features the Mutoscope Sky-Fighters. Place is open 24 hours a day and play is constant, the proprietor says.

phenomenal success. And then Big Chief's two new fascinating extra features have made this game an even greater money-maker than Formation—which is saying a cash box full!"

Reports from Bert Lane, Eastern factory distributor for Genco, indicate that his firm, Seaboard Sales, is having the greatest sales run in its history on Big Chief. Says Lane: "Genco has co-operated with us by giving us the greatest number of games in the shortest space of time since we've been in business. They shipped us and we sold out in one day three carloads of Big Chiefs, a record for this territory. And still operators and jobbers are clamoring for more. I've never seen anything like it!"

Fred Iverson, Seaboard's popular representative in up-State New York and New England, repeats the sentiment remarking: "Operators and jobbers in my territory are solidly behind Genco and Big Chief. Any Genco game is tops with them—and Big Chief tops them all!"

Gold Award Hits On American Eagle

CHICAGO, Sept. 28.—The Daval Company reports being swamped with orders for the new Gold Award American Eagle. "We were tremendously impressed with the number of wires, phone calls, and letters we received right after publication of our first advertisements on the new Gold Award American Eagle," said Al S. Douglas, of the firm.

"Our distributors rushed orders for large quantities of the machine. Many of the men didn't wait for wires or letters to reach us but phoned us long distance and placed orders for immediate delivery.

"With the fact that we were 10 days behind in delivery on our regular model American Eagle, even tho we are working two shifts at the factory, we now find ourselves more than two weeks behind.

"We are told that because our Gold Award is a mystery payout and that the operator has the option of setting the number of free plays he wishes to award for it, this will perfectly gauge the percentage of payout for the operator on each location and give the player a tremendous thrill in obtaining the Gold Award token. In some cases, operators tell us, they are going to set a value of 100 to 500 free plays on the Gold Award, which is certain to stimulate play tremendously on locations where these appear. One of the outstanding advantages of the free-play token mystery award is the fact that on a certain bell-fruit combination which would ordinarily pay but two on the big bell machines, the player may receive 10 or even 20. This naturally enhances the play appeal of the machine and gives it that air of mystery that the players desire.

"Deliveries of machines are going out of the Daval factory here at record rate. We expect to create a new record for counter game manufacture for the first six months in our new plant."

Pincus Purchases Parts for Atlas

CHICAGO, Sept. 28.—A busy man is Harold Pincus, of Atlas Novelty Company here, who purchases new games and parts, lines up customers' orders for quick delivery, and assists in the sales department.

Pincus says he anticipates a flood of orders upon the release of new games by manufacturers, and by phoning day-to-day requirements to all factories he keeps game deliveries coming in steadily.

Pincus says that upon the release of new games by manufacturers, orders come in so fast that deliveries are often behind schedule, and he has found that by phoning his day-by-day requirements to all factories he is able to keep games coming in steadily.

"As head of the parts department," says an official of the firm, "Pincus knows all sources of supply, and his knowledge of current market prices enables him to get the best possible quotations. Having thus made are passed along to Atlas accounts."

West Coast Feels Rush to Dixie

LOS ANGELES, Sept. 28.—"There's one game that has players and operators here on the West Coast all agog—it's Dixie, released by the Chicago Coin Machine Manufacturing Company some weeks back," said an official of the Charles Washburn Company here today. "Dixie has everything that players want and like and because of this has fast become the No. 1 game on the Coast. Operators have been jamming our order department and we've been delivering Dixies as fast as the Chicago Coin factory can ship them.

"We know that production has had to be stepped up several times at the factory and deliveries are now more normal, in keeping with production, than at any time since Dixie was first introduced to common. Players liked the fascinating new play of Dixie from the start. New action—new ways to score—all helped to establish Dixie as a winner and its success was assured from the first announcement. This condition, as we understand it, is not purely local but is duplicated all over the country. The popularity of Dixie is as great in the East, South, and Midwest as it is here," it was stated.

Three New Firms Given Charters

ALBANY, N. Y., Sept. 28.—Three newly organized coin machine companies were granted charters of incorporation recently by the secretary of state. The new projects are:

Castile Vending Corporation, Brooklyn. Capital \$20,000. Stockholders: Harry M. Feintuch, Lewis Cook, and Dorothy Abse, 220 Broadway, New York City.

Three Star Music Automata, Inc., New York City. Capital 100 shares of stock. Shareholders: Jules Goldstein, Alfred M. Schaffer, and Geraldine Katz, 276 Fifth Avenue, New York City.

Charles M. Grover Sales Corporation, Albany, N. Y. Capital 100 shares of stock. Shareholders: Milton Pucha, Jack Goldbrah, and David Israel, 217 Havemeyer Street, Brooklyn.

Miraben Plant Rushed

CHICAGO, Sept. 28.—The counter model revamp job of the Miraben Company fills a definite need for the music operator, according to Ben Lutske, of the firm.

"There are so many small locations where, even tho the take isn't large, it is big enough to make the operation of a small and inexpensive machine extremely profitable.

"It was for this reason that we created the counter model revamp which so many operators are now buying. This small job handles the small location perfectly.

"The Miraben plant has been unusually busy this fall preparing complete sets of parts for photo remodeling. The new counter model cabinet has won a great deal of praise from the music trade. It is noteworthy that every sample order for the new counter model is resulting in repeat orders."



JACK MITNICK, of the George Posner Company, New York, who recently made one of the biggest photo sales in music machine history.

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J and J NOVELTY COMPANY

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DETROIT, MICHIGAN

Werts Proposes Volunteer Fees For Pensions

MUNCIE, Ind., Sept. 28.—A proposal "designed for the betterment of public relations in the jar game and baseball book industry" has been advanced by Fred W. Werts, manufacturer of such supplies.

In brief, Werts proposes a voluntary tax on jar games to be collected by a public-spirited individual or local group. Funds would be disbursed to widows in need of relief in the community.

"The proposal," said Werts, "is of special interest at this time because of the discussion which appeared in the August 24 issue of *The Billboard*. Our proposal would parallel, somewhat, the ideas discussed by *The Billboard*."

"I propose a voluntary tax of 10 per cent to be placed on jar games, the proceeds to go to worthy charitable cases in the home community. The accumulated funds would go to the care of a public committee and would be administered at a nominal cost, perhaps 20 per cent. Disbursements would be made weekly to the needy."

Would Build Good Will

"In a town of 50,000 persons there might be as much as 8000 a week to distribute among people who otherwise would be on relief. Such a group of beneficiaries would be a powerful force arguing for the industry," Werts asserted.

"Furthermore, the plan would end persecution of the industry by those who have sought to harm it and would put the industry on the same high plane as any other business. Every dealer would be equal in the eyes of the law. There would be no favoritism."

Werts' Pension Proposal

Werts recently suggested a change in the federal pension system in which the age limit for pensions would be raised or lowered in accordance with the degree of prosperity the country is enjoying.

Under the system proposed by Werts, age limits for pensions would be lowered to depression periods, both to absorb unemployed and to increase money in circulation. As business picked up, however, the age limit would be increased again, giving business an opportunity to absorb the persons formerly on pension.

Target Machines In Concessions

CANTON, O., Sept. 28.—Success of six Rapid Fire guns placed by the C. & B. Novelty Company at the recent Stark County Fair prompted the firm to continue playing Eastern Ohio fairs with the machines, according to William F. Copeland, one of the operators.

Following the fair here, the machines, housed in attractive new tops, were presented at the Wayne County Fair, Wooster, O., where a record school-day patronage resulted on the opening day.

The concession will continue to play fairs the remainder of the season, after which the machines will be placed on locations in near-by towns and villages, where the company already has extensive pinball spots, according to Copeland. He said he found small village towns and hamlets better locations for the machines than the cities. The C. & B. Novelty Company has machines in grocery stores, garages, poolrooms, confectionery stores, drug stores, restaurants, and even one in a chick hatchery in a near-by village which has been a consistent money-getter. The hatchery is the regular hangout for the men and boys of the village, Copeland said, and proves a popular pastime in a small place where entertainment is at a minimum.

Deck Johns, well-known Coshocton, O., arcade and amusement operator, has purchased four Anti-Aircraft guns, along with a new khaki top, 20 by 40 feet, and has framed a new concession he calls "Learn To Shoot," which is effectively lettered in neon on the front of the new stove.

New concession has been booked along with his Playland arcade for the several remaining weeks of the current Eastern Ohio county fair season. New store went on at Wayne County Fair at near-by Wooster and caught on with patrons immediately. Jimmy Rice, who has been managing his Lake Park at Coshocton, is in charge of the new shooting concession.

Johns said the machines, classified as a game of skill by inspectors of the State



WANTS MORE SHIPMENTS after seeing Leader at Exhibit plant in Chicago. He is Hymie Zorinsky, of H. Z. Vending & Sales, Inc., Omaha.

Department of Agriculture, who pass on all midway concessions at the county fairs, was given the stamp of approval at the Wooster fair. Johns still has Dover, Ashland, Carrollton, and Coshocton fairs under contract, with a second unit being used this week to fulfill contracts for two fairs the same week, Rice taking the second unit to Ashland while the original equipment is at Dover.

Minneapolis Ops Get Into Action

MINNEAPOLIS, Sept. 28.—The first executive board meeting of the fall season out of the way, the Minneapolis Amusement Machine Operators' Association is laying plans for a general gathering of operators at the Nicolet Hotel. The meeting is to take place within the next week or 10 days and, although the definite date has not yet been set, M. M. (Doc) Berenson, association secretary, is looking forward to a full attendance.

"There are a number of problems confronting the operators as the fall and winter seasons get under way," Berenson said. "With this in mind, our first meeting of the new season will have as its objective the plan of smoothing the way so that our members will have a minimum of difficulty in the coming months."

Berenson presided at the executive board meeting last week in the absence of President Douglas Gleason. Other directors present were Don J. Leary, of Automatic Sales; Jack Havine, of United Machines; Theodore Bush, of Acme Novelty; Wesley Smith and Phil Moses, of Phillip Sales Company.

The Twin Cities are taking to wired music, according to Hy Greenstein, of Hy-G Games Company. Forty choice locations in both cities have had wired music hook-ups recently, he said.

Ted Bush, head of Acme Novelty Company, is a happy man these days. He says his firm has sold more counter games the last three months than in the past five years. Such numbers as American, Tot, and Liberty are among the reasons for such rapid advancement, he said. Acme has been having some fine results from Mutoscope's Sky-Fighter games.

James McGowan, of the Seeburg Corporation, Chicago, was in the Twin Cities this week conducting research and promotion work in behalf of his company and its distributors.

Bill (Sphinx) Cohen, of Silent Sales Company, says that Three Score and Feet, five-ball games, are going at a top pace. The new Speedway is sold out and Cohen is awaiting delivery on the new Speed Demons. The Sphinx just got back from Chicago and, although he is under wraps, Bill believes there are many surprises in store in the way of new equipment due to hit the market within the next several weeks.

The Robert Hendersons, of Moose Lake, Minn., are blessed-eventing. Bob and the missus drove up to Minneapolis to take a look at the new games. Everything is under control, Bob said.

Jack Lowrie, of Wabasha and Lake City, Minn., spent a week's vacation in South Dakota and Iowa recently.

H. E. Bathelck, of Hastings, Minn., drove in to see the new Seeburg system. Jim Noah, of Crookston, Minn., was another op visitor this week.

Travel Expert Urges Operators To Cash In on Winter Touring

WITH travel to European winter resorts at a standstill and with more attention being paid to the development of winter resorts and playgrounds in this country, operators of all types of coin machines will do well to look to the possibility of profitable operation in such locations. Winter vacations are becoming more popular each year, and where formerly the cold weather vacationist sought his relaxation in warmer climates, today, largely thru increased advertising, the development of winter resorts and the popularizing of winter sports, the winter vacationing public has become more conscious of the amusement, relaxation, and desirability of vacationing in the colder climates, and this year points toward the most successful to date.

The expansion of winter resorts was discussed recently by W. Bruce MacNamee, chief of the recently established United States Travel Bureau, in a visit to Denver, which is one of the centers of the newly expanding winter vacation playgrounds. MacNamee spoke of the skiing conditions in the Berthoud Pass and Aspen regions, which rank favorably with the best the Alps can offer. Similar attractions exist in other parts of the country which, when developed and promoted, and this action is inevitable, are bound to bring a boom to winter resorts. The fact that the American people are becoming more conscious of the offering here at home is revealed in MacNamee's statement that since the federal travel agency came into existence last July 146,000 inquiries have been received from persons interested in traveling in America. Another important field is the Latin America tourist market, which we have neglected. Estimated at \$140,000,000 a year, Latin America's tourist business which formerly went to Europe will in all probability now come to the United States.

What does this boom in the winter tourist season mean to the coin machine operator? Regardless of whether or not an operator is located in a locality with winter attractions conducive to big business, such as skiing; or is situated in a locality that has as its only winter attraction ordinary ice skating, the possibilities of coin machine placements are limitless, both from the standpoint of type as well as number. Skiing, skating, and bobbedging within the past few years have grown in popularity, and the present lack of European locales for such indulgence naturally will bring increased home interest in these sports. Thus activity and business in such winter areas as Colorado and Sun Valley, Idaho, will naturally increase, and operators in those areas will have particularly good territory in which to establish lo-

calations. By the same token, localities which offer small-time winter inducements should also offer profitable coin machine operations. For example, ice shows have within the past few years increased in popularity and have brought an increase of interest in that winter sport. The staging of contests and organization of snow trains have all stimulated interest which in the final analysis is reflected in greater public indulgence and use, and in the end the opening of new fields of coin operations.

What types of coin-operated machines are possibilities for winter locations? All types. The phonograph or penny vander placed in a warming house near an ordinary ice rink can prove just as profitable as the phonograph or slot machines placed in a location at an established winter resort. Every type of coin-operated machine has its place at the winter location just as it has at the summer location. In fact, by the very nature of their operation, coin machines should prove more acceptable in a winter location than in a summer spot due to limited activity, and difficulty in accessibility of other amusements which one encounters in the winter.

The operator who anticipates the winter season and gets machine placements may find his revenue, while not bearing that of summer season, an important filler in the seasonal gap and one that will continue to grow yearly. From available figures, Colorado's receipts for the present year from the tourist business will total approximately \$32,000,000, an increase of \$3,000,000 over the preceding year. Although the greater portion of that figure represents summer spending, winter spending is on the upswing and the aggressive operator in Colorado as well as other winter localities will see that he gets his portion of the revenue in coin machine operations.

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MAJOR LEAGUE BASE BALL
ROLL IN THE BARRELL
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MUSIC MERCHANDISING

More Phonos in Night Clubs As Fall Season Gets Going

NEW YORK, Aug. 28.—With more night clubs opening nightly here as the fall and winter entertainment season gets under way, it appears that more automatic phonographs will be seen in night spots this year than ever before. For years the larger night clubs have been reticent about using music boxes, but this feeling is being dissipated rapidly as more and more of the better clubs install machines. Roadhouses, small clubs, beer gardens, and taverns long have been good locations; and now that the larger spots are seeking the services of operators, about the only type of night club location still holding out is the bigger hotel.

Here, for instance, the generally poor summer forced some night clubs to drop their bands and to avoid running the main band into overtime night club managers had machines installed to fill in the time the band was off the stand. Several 52d Street spots now have machines.

In the larger clubs, where the bar is partitioned off from the rest of the club, it's usual to see one of the latest model phonos spotted near the bar. Volume is usually toned down so that it can be played even when the band is playing. Machines are becoming increasingly popular in clubs here, especially those of the Spanish type such as Maria's. Usually the boxes contain some standard Latin tunes and current pop numbers. This enables Latin music lovers to play favorites that the house band either cannot repeat at the moment or that it cannot play at all.

In the Beachcomber night club, New York, records are used between dance band sets and over a p.-a. system, hooked to the bandstand. This means there is never a stop to the atmospheric music so important to this particular club—Latin and Hawaiian. The Fiesta Dance-teria, two-floor night club-ballroom, New York, plays records over the bandstand p.-a. system for an hour before the house band mounts the stand. Records of incoming attractions are usually played.

Both the Log Cabin and the Blue Garden, Armonk, N. Y., roadhouses, use phonograph machines before the band starts work and during intermissions.

Midge Staud's The Breakers, swank roadhouse in Rochester, N. Y., uses music machines near the bar. Throughout Upstate New York, practically all of the smaller roadhouses, cocktail lounges, and cafes use music machines.

The phonos are often utilized by night club owners during hectic times when they are experimenting with their music policy. The machines come in handy then. The Famous Door and the Torch Club on New York's 52d Street, for example, used machines during uncertain periods when they were changing policy last summer.

In Philadelphia Harvey Lockman's swanky Delmonico Club has a machine in an off-side cocktail lounge. At Frank Palumbo's Latin Quarter club four music machines are spotted in the banquet hall, the cocktail lounge, the night club, and the downstairs restaurant. Palumbo finds the machines especially effective with birthday parties. "These parties always demand that the orchestra play 'Happy Birthday to You,'" says Palumbo. "While the band is willing to play the song once or twice during a night it cannot play it as many times as these people want to hear it. However, with the music machines available, these parties can go off into a corner at one of my cocktail lounges or banquet rooms and play this song and any others to their hearts' content."

Jack Lynch has a machine in the Tropical Bar of his renowned night club at the Hotel Walton, Philadelphia—even though he regularly employs two bands, a piano soloist, and plenty of singers.

In all spots where one or two bands are employed the machine is supplementary to the live music. It never replaces the live band; it merely rounds out a musical evening and enables the night club owner to have music always on tap—whether the band is on the

stand or not. And it also enables the night club owner to please music-loving patrons, who want to hear music all the time and who have favorite numbers they always want to hear and which the band cannot possibly play more than a couple of times a night.

The machine usually fits in perfectly with the personality, the informality, and the furnishing of almost any cocktail lounge or bar, and night club owners have been quick to realize it.

Baker Rushed on Phono Selector

CHICAGO, Sept. 28.—The response from operators everywhere for Baker's Baby Grand Light-Up phono selector has again compelled the factory to place this number into large-scale production.

Harold L. Baker, president of the company, took time out long enough to explain that the reception has been tremendous. "Operators are fast finding out how much our Baby Grand Selector boosts phonograph collections, and they're quick to reorder," said Baker. Built of rich, transparent plastic, along

ultra-modern lines, it is one of the most beautiful phonograph accessories ever offered. Older phonographs equipped with this selector are able to compete with later models, thus saving the thousands of dollars tied up in old but still useful equipment. The installation is easily made, requiring but a few minutes.

"Of great interest to operators, too, is the extremely low price. We originally expected that our stock on hand would be large enough to supply the demand for some time and so permit us to concentrate our manufacturing on Playmate. This new five-ball novelty table is certainly going over big. Now we find it necessary to boost production on both numbers," said Baker.

Ontario Music Men To Meet October 8

TORONTO, Sept. 28.—The first general meeting of the newly formed Ontario Phonograph Operators' Association is to be held at the King Edward Hotel October 8. The meeting will feature a showing of the latest model music machines, and subjects of interest to all operators will be discussed. The association is to have a public relations department, which will release timely news items to the Ontario newspapers, ultimately creating good will throughout the province.

Local distributors are co-operating to the fullest extent and have expressed the hope that an annual coin machine show sponsored by the Ontario operators will be held in Toronto.

Manhattan Distributing's House Warming Promises Big Time

NEW YORK, Sept. 28.—Definitely set for Sunday, October 8, the house-warming party inaugurating the opening of Manhattan Distributing Company's elaborate headquarters promises a quality of entertainment and a long series of surprises that metropolitan music merchants can well look forward to enjoying.

Scheduled to start at 2 p.m., Joe Eisen and Dave Margolin are confident that the party will eclipse any similar event New York music merchants have ever seen for sheer showmanship and an outright good time.

While strict secrecy veils any release of program details, it is known that affairs will be under the guidance of a well-known personality as master of ceremonies and that the talent line-up includes a roster of names popular in the entertainment world.

A preview of the new Wurlitzer headquarters at 325 West 43d Street indicates

that one of the highlights of the party will be the opportunity to inspect Manhattan's complete quarters which unquestionably combines beauty and utility to a matchless degree.

However, Manhattan officials, emphasize that the real purpose of this party is fun and no Cook's tour of the quarters is obligatory.

Everything is in readiness to handle a huge crowd of music merchants and their wives. Favors will be distributed to the ladies. A grand prize has been arranged for the men. A prominent caterer will serve and music will be furnished by many of the country's top-flight recording artists.

All in all, those on the inside, while divulging no details, enthusiastically promise that this will be a party no Gotham music merchant will want to miss. And from reports in the field not one is going to miss it.

Editor Gives Phono Figures

Financial editor of Buffalo paper writes column on phono trade

BUFFALO, Sept. 28.—Silton Hornaday, financial editor of The Buffalo Evening News, devoted his usual editorial column September 12 to comments on the phonograph business (he used the unfavorable term, "juke boxes"). The comment was inspired by reports that the music machine trade had become jittery about the new developments, such as movie machines, wired music, and other ideas. Being a financial writer, statistics naturally formed a part of the editor's comment. He quoted the current newspaper reports of a \$50,000,000 gross business for 300,000 phonographs in the United States. Also, he stated that "a gross of \$25 a week is not unusual for a machine in a good spot."

The article did not state, however, that those good spots which gross \$25 are few and far between.

Two points of comment by Editor Hornaday will prove of great interest to the music machine trade. They are quoted as follows:

New Low in Campaign

"Political campaigning over music box networks was tried in the San Francisco primaries last month and from all reports the general plane of political discussion reached a new low.

"As an example, folks would be gathered in a tavern, and suddenly a voice would break in, announcing that the next number would be dedicated, say, 'to that sterling American, Ed Ziehl, who is running for the council in the 10th District.' The tune would hardly be over, until someone would plug in a nickel for some bolsterous, insulting number. It has already been suggested a code of ethics is needed at once for these networks.

Record Sales Spurt

"The coin-operated phonograph accounts to a large degree, for the great jump in record sales in the United States. Trade estimates are that 60,000,000 phonograph records are now being sold annually, and that 30,000,000 of them go to supply the coin-operated machines.

The 3,600 coin-operated phonographs in Buffalo and Erie County, dealers estimate, take close to 6,000 records a week, and yield about \$750,000 a year, on the basis of an average "take" of \$5 a week per machine."

Recordit Ideal For Operators

CHICAGO, Sept. 28.—"The response to our important announcement about Recordit has been far greater than anticipated," says Don Anderson, sales manager at Western Products, Inc. "This response proves our contention that operators are hungry for something that's really new and different and recognize Recordit as a big money-maker. From an operator's standpoint it is ideal.

"All operations of Recordit are mechanically and automatically controlled by a single complete revolution of a cam shaft. Patron makes his recording, hears it played back, then has it automatically tended to him. For an additional 5 cents the player may purchase a special mailing envelope which enables him to send the record to friends or relatives. That's the action of Recordit.

"Operators all over the country have told us that they believe Recordit will lead the way to some of the biggest earnings in coin machine history. They all agree that it has the appeal that the public likes. And they all agree that it is so well built—so fine mechanically that operators are 100 per cent sold on it. We predicted that Recordit would begin a new era of operation, and now operators everywhere say that this prediction will become a reality in the very near future," Anderson said.



CO-OPERATION WITH VISITING ORCHESTRA. Hub Automatic Sales, Boston, Wurlitzer distributor, places a phonograph in the RKO Theater there during recent visit of Orrin Tucker's band. L. T. Brock (left), Bonnie Baker, Orrin Tucker, and Leo Fox are seen in the picture.

Phono Business May Find Way To Capitalize on "Juke Box" Name

"To the Editor: I have just one thought to express in this letter. It is far from being news, but I believe it represents a trend of national scope.

"In talking with an operator a few days ago, he expressed the wish that another name might be used to replace the outworn, poorly descriptive juke-organ. Miami newspapers use the term juke-organ extensively, particularly in describing cases in which operators of establishments keep open past hours and disturb neighbors with music. Consequently coin phonographs are associated in the mind of the general public with juke joints of the cheaper variety. And, believe me, this part of the country has more than its share of this class of establishment.

"Juke-organ is not an accurate description. It is not flattering, and it lessens public acceptance of coin phonographs as a major form of musical entertainment.

"Operators, I am sure, want to find a better term. Many might be willing to align themselves with a campaign to find another term, even tho it cost them money. It would seem to be in the interests of the manufacturers to find a new name. Of course, to be successful, a new phrase would necessarily have to be published on a national scale. Whether the desire for another name is national in scope is more than I know.

"If The Billboard should get behind such a movement, it would behoove its writers to outlaw the term in their columns. Incidentally, I should imagine a concerted campaign to discover a new name would make prime publicity in every locality; would make an adequate excuse for paid advertising, and, as a result, would get the co-operation of newspapers and radio.

"If a contest were held, with adequate prizes, it might result in increased play and in additional good will on the part of the location.

"No doubt this situation has often been discussed. No doubt many plans have been discussed. . . . I'm just adding my voice to the multitude. And in voicing these thoughts I believe I am correctly interpreting an attitude, if not a concrete thought, of many operators. What can you add? Regards,

"F. J. G., Miami."

Editorial Comment

The question of the proper name for coin-operated phonographs was discussed at length in an editorial entitled "Names Wanted," in The Billboard, May 11, 1940, page 66. There has been much discussion within trade circles also.

Our editorial suggested that the term "Music Boxes" is the most acceptable in use at the present time, since it does not have any "evil" associations such as are supposed to be connected with "juke boxes." Also, such trades as the electric refrigeration business refer to their product as "boxes," which means that "boxes" is likely to become popular in many ways.

A few publications, opposed to the automatic phono business for one reason or another, are playing up the use of the term "juke box" in order to injure the music box trade. Newspapers also use the term carelessly.

It seems that the "juke box" expression is most annoying to operators in Southern States, especially in Florida. It seems that newspapers in Florida frequently refer to the "juke joints" and usually there is a phonograph in such places. The crucial problem seems to be that minors go to these "juke joints" to dance and that a social problem is raised.

It is interesting to note that the music operators' association of Florida has as a part of its creed or platform the establishment of proper places where young folks may go to dance. This is much to the credit of the Florida association and is really a very progressive social movement.

An official of the phonograph manufacturers' association has recently suggested that it might be more feasible for the phonograph trade to accept the term "juke boxes" and make the best of it. He suggests that by giving wide publicity to the real origin of the term that the public will become greatly interested in it. It seems there is quite a history back of the term "juke box" as applied to musical instruments, and that the story would make interesting reading for the public.

There are some details to the story still missing, but once it can be made really authoritative, then it can be given

wide publicity. The various trade associations in the music field and the trade press can then really boost a publicity campaign for the phono business.

Boston

BOSTON, Sept. 28.—A romance that blossomed among the coin machines culminated in marriage recently when Blossom Teen, efficient secretary of the Owl Mint Coin Machine Company, and music operator Buddy Cohen were married. Couple met when Cohen came into office on business.

Dave Bond, of Trimount Coin Machine Company, reports a sharp increase in sales of the Nab Diner. "This is due partly to the seasonal increase and partly to defense contracts," Bond said, pointing out that installations were reported at the Watertown Arsenal, the Charlestown Navy Yard, and the Fore River Shipyards. Many installations are being made with the Snacks one-column gum vender attached to the diner. Pin games also are reported on the upswing with Three Score, Dixie, and Band Wagon getting the biggest play.

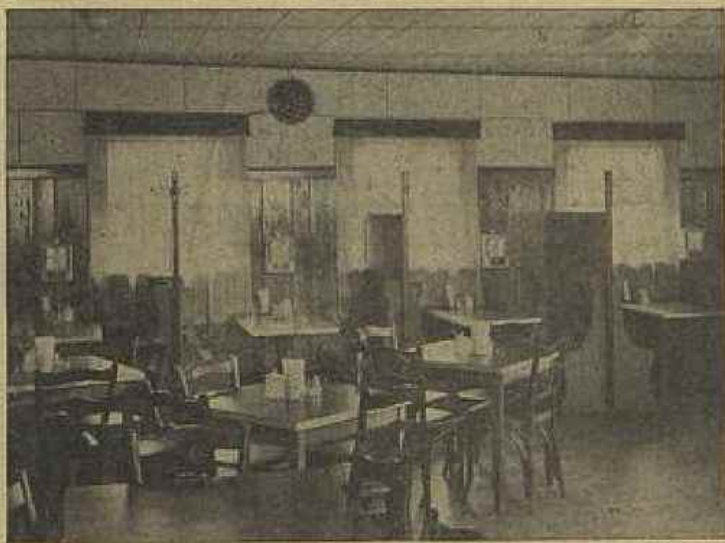
The Apex Coin Machine Company is now located in larger quarters at 1246 Washington Street. Owners Ernest (Blackie) Blackman and Bill Wells report they are concentrating on used machines. Blackman is earning praise for his reconditioning jobs, while Wells reports he can't get machines fast enough. Apex owners are enthusiastic and claim they are well on their way toward achieving recognition as pinball specialists.

Ed Raverby vouches for statements that Bob Roderick, ace Owl Mint technician, is the best golfer in the industry and hopes someone will accept Roderick's challenge. Bob shoots around the 70s.

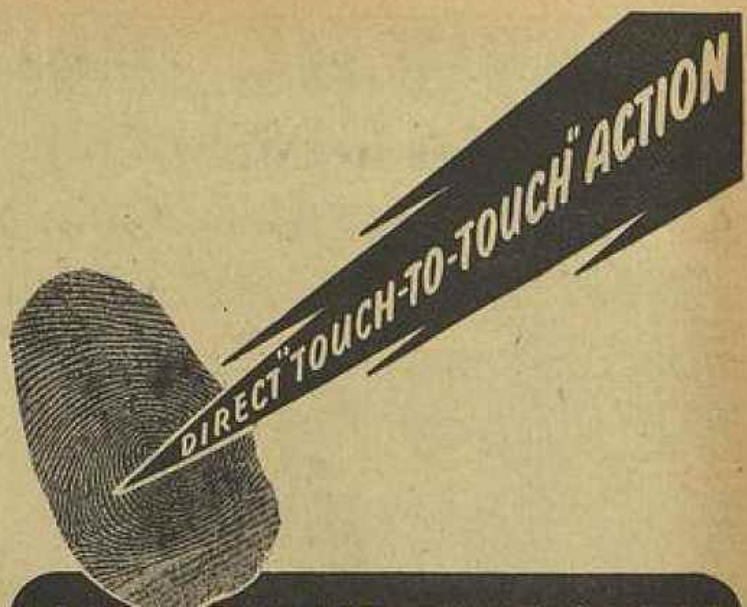
Operators are awaiting further details of the new scheme at which Ben Palastrant has hinted. Cards to the operators described the new plan as revolutionary and many are reportedly awaiting further details on it before making any moves toward fall business.

Experienced coin machine men are watching with interest all reports on wired music. No installations reported in this vicinity thus far, but some are expected shortly. Most operators believe wired music will prove a small threat, believing both will be successful only until novelty wears off.

Operators are also watching installations of new electric shaver machine. A 10-minute shave with an electric razor is obtained for 10 cents. While not in use razor is automatically sterilized. Machine is manufactured by a firm in Salem, Mass. Several have been installed around Boston.



MAKING MUSIC SELECTION EASIER than eating pie by unique installation of Seeburg Well-o-Matic in Ancor Inn, Mountainview, N. J.



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ROYAL SALES CO., 641 Hunterdon St., Newark, N. J.

Phono Operators Use Movie Tie-In

WILKES-BARRE, Pa., Sept. 28.—So satisfied are Sam DeMuro and Lou Unterberger, of Rex Novelty Company, after placing a phonograph and wall boxes in the Embassy, Public Square restaurant, that they have installed similar set-ups in two other spots in the center of the city. Initial reports are that the new locations are all doing good business.

The tune *The Wilkes-Barre Polka* is making such a hit on local phonographs that Kay Dangerfield, columnist of *The Times-Leader* here, has already written two columns on it.

Local operators tied up with theater managers when the picture *Rhythm on the Pier*, featuring Bing Crosby and Mary Martin, showed here. Posters were placed on phonographs tying in Crosby and Martin tunes in the machines with the picture.

Pinball players got a big laugh out of a scene from the picture *Pier 13*, which shows a pinball machine player going thru the usual routine of trying to determine the path of the ball as it comes down the runway.

A FAST WAY TO MAKE THEM SAY—

MORE MONEY than I've ever made!

Install **KEENEY'S Remote Selector WALL BOXES**

for every make and model phonograph

- Available with bar and counter brackets
- See Your Keeney distributor or write

J. H. Keeney & Co. 2001 CALUMET AVE. CHICAGO - ILLINOIS
 "The House That Jack Built"

Markepp To Show Telo-Tone in N. Y.

CLEVELAND, Sept. 29.—M. M. Marcus, head of Markepp Company here, announced today that he would be at the Hotel New Yorker, beginning October 5, to show the Telo-Tone set-up in action.

"Operators can come to our demonstration room," he said, "and hear and play Telo-Tone. It is a wonderful opportunity for music operators to see the most outstanding music equipment on the market. We plan to have the phonograph in the lobby and the studio in our room so that an actual demonstration can be had."

Celebrates Third Anniv. in Music

INDIANAPOLIS, Sept. 28.—In celebrating the completion of the third year in the phonograph business, Paul F. Jock, president of the Guarantee Distributing Company, Inc., recounted the growth of the firm and some of his personal experiences in that time.

"We opened our doors for business October 1, 1937," Jock said, "as distributors of Wurlitzer phonographs in Indiana. At that time we had an organization of three people, including myself. Over a three-year period we have built our organization to many employees and our sales have mounted continuously. We are happy to say that last August was the biggest month in our history and September looks as if it will top August."

"For a number of years I have been in both the operating and the sales end of the coin machine business and this has been very helpful in working with our customers. It has given me the necessary knowledge to sit down with them and go over their problems. I might add that there are many operators in Indiana who will verify this statement and will agree that the splendid co-operation they always have received from us has helped them to cash in on profits."

"On May 6, 1939, we became a corpora-

tion under the Indiana State laws. We are strictly a Hoosier corporation and believe in spending all of our profits in our good old Hoosier State.

"Our business has grown to such an extent that today we are doing a great deal of our own financing, which is very helpful to our customers. During our first two years in business our sales efforts were confined to phonographs and auxiliary equipment. However, in the past year our customers insisted that we distribute other lines of equipment. This has been very satisfactory, as we are now in a position to take care of any wants our customers may have."

"We realize that without the support and co-operation of our customers we never could have attained the success we have. We have one of the most beautiful showrooms in the Middle West, as well as a complete sales and service organization."

EASTERN FLASHES

NEW YORK, Sept. 28.—That first tang of fall has everyone stepping faster. Local distributors, jobbers, and operators are busy preparing for the busy months ahead, and all agree that it looks like they will be the best ever.

AROUND THE TOWN . . .

Jimmy Geisey, of Baltimore, in town visiting with Dave Simon and telling the boys how well things are going in his territory. . . . Judging by the play those batteries of Sky Fighters springing up on Broadway are getting, it's no wonder that Bill Rabkin and Earl Winters report the Mutoscope factory is busier than ever before. "Not only is the demand for Sky Fighter reaching new heights," they say, "but you ought to see the flood of orders for Photomatics, Post Card Venders, and our other products." . . . Ever since their 10th anniversary party, Nat Cohn, Irving Sommer, and Harry Rosen, of Modern Vending, report they have been swamped with orders for Seeburg products. "Never before have we had so many advance orders on file," Nat says. "We're looking forward to one of our best years." . . . Sam Getlan was seen in a huddle with Tony Gasparro at the Weston Distributors office. Tony says he's going to town in a big way with Exhibit's Leader and believes that the two winners he's handled so far for Exhibit are only the forerunners of still greater games to come.

COIN SHOTS . . .

H. Roberts and Marshall Seeburg in town for a few days. . . . Harry Drolinger and wife spent a week here visiting friends. Harry wound up at the Fair and liked it. . . . Joe Eisen and Dave Margolin, of Manhattan Distributing Company, are working like beavers getting their new offices in shape. The place is overflowing with carpenters, painters, and electricians, and all of them seem to be asking Joe and Dave questions at the same time. . . . Dave Simon was showing everyone a letter he received this week from J. J. Fitzgerald, of Connecticut Automatic Music Company. "Please rush my two Keeney Speed Demons Monday sure," Fitzgerald penned. "You struck a winner. I put it alongside two other good games and it took most of the action and hung up a phenomenal gross." . . . Sam Ginsburg, of Chicago Coin, in town seeing the boys.

FAST FLASHES . . .

With George Penser in Hollywood for the unveiling of the Mills Panorama, Jack Mittnick reports he's been in the midst of some big deals for Mills Empress and Throne of Music. Seymour Plitch, in charge of the firm's games department, reports he's being rushed off his feet with demands for the new equipment. . . . Bert Lane starts off with a bang now that he's taken on the distributorship for Mutoscope's Sky Fighter. At the same time, Bert says he's been constantly in touch with the Genco factory for more shipments on Genco's latest hit. . . . Sam Sachs, of Acme



M. J. SMITH, of Packard Manufacturing Company, Indianapolis.

Sales, is off on a trip thru Connecticut. Sam Brooks takes charges during Sachs' absence. Both Sams say they're busier than ever what with their revamped traveling plan clicking so solidly. . . . Still no let-up in activity at the Munves offices, where Mike still can't find time to relax a minute. . . . Sam Krosberg supervised the painting of Moderna's name across the big sign that runs across his former Coinrow headquarters. . . . No let-up in activity at the offices of the G. V. Corporation, where Miss A. M. Strong declares she and her staff are busier than ever with inquiries from operators in all parts of the country about the new DuGrenier Adams Guan Vender.

MEN AND MACHINES . . .

Rudy Greenbaum has been gone for two weeks now and some of the boys are eagerly awaiting his return to find out what Caphart's product NO. 2 is going to be. . . . DeWitt (Doc) Eaton, of Buckley Music System, is laying claim to the title of one of the busiest men in town, now that more and more music ops are having this system installed. . . . Hymie Budin declares things are popping thick and fast at his headquarters. "Demand for Stomer's games is keeping us going at top speed," he states. . . . Jack Semel and Al Simon with Irv Blecker, of Savoy Vending, are busy telling the trade all about the wonders of Chicago Coin's Dixie. "Tremendous earning records reported by operators have boosted the demand for the game sky high," they say. . . . Nick Barra, of Commonwealth remodelers, has introduced a new light-up speaker which he says has the music operators plenty excited. . . . Charley Aronson and Bill Alborg, of Brooklyn Amusement Machine Company, are busy these days taking care of the constant flow of operators that come and go. . . . Dave Robbins is all excited about the two new penny counter skill games he has on display. One has a sport theme, the other a war motif. . . . Jack Fitzgibbons maintains his firm has hung up a new sales record with the special deal he's featuring on Bally's Rapid Fire. . . . Willie Blatt, of Supreme Vending, reports his firm's busier every day supplying the demand for games that's coming not only from metropolitan operators but from the boys out of town as well.

JERSEY JOTTINGS . . .

Barney (Sugy) Sugarman is getting ready for a big blowout Tuesday, October 2, to introduce the Buckley Music System to the boys. Sugy's firm is distributor for the game throughout the State. "Be at our party," he urges, "for a really grand time." . . . At the Ponzor Newark office, Irv Morris says he's almost cleaned out of both new and used games. "At the rate Chicago Coin's Dixie, Gottlieb's Three Score, and other equipment we handle is going, looks like every week from now on is going to be a whopper," he says. . . . Jack Kay, of Ace Vending, Newark, N. J., was so proud of a letter he received last week that he framed it and hung it up in his office. It came from H. A. Reed, of the De Luxe Amusement Company, in Kansas, and stated in part, "I want to thank you for your interest in our last order. The machines arrived in perfect shape and were the best-looking and working used machines I have ever received." . . . Dave Stern, of Royal Distributors, Elizabeth, N. J., is telling the Jersey boys that they are in for a big surprise when Packard's product No. 2 arrives. . . . Newark Coin's Jack Berger is one of the busiest jobbers in Jersey these days. . . . Irv Ornstein going stronger than ever. . . . Al S. Cohen, at Asco, says he has some plans



TWO-FEATURE ATTRACTIONS. The Korn Kobblers, known on stage, radio, and records, listening to their recordings as played by a Rock-Ola Luxury Lightup Phonograph. Left to right: Charley Hollingsworth, Edgar I. Woodfin, Howard McElroy, Nels Louko, Stan Fritz, Harry Turen, and Marty Gold.

in the works that will mean even bigger business for operators.

FROM ALL AROUND . . .

Down in Philadelphia, cotmen are getting their tuxedos out of the moth balls for Bill Rodstein's wedding at the Ritz Carleton. Al Rodstein, of Arco, Bill's brother, is said to be all set with his tails and topper for the affair. . . . Joe Ash, of Active Amusement Machines, has been running up long-distance telephone bills this week, completing various deals.

From Baltimore Irvin Blumenfeld reports he expects the months ahead to be the best he's ever had. . . . Roy McGinnis says his salesmen are covering a wide area these days and shooting in plenty of orders. . . . Art Nyberg says the demand for Rapid Five Machine Gun is growing larger every day. . . . Eddie Ross, distrib for Buckley Music System, maintains this system is going to be the mainstay of the music business in Baltimore this year.

From up-State New York comes word that Johnny Fuller, of Universal Vendors, Albany; Lew Wolf, of Rex Buffalo office, and Angelo Delaporte, of Rex office in Syracuse, are doing a bang-up job these days. . . . Al Schloesinger, of Square Amusement, says his staffs in Albany and Poughkeepsie are working harder than ever these days supplying the demand for Daval's American Eagle, Muntoscope's Sky Fighter, Keeney's Wall Boxes, and other equipment. . . . Abe Grantstein, of Gem Amusement, Rochester, says business is booming in his territory. . . . Jack Fitzgibbons reports Milt Seffer is doing a swell job on Dally equipment for him in the Northeast territory.

Business Paper Views Record Biz

Along with many other business newspapers, The Chicago Journal of Commerce recently expressed editorial views on the why of increased phonograph and record sales in the United States. No mention is made of automatic phonos in the editorial, which follows:

"A sweet young thing of our acquaintance has expressed surprise that the phonograph should be enjoying renaissance, wondering why after all these years recorded music once more is coming into its own—by the proverbial leaps and bounds. If one desires "good" music, the services of the virtuoso are available almost without number merely by turning on the radio. So why bother with phonographs and records?"

"It seems to us that the answer is pretty simple. Altho variety is great over the air, the radio is a means of mass production which cannot afford to take too much into account the yearnings of the individual. Anyone who has had to listen to 20 minutes of boogie-woogie in order not to miss three minutes of Beethoven or Bach will understand what we mean. No doubt our position in this matter will assail the man who has been dragged thru a fox-trot version of *Rock of Ages* to get to a portion of the Peter Gyn't suite.

"The phonograph permits one to choose one's fare. In this concession to individualism lies the chief answer to its returning popularity. We rejoice, moreover, that individualism has survived to such an extent as to justify the efforts of the phonograph and record manufacturers."

Packard Selectors Click With Trade

INDIANAPOLIS, Sept. 21.—Homer E. Capehart's new Model 24 and Model 600 Heads-Up Selectors, presented a few weeks ago by Packard Manufacturing Corporation, have clicked with music machine operators everywhere, the firm reports.

"Since our first announcement of the Model 24 and Model 600 Heads-Up Selectors we have had a tremendous response," said Don Kennedy, of Packard. "Leading music machine operators everywhere have contacted our salesman and many already have placed orders for the new models.

"This being our 'Product No. 1,' it has been pleasant to use to note the fine co-operation of the trade toward the purchase of the items composing this first product—the Model 616, Model 24, and Model 600 Heads-Up Selectors.

"Reports from operators who already have these on their machines convince us that every music operator in the country who has 616, 24, or 600 phono-

graphs will find that the Heads-Up Selectors will not only improve the appearance of their machines but will enable those machines to earn more money."

Homer E. Capehart says, "We want the music machine operators to know that these are good products. They are products that will return their investment many times over; that will help to modernize present paid-for equipment, and that will make the music easier to buy because of the ease of selection given the buyer by the Heads-Up Selectors. From any viewpoint, this Product No. 1 of Packard Manufacturing Corporation is a good one."

Coinography

INDIANAPOLIS, Sept. 28.—An old-timer in the design and production of coin-operated instruments, Gus P. Erickson is an important member of the Packard Manufacturing Corporation engineering staff. Operators the world over have profited from improvements and refinements in coin-operated devices which began as ideas in Gus Erickson's mind and which were developed by him and made a part of thousands of instruments. Few operators know this man personally, but the results of his work in improving the playability of their instruments has had direct effect in stepping up their daily collections.

Starting as superintendent of the machine shop for the Western Electric Piano Company in Chicago, Erickson devoted a number of years to the production of coin-operated pianos and phonographs with this company. He joined a manufacturer of phonographs and spent several years in the research department as experimental engineer. He was later associated with another coin machine firm in the engineering and production departments. Prior to joining the Packard engineering staff, he had operated his own experimental laboratories and engineering organization for several years.

Few men have a better knowledge of the mechanical problems of operators than Gus Erickson. From the standpoints of design and production he has had a major part in bringing the industry to its present-day efficiency and profits. As a member of the Packard Manufacturing Corporation engineering staff, Erickson has had a large part in perfecting Packard Product No. 1, "Heads-Up" Selectors, and is now engaged in the development of coin-operated music equipment that will be of still greater importance to operators.

Denver

DENVER, Sept. 28.—Pete Rupright, who formerly operated at Dodge City, Kan., is now in the operating business at Gunnison, Colo.

E. C. Jones, operator of Gunnison, Colo., en route to Pueblo, stopped in Denver long enough to place an order for Seeburg remote control units with Modern Music Company.

W. C. Littleton, of Montrose, Colo., has sold his operations to C. E. Burns, of Grand Junction.

Henry Bushyhead reports good sales on record players to music stores.

Gano Senter, of the Denver Sales Company, played host to James Roosevelt on the latter's recent visit to Denver.

Lawrence Stone Jr., chief engineer for Automatic Equipment, has perfected a remote control set-up for wired music. By use of a light signal a user would be given one minute to make a selection, which would avoid confusing conver-

**INDIANA'S
LARGEST PHONOGRAPH
DISTRIBUTORS**

*Celebrating Our Third Anniversary
on October 1, 1940*

- We wish to thank each and every operator for the business we have received and the splendid co-operation extended us during our three years as WURLITZER DISTRIBUTORS.
- We are an Indiana corporation and our profits are all spent right here in our good old Hoosier State.
- We know that WURLITZER'S WIRED AND WIRELESS REMOTE CONTROL is the best on the American Market, because it always works and is the most flexible. Of course, we all know what the WURLITZER PHONOGRAPH is—IT'S TOPS.
- We also distribute a complete line of used phonographs and represent all leading manufacturers of novelty games and counter games.
- We always have the best deals. It will pay you to see us FIRST.
- Myself and all my employees wish to thank you for making it possible for us to build the fine organization we have in order to give you that "SERVICE PLUS."

Thanking you, *Paul J. Joch*

GUARANTEE DISTRIBUTING CO., INC.
INDIANA'S WURLITZER DISTRIBUTORS
2451 NORTH MERIDIAN ST. TA. 3375 INDIANAPOLIS, INDIANA

Stone has several radio and voice patents to his credit, including a voice recording machine, an automatic break-in circuit for police calls, a new-style antenna for police cars, and an automatic cleaning device for turntables.

Operator Louis Bellotti, of Walsenburg, enjoyed a nice business boom during the State Elks' Convention held in that city. Operator Severino Trujillo, of Santa Fe, N. M., not only did some nice business with all types of coin operations during the Santa Fe Festival but also took an active part on the decorating committee.

Mr. and Mrs. Gibson Bradshaw left for a West Coast vacation September 15 with the possibility of a short stay in Hawaii included.

Harold Henderson, Denver Distributing Company serviceman, made a recent trip to Liberal, Kan., to supervise the installation of the first remote control equipment for Roland West, operator of that city.

G. M. Thomas, formerly an operator at Grand Junction, stopped in for a short Denver visit on his recent honeymoon trip.

Gibson Bradshaw, of the Denver Distributing Company, reports that within the past 10 days he has placed a Sky Fighter in every city in the Rocky Mountain region. There are about 80 of

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the machines in operation in the Denver area and Bradshaw recently closed a deal with Fox Intermountain Theater for placement of Sky Fighters in the lounge rooms of various theaters in Denver. Three theater lounge placements have already been made.

M. W. McBroom, Colorado Springs operator, recently placed his first order for Seeburg remote control equipment with Modern Music Company.



WIRED MUSIC DISPLAY TRAILER. Harold Wood with his new Tele-Tone traveling demonstration studio can play numbers from over 2,000 selections. The machines are known as "Betty."

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 12)

BING CROSBY (Decca)

Where the Blue of the Night—V. The Waltz You Saved for Me—V.

Decca's release of a new Crosby version of his famed theme song in the same week that Bluebird reissues a Russ Columbo disk is coincidental, for Blue of the Night tied with You May Call It Madness, I Call It Love, the Columbo theme, eight or nine years ago. Bing is Bing on this new one, which of course means that it's swell.

FREDDIE (SCHNICKELFRITZ) FISHER (Bluebird)

Twelfth Street Rag—FT. An-Nat—FT; VC.

Fisher makes no attempt to disguise the corniness of his disks, and there's no reason why he should. He's selling corn, and here are two of the most beautiful ears he's turned out lately. The An-Nat ditty finds every instrument "laughing," an old device but always amusing.

LOUIS JORDAN (Decca)

Waiting for the Robert E. Lee—FT. VC. Oh Boy, I'm in the Groove—FT; VC.

Jordan makes effective use of the stop-and-go arranging trick on the familiar Robert E. Lee, and does a nice vocal, which he duplicates on the other side. His band delivers well enough also, despite the handicap of that second title.

LIONEL HAMPTON (Victor)

Charlie Was a Sailor—FT. Martin on Every Block—FT.

The B side is titularly dedicated to Martin Block, of the WNEW, New York, noted record program. Make Sellers Ballroom. Outside of that it's regulation Hampton, plenty of his fine vibes playing, and nothing much else. It's the same for the refurbished Polish polka on the first side.

THE JESTERS (Decca)

Isn't It a Shame About Mame?—V. Charlie Was a Sailor—V.

There is nothing in the arrangement of the first song (from the score of the Bing Crosby pic, Rhythm on the Bow) to make it stand out among the number of other disks of this wobble while lyric ditty. Charlie isn't treated much better than Mame, altho on this one an artist has little to work with.

ART HINETT TRIO (Bluebird)

Marche Slav—FT. My Man—FT.

Faced by Hinetts' electric organ, this trio gives a good treatment to this pairing of a classic and a pop standard, taking both sides in a medium slow tempo.

CONNIE BOSWELL (Decca)

Blueberry Hill—V. The Nearness of You—V.

Miss Boswell is always a delight, no matter what she happens to be singing, and here she gets one fair number and

one excellent one, on sides A and B, respectively. They're both popular tunes, and sales should be pretty nice for this platter.

GLENN MILLER (Bluebird)

I Wouldn't Take a Million—FT; VC. Fifth Avenue—FT; VC.

A sweet-swing item in slow tempo and a cute lyric number are coupled by the Miller band here, and the result is another one of Glenn's extremely listenable pressings. Marion Hutton and Tex Beneke vocal the B side in nice contrast to Ray Eberle's balladizing of Million.

PETER URYGA (Decca)

Two Clarinets—Polka. Golden Dream—Waltz.

The tempo description after each of the above titles about tells the story here. One side is a polka, the other a waltz. Nothing much else can be said, because the band isn't good enough to occasion favorable comment, and it isn't bad enough to draw too critical fire.

FATS WALLER (Bluebird)

Fats Waller's Original E-Flat Blues—FT; VC. Swingin' Dilla Street—FT.

Fats' pianistic and vocal talents shine particularly on his own compos, and a good trumpet helps along with his playing and singing on the blues number. For the lip-over Waller turns to a Hammond electric organ, getting some nice swing out of an instrument not particularly suited to hot jazz.

CLARA INTER (Decca)

Ukulele Lady—V. The Pidgin English Hula—V.

The combination of Hawaii and coyness doesn't produce the most listenable disk in the world, and the too-cute technic definitely spoils this recording. First side is sung in English, the second side is a mixture of Hawaiian and English verbiage.

JIMMY MCPARTLAND (Decca)

Panama—FT. Eccentric—FT.

This is one of the worst swing releases in some time. The band has no form or style, no decent instrumentalists, and produces a lot of shapeless noise in place of forthright swinging.

BEA WAIN (Victor)

I Don't Want to Cry Any More—V. Our Love Affair—V.

Despite the title declaration, Miss Wain tear jerks her way thru the first side, and does nothing but cry. The plattermate is a brighter and better job.

ABE LYMAN (Bluebird)

Some of Your Sweetness—FT; VC. Who Dreamed You Up?—FT; VC.

Lyman delivers a pair of listenable enough arrangements on this double. Rose Blane is only so-so on the vocal on side B, but Eddie Holly does all right



"SIXTEEN" ROGERS, glamorous Chicago show girl, takes a bow for herself and the Mills beautiful Empress phonograph.

by the words on Sweetness. This is one of those records that have little chance in the coin phono sweepstakes, and have retail sales appeal only in proportion to the number of followers of the band itself, but which are good to listen or dance to regardless of their commercial value.

JOE DANIELS (Decca)

Crashin' Thru—FT. War Dances for Wooden Indians—FT.

Daniels' "drumnastics" are very much in evidence on the first side, with the drums preponderant throughout and very few instrumental take-offs from the rest of the ork. Some fair clarinet and piano pop up War Dances, but on the whole it's an ineffective presentation.

PLEHAL BROTHERS (Decca)

Barbara Polka—Polka. Swing Me Around—Polka.

Typical polkas, played by a harmonica duo with guitar and bass accompaniment, and as such good for barsrooms and taverns.

THE CATS AND THE FIDDLE (Bluebird)

Hep Cats' Holiday—FT. In the Midst of a Dream—FT.

A jitterbug holiday and a slow ballad are coupled here by this rising instrumental foursome. The sides probably won't mean much in a salable way, because the outfit lacks the name value necessary to sell—and particularly to sell something titled Hep Cats' Holiday—but they're okeh nevertheless.

RAY KINNEY (Decca)

On a Honolulu Hula Holiday—V. Hookipa Paka—V.

Pleasing and bearing the stamp of authenticity lacking on most Hawaiian disks is this Ray Kinney release, cut for Decca before his recent switch over to the Victor label.

CHARLIE BARNET (Bluebird)

The Sergeant Was Shy—FT. Stng Dem Bells—FT.

On Sergeant, the hand takes hold of a good riff and gives it their all, which adds up to a better-than-average swingeroo. Side B is a jazz item that Duke Ellington recorded for Victor a decade ago. Barnet utilizes on it the stunt of instruments mimicking each other.

Cleveland

CLEVELAND, Sept. 28.—M. M. Keel, engineer for the Telo-Tone Manufacturing Company, San Antonio, is with the Markepp Company, local distributor, for an indefinite stay. Keel is in charge of installations. M. M. Marcus, head of Markepp, states the firm has been made sales agent for Telo-Tone equipment in the territory.

"The company is beginning an aggressive promotional campaign, and installations that have been made are giving 100 per cent satisfaction," says Marcus. "Patrons of these spots get a kick out of hearing selections dedicated to them and in dedicating selections to friends. They have 5,000 selections to choose from—vocal and instrumental music of all types—and that has a strong sales appeal."

"Telo-Tone equipment is set up for demonstration in our showrooms, and judging from the large number of the

trade coming in daily, this system gives every indication of going over in a big way."

B. Spira, manager of National Vending Machines Sales Company here, reports that cigarette sales are holding up well despite the price increase, and that with the cooler weather candy sales are also going up.

Joe Abraham, of Ohio Distributing Company, recently moved to 3908 Carnegie Avenue. Joe has a nice set-up and an attractive display of the machines he handles.

Jack Cohen, of J. C. Novelty Company, left this week for a business trip to California. After an inspection of his branch at Los Angeles he will visit various points of interest on the West Coast. A year ago Jack spent his vacation in California and was so impressed with the city that he opened a branch there.

The annual meeting and election of officers of the Ohio State Phonograph Owners' Association was held at Hotel Carter here last week. All officers and directors were re-elected. They are: Jerry Antel, president; Jack Cohen, vice-president; Leo J. Dickson, secretary-treasurer; Directors: George De Prieze, Peter Lukich, Nate Peariman, Elford Evans, Harry Lief, and James Ross. Officers of the association are also members of the board. The association meets the first Thursday of each month.

Pat Florell, of Pat's Amusement Sales Company, says a million thanks to his many friends who have been in to see his new office at 5701 Euclid Avenue. Pat has worked hard to get things in shape and has done a fine job of it. New machines on display are selling good, and attractive offers are being made on trade-ins, says Pat.

The marriage of Lillian Colucci to John Nardi will take place the morning of October 5 at Holy Redeemer Church. A reception will be given in the Crystal Room of the Tudor Arms Hotel at 7:30 p.m. Nardi is business agent for the Musical Maintenance Employees and Service Men's Union.

Reliable Specialty Company reports that its plant is humming with activity filling orders for rebuilt phonographs and auxiliary speakers. Wall organ sales are steadily mounting. Reliable officials report.

Art Nagel, manager of Avon Novelty Sales Company here, is back from a road trip and is highly pleased with the way business is shaping up. "Visitors to our showrooms are immediately attracted to a large display of photographs of recent installations of Dial-a-Tune bar and wall boxes with remote control," Nagel stated. "Among the photos is one of the Russwurm Restaurant at Huron, O. In this location 10 devices are being used, mounted on mirrors and without any wires showing. The location manager states that since their installation his business has quadrupled. Customers like the ease with which they may select the music they want with the dial selector." Art says he has a number of similar installations pending in his territory.



NEW SHOWROOMS IN COLUMBIA, S. C. E. I. Wood/in is Rock-Ola distributor for Georgia and South Carolina and this is how he displays Rock-Ola phonos. Left to right: O. H. Rhodes, salesman; Audrey Des Fortes, an operator, and Mrs. Des Fortes.

News Notes

Mary Ann McCall, former vocalist with Charles Barnet's band and who recently decided to do a single in night clubs, is back as a band singer again, this time with Tommy Reynolds, who opens at the Fairmount Theater, New York, in October. Reynolds, incidentally, has just recorded "A Nickel's Worth of Rhythm," which publicizes the music box. Pancho and his orchestra were signed by Decca to record rumbas and tangos. Lanny Ross will begin to record for Victor starting this month.

Benny Goodman is in New York picking men for his new orchestra. He is in good health again. Ina Ray Hutton recorded four tunes for the Okeh label last week. Rennie Kemper, vocalist with Dick Jurgens, has left the band to form his own orchestra on the West Coast. Carol Bruce, who has been signed to a Decca contract, will record the tunes she is singing nightly in the "Louisiana Purchase" musical on Broadway. Manie Sacks, who has joined Columbia Recording Corporation, has been a well-known booker of orchestras for a number of years. He will be responsible for all talent selected for the popular-priced records.

Peggy Mann, former vocalist for Enoch Light, has joined Larry Clinton's orchestra, replacing Helen Southern. The recordings of "Fog of My Heart" and "Rippling Waters" which Jack Teagarden made with his original band will be included in the Columbia Jazz Masterwork album soon to be released.

Down Argentine Way

CARMEN MIRANDA is recording for Decca all the tunes she is featuring in her first picture, *Down Argentine Way*, to be released in October. She is singing *South American Way*, *Bambis*, *Touradas En Madrid*, and *Mamoe Eu Quero* (the latter tune well known to operators as *I Went My Mama*). She is accompanied by the six men who work with her on the stage. Other songs used in the picture, written by Mack Gordon and Harry Warren and soon to be recorded by all major companies, are *Two Dreams Met*, *Nenita*, *Doson Argentine Way*, and *Sing to Your Senorita*. Among recording artists appearing in the picture are Six Hits and a Miss.

Lucky Break

A NICE publicity break given the music box industry is in *Lucky Partners*, a picture co-starring Ronald Colman and Ginger Rogers. Situation takes place in a Greenwich Village restaurant, where Colman is holding a discussion with Miss Rogers. While in the mood for some Hawaiian music, he produces a nickel, deposits it in the machine and, sure enough, a dreamy South Seas tune is played.

This and That

SIX LESSONS FROM MADAME LA ZONGA will be the title of a Universal picture which goes into production this month. Orrin Tucker has revived *La Zonga*, a 1922 song, on one of his latest records. A new novelty designed for the music box patrons, *When the Mush Begins To Rush Down Father's Vest*, is being recorded by Shep Fields for Bluebird. Fresh recording of *Strike Up the Band* by Eddy Duchin is being placed on many machines in New York to coincide with the current engagement of that picture at the Capitol Theater in that city.

Territorial Favorites

FOLLOWING is a list of reports from operators in various sections of the country who have mentioned artists and



MISS JACOBS, United Coin Machine Company, West Allis, Wis., poses with a Mel-o-Tone phonograph. The firm is a booster for the Mel-o-Tone.

Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

records as local favorites, in addition to the national leaders listed in the Record Buying Guide.

PHILADELPHIA:

The Wrong Idea, Charles Barnet.

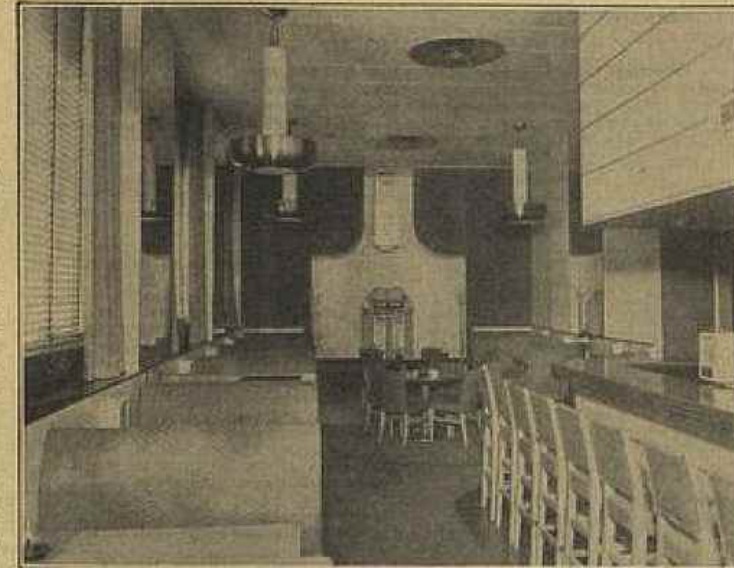
Four leading operators see this combination as an excellent bet for music boxes. Barnet has made many appearances in this area and has always registered well with the dance fans. This particular record, one of his latest, is rated a nice tavern tune. Another of his records that looks promising is *Pompion Turnpike*, considered a worthy successor to *Cherokee*.

Florida. Kinney's style is authentic and his band is a comparative top-notch attraction among the many Hawaiian ensembles. Tune is found on many locations.

BURLINGTON:

Temptation, John Kirby.

Many Vermont towns, including Burlington, have been favoring revivals of old musical favorites. Theaters, radios, and ballrooms using musical attractions report a favorable reaction on the part of the customers to former hits. Music box locations have joined the fold by placing a number of former money-



REMOTE CONTROL IN HOTEL. A remote control installation in the Ruby Room, La Fayette Hotel, Clinton, Ia., made by Midwest Novelty Company of Clinton.

SPOKANE:

Rock and Rye Polka, Louise Massel and Westerners.

A bouncing rhythm number which has been getting many plays throughout the State of Washington. Taverns, of course, always demand polkas, and this particular version delivered by Miss Massey and her group of men, radio and vaudeville act, is getting more than ordinary attention.

WILKES-BARRE:

Wilkes-Barre Polka, Jolly Jack Robel.

Here's an example of a polka recorded by a local group which is getting a lot of attention on locations. Hans Lindeman and Sam DeMuro, two of the leading Wilkes-Barre operators, say that the tune stands a good chance of reaching the popularity attained by *Beer Barrel Polka*, because this type of music goes best with the many foreign-born residents around here.

BUFFALO:

We're on the Right Side of the Ocean, Frank Novak.

An example of a patriotic number, little known nationally, but keeping in step with the best flag-waving records released in the last month. It has been promoted around this area, gaining momentum because of its theme and the Buffalo following of Novak's music.

JACKSONVILLE:

Song of Old Hawaii, Ray Kinney.

Of the many South Seas records available, the above-mentioned goes best in this particular section of

week before, ended September 20. 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. Looking for Yesterday	—
2. Practice Makes Perfect	3
3. There I Go	10
4. And So Do I	—
5. Maybe	2
6. I'm Home Again	—
7. I Could Make You Care	—
8. We Three	—
9. Trade Winds	7
10. That's for Me	6

Mississippi

NATCHEZ, Sept. 28.—Cool September weather is credited with popping up business here. During August and the early part of September business was fair, but with the opening of the football season and the coming of sippy weather business is much improved.

Bill Eidt, operator and Wind Mill night club owner, says that during the two evenings he featured the orchestra of Leon Prima, brother of Louis Prima, he had fine crowds and also did very good business on his machines.

Formal opening of the bridge across the Mississippi River between Natchez and Vidalia, La., September 26 is helping the business of operators here. Many tourists cross the span daily and play machines at filling stations and other locations along the route to the bridge.

Lee Delaney and J. O. Modsette, new operators here, report that their newest location, the Natchez Super Store, is one of their best.

"Ham" Nelson, rural route carrier and operator, has several new locations in Mississippi and Louisiana. Ham is one of the newer operators in this area.

The Sunday ban on playing phonographs was lifted by the chief of police after only one Sabbath day closing. However, machines must not play after midnight any night.

Sam Serio and Sam McCabe, of Seramac Company, are sports fans. Serio says his D'Evereux Hall Red Raiders, 95-pounders football team, will soon be seen in action. Operators in this section have virtually adopted the little Red Raiders. Part of the proceeds from machines go to these orphans of D'Evereux Catholic Home.

CORRECTION

In the quarter page ad of

RED RIVER DAVE

(Dave McEnery)

and his Swift Cowboys

Decca Recording Artists

the names of Bill Benner, featured in comic novelties, and Roy Horton, string instrumentalist, were misspelled.

makers. This Kirby record leads in popularity.

MILWAUKEE:

Ain't It a Shame About Mama? Bing Crosby.

Another of the more catchy Crosby tunes in his latest picture, *Rhythm on the River*, which is doing well on music boxes. This novelty is a refreshing musical novelty and operators claim it is strong enough to last a number of weeks. Mary Martin featured it in the picture.

Radio's Leading Songs

The following is a comparative list of 10 songs broadcast most often during the week ended September 27 and the

Walter Winchell's New Yorkbirds (Sept. 18th, 1940)
"Ben Wain's Recording of 'I'm the Lonesomest Gal in Town'"

A Best Seller!

BEA WAIN'S

Outstanding Record of

"I'M THE LONESOMEST GAL IN TOWN"

VICTOR RECORD 26730

BROADWAY MUSIC CORP.,

1619 BROADWAY, NEW YORK CITY



WILL BRADLEY'S

Smash Hit on the
Coin Machines

Columbia BEAT ME, DADDY
35530 (Eight to the Bar)
Parts I and II

DICK JURGENS

has another hit in

Okch
5730 GOODNIGHT, MOTHER

America's Most
Beautiful War Song

GENE AUTRY'S

Latest Best Sellers

Okch BLUEBERRY HILL
05779 SYCAMORE LANE

Okch I'LL NEVER SMILE AGAIN
05793 WE NEVER DREAM THE SAME
DREAM TWICE

ORDER FROM YOUR
DISTRIBUTOR TODAY

COLUMBIA RECORDS

DECCA

Hot Tips for Operators

THERE ARE BARRELS OF NICKELS IN THESE HOT NUMBERS!!

- 3254 WHERE THE BLUE OF THE NIGHT
THE WALTZ YOU SAVED FOR ME
Bing Crosby
- 3299 A SONG OF OLD HAWAII
TRADE WINDS
Bing Crosby
- 3500 ONLY FOREVER
WHEN THE MOON COMES OVER
MADISON SQUARE
Bing Crosby
- 3240 BLUEBERRY HILL
THE NEARNESS OF YOU
Connie Boswell
- 3328 FERRYBOAT SERENADE
HIT THE ROAD
Andrews Sisters
- 3375 PENNSYLVANIA GOODBYE
BEAT ME, DADDY, EIGHT TO A BAR
Andrews Sisters
- 3259 ALL THIS AND HEAVEN TOO
IF I FORGET YOU
Jimmy Dorsey & His Orch.
- 3236 WHISPERING GRASS
MAYBE
Ink Spots
- 3288 STOP PRETENDING
YOU'RE BREAKING MY HEART ALL
OVER AGAIN
Ink Spots
- 0268 SAMARITA'S BAND
SHE LIVED NEXT DOOR TO A FIRE-
HOUSE
The Jesters
- 3300 NOW I LAY ME DOWN TO DREAM
WHAT'S YOUR STORY, MORNING
GLOAMY
Andy Kirk & His Clouds of Joy
- 3349 BREAKING MY HEART TO KEEP
AWAY FROM YOU
WHEN I GET YOU ALONE TONIGHT
Dick Robertson & His Orch.

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

TRADE
SERVICE
FEATURE
of
Billboard

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.

Trade Winds. This BING CROSBY recording shot forward with surprising speed and strength this week to land with a definite bang in the middle of the most popular coin-phono numbers picture. It was thought that with so many Crosby disks out currently, all of them equally good and with equal music machine appeal, not one of them would be able to step out as an individually strong record. This has done it, however, and in no uncertain terms.

Sierra Sue. (11th week) BING CROSBY, GLENN MILLER*.
I'll Never Smile Again. (10th week) TOMMY DORSEY*.
When the Swallows Come Back to Capistrano. (5th week) GLENN MILLER*, INK SPOTS, DICK TODD.

Blueberry Hill. (4th week) GLENN MILLER*, KAY KYSER*, RUSS MORGAN*.
I'm Nobody's Baby. (4th week) JUDY GARLAND, TOMMY TUCKER*, BENNY GOODMAN*.

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.

Maybe. Another one that took decisive steps designed to lift it to the heights this week in this ballad, in the INK SPOTS recording. Several other disks are meeting with fair success on the song, but they are so scattered that they only serve to point up the almost clean sweep registered by the septa foursome on this tune.

Practice Makes Perfect. This is exceptionally good in the phonos currently, although not to the degree denoted by the last word in its title. It may achieve that coin-phono perfection in another week or two if it keeps on going at the pace it has set for the past fortnight. BOB CHESTER* still has the only recording that means anything in the boxes.

Ferryboat Serenade. Going along in a fairish way is this novelty follow-up to the hit of several months ago, Woodpecker Song. So far it hasn't approached that success by any means, but the song is still pretty new and it has a long road to travel before it can be considered dormant. GRAY GORDON* and the ANDREWS SISTERS have no competition at the moment on this one.

That's for Me. Another BING CROSBY pressing that is doing nicely for itself is this version of the song he does in his newest picture, Rhythm on the River. Its phono success is probably being held down by the click of the Crosby Trade Winds, but it's a profitable item nevertheless.

Whispering Grass. Doing well enough, this recording by the INK SPOTS is not exactly sensational, but is being played by a lot of people in a lot of music machines. It probably won't ever be a real front-running number, but it's good enough while it lasts.

The Call of the Canyon. No great strides were taken by this Western ballad this week, but that doesn't mean that things aren't likely to bop on it soon. GLENN MILLER* and TOMMY DORSEY* are sharing on it and both disks are likely to ride along to the top with a song that itself looks good for much popularity.

The Nearness of You. Pretty good describes the progress of this Hoagy Carmichael ballad along the phonograph network. It's one of those songs that are good without having any particular angle, such as unusual title or lyric idea, to rush them into general popularity. GLENN MILLER* is alone here.

Crosstown. This makes the step from a "Possibility" to a solidly potential coin-phono number this week, with GLENN MILLER* and GUY LOMBARDO* doing the standard bearing. It's a cute little tune and lyric that should do very nicely.

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 though they most probably will never climb into "Going Strong."

Six Lessons From Madame La Zonga. (13th week) This just won't lay down and die. JIMMY DORSEY*, CHARLIE BARNET*.

God Bless America. (10th week) Weakening. KATE SMITH, BING CROSBY, I Am an American. (9th week) Likewise. GRAY GORDON*.

All This and Heaven Too. (6th week) Uneven reaction. JIMMY DORSEY*, CHARLIE BARNET*, DICK TODD.

Can't Get Indiana Off My Mind. (5th week) Slipped considerably this week. BING CROSBY, KATE SMITH.

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.

Our Love Affair. From the new Mickey Rooney-Judy Garland picture, Strike Up the Band, this lively number looks like excellent phono fodder. The song will quite likely be a nice radio and sheet-sale number, so be prepared.

Looking for Yesterday. One of the most promising of the new ballads. A fine tune, lyric, and title, all of which adds up to an attention-getting song. You may be needing this one in a few weeks.

Only Forever. BING CROSBY'S record of this second Rhythm on the River song is being played around in some machines, not enough to merit it the "Coming Up" designation, but enough to show future possibilities.

There I Go. The second number from BMI, the publishers of Practice Makes Perfect, that is starting to be plugged into a hit on the air. Like its predecessor, its click is apt to extend to the boxes.

We Three. Still another ballad, but with an attractive title and idea, and a melody in the typical Tin Pan Alley popular vein. It has for these reasons a nice enough chance of making a name for itself in the country's music machines.

* 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. 391
LIST PRICE 50c

26750 *Koneko Hula—Hula
*Rhythm of the Waves
Ray Kinney and his Hawaiian
Musical Ambassadors

26751 House of Morgan
*I'd Be Lost Without You
Lionel Hampton

26752 Alexandra—Dance
*Guy's Serenade—Gong
Xavier Cugat and his Waldorf-
Astoria Orchestra

26753 Ain't She Sweet?
Ay-Ay-Ay
Bunny Brigan

BLUEBIRD "POPULAR" RELEASE NO. 297
LIST PRICE 35c

B-10872 We Three
Two Dreams Met
Yvette, Vocal with orchestra

B-10873 *Dancing on a Dim
I Hear Music
Gray Gordon and his Tio-Too
Rhythm

B-10874 *I Have a Song
*What Noise Annoys an Oyster
Vaughn Monroe

B-10875 Pission Breakaway
Sand Dune
Lyle "Spud" Murphy

B-10876 *Beat Me, Daddy, Eight to a Bar
Falling Leaves
Glenn Miller

B-10877 *Goodnight, Mother
*Two Dreams Met
Mitchell Ayres and his
Fashioners-in-Music

B-10878 Down by the Old Mill Stream
When You Were a Toddler
Golden Memory Boys, male quartet
with orchestra

B-10879 After Hours
*Song of the Wanderer
Erskine Hawkins (The Twentieth
Century Gabriel)

Order RCA Victor-Pennac Point Needles from
your RCA Victor Distributor Today.

*Vocal Refrain



Order from Your Distributor
TODAY!

Up your TAKE with
these LATEST HITS by

WOODY HERMAN
AND HIS ORCHESTRA
The band that plays the blues!

WOODY HERMAN (DECCA) 3332

Deep Night—Ft. Whistle Stop—Ft.

A smart coupling of a well-known ballad of another year and an instrumental in the Tin Pan Alley vein. Back-to-back diversification such as this is shrewd merchandising, and with a band of the excellence of Herman's to take care of the artistic side, it makes for a record well worth the price. Five leading horns by Woody and the crew.—From ON THE RECORDS, THE BILLBOARD—Sept. 21, 1940.

ON DECCA RECORDS

ATTENTION—
—Phono Operators

Lawrence Duchow's

RED RAVEN POLKA Decca 2543

RED RAVEN WALTZ Decca 3022

Booking Address: HILBERT, WISC.

W O S T

.... for your dollar in performance, looks, location and patron conveniences

up to 600% increase in operating

PROFITS

that's why more **SEEBURG WALL-O-MATICS** are in operation than all other remote selectors made!



the only remote selector for use on **COUNTER-BAR-WALL!**

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WIRED OR WIRELESS

WALL-O-MATIC

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 exciting new in playing principle and operation, you actually BAT the ball thru the air in an effort to score a homer and the ball you hit is a BALL OF GUM. DON'T DELAY, ORDER YOUR HOME RUN VENDORS TODAY! HOME RUN is lots of 10 or more \$19.50 each. SPECIAL INTRODUCTORY OFFER SAMPLE HOME RUN—each approx. 5,000 Balls of Gum (sufficient for 350.00 play) ALL FOR \$24.50. 1/2 Case With Order, Balance C. O. D. Write for complete details on the finest Bulk Vendors available, Machine, Tapper and Special.



Operators, Order This Coin Counter Penny-Nickel combination slotted coin counter, collect aluminum, tin-use substitute. Only \$1.00 each prepaid cash with order. No C. O. D.

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MY CASH ROUTE PLAN

Starts BIG PROFIT YOU in a BUSINESS



You can get your share of this easy money with a plan that brings big profits day and night. Full or part time, 7 models, low as \$5.00. Buy legal "Silver Kings." All information and complete work in a plan FREE. Write

AUTOMATIC GAMES
2428K Fullerton, Chicago, Ill.

SILVER KING
FROM \$5.50 (10 or More) SAMPLES \$6.50

KING JR.
\$3.95 Each
Vends Gum, Peppercandy, Breath Peppercandy, etc. A beauty.

5/8" BALL GUM 10.95

PER CASE (10,000 Balls) FREIGHT PREPAID

LEER 4109B Norfolk Ave. BALTIMORE, MD.



MERCHANDISE MACHINES

Automatic Division of Charity Group in Drive

Meeting at Hotel Astor October 8 to plan aid for refugees

NEW YORK, Sept. 28.—The automatic vending division of the United Jewish Appeal for Refugees and Overseas Needs will open its 1940 campaign at the Hotel Astor on the evening of October 8, with a dinner sponsored jointly by the Amalgamated Vending Machine Operators' Association, Inc.; the Automatic Music Operators' Association, Inc.; the Cigarette Merchants' Association, Inc., and the Greater New York Vending Machine Operators' Association, Inc.

Leading representatives of all branches of the industry and members of the trade are expected to attend this affair and pledge their co-operation and support to the appeal which seeks funds to continue the war relief and refugee aid programs of the Joint Distribution Committee, the United Palestine Appeal, the National Refugee Service, and the American ORT Federation.

Great interest and enthusiasm have been reported by the committee which is headed by Leo Willens, Automatic Cigarette Venders; Lee J. Rubinow, Automatic Music Operators; Samuel Kresberg, phonograph distributor; George Pomeroy and Dave Simon, co-chairmen for the distributors and jobbers; Saul Kalson, Brooklyn Automatic Games, and Louis Goldberg, Manhattan and Bronx Automatic Games.

In a joint statement issued today the committee chairman said: "We are confident that every member of our trade will rally to the support of this dinner with which we will officially launch our 1940 campaign on behalf of the United Jewish Appeal.

"In this year of unprecedented need each of us is impelled to do all that is humanly possible to help stem the tide of human suffering.

"The desperate plight of the Jews in Europe is brought home to us by daily reports of ever-increasing restrictions which are being imposed upon them. The spread of war has inflicted additional misery upon countless thousands who have long been suffering the horrors of persecution and oppression.

"Thus the United Jewish Appeal we can provide war relief and refugee aid for thousands of our fellow people who depend for their very lives on what we here in America do now to help them."

Matthew Forbes, Benjamin Gottlieb, Harold Pincus, and B. Rosenblatt are members of the executive committee of the Automatic Cigarette Venders, of which Leo Willens is chairman. Serving on the executive committee of the Automatic Music Operators, Lee J. Rubinow, chairman, are Alfred Bloom, Charles Engelman, Arthur Herman, Samuel Tucker, and Harry Wasserman.

The Brooklyn Automatic Games executive committee includes Charles Aronson, William Levy, Benjamin Meitner, Philip Mintz, Isadore Rosen, and Max Weiss. Saul Kalson is chairman of this committee.

The executive committee for Manhattan and Bronx Automatic Games includes Ben Cohen, Morris Gladstone, Herman Gross, Benjamin Haskell, John Heller, Joseph P. Hirsch, Joseph Kleinman, Philip Kramer, and Philip Turk. Chairman for this committee is Louis Goldberg.

Cigarette Prices To Get Hearing Oct. 4

CLEVELAND, Sept. 28.—Lane Drug Company, owner of a chain of stores in Toledo, filed suit in Federal Court here to invalidate prices fixed by the tobacco division of the Ohio Fair Trade Committee. The fair trade price on leading brands is 10 cents per pack. The Lane company claims the committee "conspired to fix retail prices throughout Ohio." Hearing is set for October 4.

The drug chain August 21 posted prices lower than the scale fixed by the fair trade committee. On September 13 the committee notified the drug company that unless its prices were adjusted suit would be brought. When the Lane company failed to make a price change on cigarettes the committee brought suit against it in Toledo. The suit filed in Federal Court in Cleveland by the drug company is in retaliation.

The outcome of these two suits may have far-reaching effects on the price of cigarettes in vending machines. So far as is known this is the first case to come into Federal Court.

Vender Business In Fall Pick-Up

BALTIMORE, Md., Sept. 28.—"September is well on its way and ball gum sales are up. Wide-awake operators should see that their merchandise venders are placed in conspicuous spots so that they will get their share of the rise in purchases being made," says an official of the Leer Automatic Merchandise Company of this city. "Not only ball gum, but nuts, candy, breath pellets, etc., will sell more quickly with the advent of cool weather.

"More people every day are learning to make quick little purchases from reliable merchandise vending machines.

"Pennies make dollars and pennies also make operators. But it takes an alert operator to succeed. It takes an operator who acts when it is time to put new types of merchandise in his machines with the different seasons, and who keeps his machines properly placed in the public eye."

August Cigarette Output Declines

WASHINGTON, Sept. 28.—Domestic production of cigarettes declined in August, according to figures reported to the Department of Internal Revenue, but volume for the first eight months of the year indicates a total for all of 1940 in excess of the last two years. August production amounted to 18,830,874,477 cigarettes, while the eight-month total was 121,162,801,919 against

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
906 E. Armstrong St., MORRIS, ILLINOIS

MARCOR VENDER

ACCLAIMED "THE WORLD'S FINEST"

It's Gorgeous! Impressive! Guaranteed! Sturdy! SLUG-PROOF! NEW, simple mechanism—easy to go out of order! Big 110 Bar Capacity! Use to Hershey or 41 Peanut Crunch or 16 Almost Chew or Any Other to Bars. Can be had with or without name. HURRY! GREATEST VENDER IN HISTORY! FULLY GUARANTEED! SPECIAL DEAL TO DISTRIBUTORS!!

12 MONTHS TO PAY!

Sample . . . \$12.75
25 Lots . . . 15.75
50 Lots . . . 10.75
100 Lots . . . 7.75

RUSH YOUR ORDER TODAY!

MARSHALL CORNINE, JR.
227 E. 144 ST., NEW YORK

PROVEN Money Makers!

Be an independent operator. Place Tom Thumb Venders in stores, waiting rooms, taverns, restaurants. Earn when you know how. Tom Thumb vends candy, peanuts, gum. Same-time penny rubber. Why get rich on penny gum. Many Tom Thumb operators now independent. Start small, grow big, have a share of your own. Tom Thumb vends wide variety of candy. You keep, collect your profits daily. Handmade, compact Tom Thumb gets in where ordinary venders are shut out. Metal coin "selector." Yale type locks. Adjustable—you set the profit. Precision machine, no kick-backs. Money-back guarantee protects you while you prove the profits. Write today for inside story of chain operation, full details of your own money opportunity. Many good locations now open. Don't wait. Write today. **FIELDING MFG. CO., Dept. 92, Jackson, Mich.**

Imp

10 Months and Going Stronger Every Day

\$12.50
Each Case of 6, \$67.50

GERBER & GLASS
814 Riverside Blvd. CHICAGO, ILL.

115,028,113,270 a year ago and 109,621,641,119 in 1938. Estimated production for the full year was 175,000,000,000 cigarettes, compared with 172,400,837,847 in 1939 and 165,758,308,813 in 1938.

"NEWS"—THAT IS "NEWS"

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!

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The Greatest SELL-ABRATION in VENDING MACHINE history

NORTHWESTERN

SALES & SERVICE COMPANY'S FIRST BIRTHDAY



IF YOU HAVEN'T GOT EVERY ONE OF YOUR LOCATIONS EQUIPPED WITH ONE OR MORE OF THESE NORTHWESTERN WINNERS, GET THEM NOW AT OUR SPECIAL FIRST ANNIVERSARY SELL-ABRATION PRICES!



MODEL 39
\$7.95
in Lots of 100 or More
\$8.45
Each in Single Lots



MODEL 39 BELL
\$9.25
Each in Lots of 100 or More
\$9.95
Each in Single Lots



DE LUXE
\$14.85
in Lots of 100 or More
\$15.30
in Single Lots



MODEL 33 BALL GUM VENDER
\$5.95
in Lots of 100 or More
\$6.40
in Single Lots



MODEL 40
\$4.95
in Lots of 100 or More
\$5.45
in Single Lots



TRI-SELECTOR
\$28.60
in Lots of 100 or More
\$30.80
in Single Lots

OUR FIRST YEAR WAS SUCCESSFUL . . . THANKS TO ALL OUR OPERATOR FRIENDS AND CUSTOMERS! BUT WATCH NORTHWESTERN IN THIS COMING YEAR . . . BIGGER BARGAINS THAT WILL MEAN MORE MONEY FOR ALL OUR OPERATORS. WATCH THE BILLBOARD FOR IMPORTANT ANNOUNCEMENTS.

At the end of our first year as Eastern distributors for the Northwestern Corporation, we want to express our deep thanks and gratitude to Messrs. W. E. Boien and W. R. Greiner, of the factory, and the entire staff of the Northwestern Corporation. But most of all we want to tell the hundreds of operators who have made our success possible just how much we appreciate their patronage. We can't think of any way to express this appreciation except to say with utter sincerity, "Thanks, boys!" And we pledge ourselves on this, our first birthday, to continue to sell only the finest machines and merchandise at the fairest prices . . . and to serve all of our customers and friends to the best of our ability.

Moë Mandell
Pres.
Northwestern Sales and Service Company

Have You Ever Seen
USED MACHINE BARGAINS
Like These in All Your Life?

We're selling them now at rock-bottom because we want to self-aborate our first birthday by showing our friends and customers how much we appreciate their patronage.

Order them now . . . by phone or wire!
First come, first served . . . we play no favorites!

Northwestern Tri-selector, 10-6c Venders	\$18.00	Master Venders, 1c, Porc. Top and Bottom-S	4.00
Northwestern Deluxe Merchandisers, 10-6c	10.00	Master Venders, 1c, All Porcelain	4.50
Northwestern Comb. Merchandisers, 10-6c	6.50	Master Venders, 10-6c, All Porcelain	5.00
Northwestern 8-1/2 Merchandiser, 1c, with S. E. Laco	4.50	Four-In-One Rotary Venders	3.50
Northwestern 8-1/2 Merchandiser, 1c, no S. E. Laco	4.00	Jennings-In-A-Bag, 1c Vender	3.00
Northwestern Model 33 Peanut Vender, 1c Laco	4.50	Silver Kings, 1c Vender, Laco	4.00
Booster Attachment for Model 33 Peanut Vender	2.75	Silver Kings, 1c Vender, Porcelain	4.50
Northwestern Model 33 Ball Gum Vender, Porc.	5.00	Two-In-One Venders, 1c Gum Venders	4.50
Stewart-McGuire 1-6c Venders, Like Model	3.25	Stewart-McGuire, Hexagon, Adams Tab Gum Venders	5.25
Snacks, 1c, Three Compartments, Drop Slot	7.00	(Lots of 10 or More, \$4.25)	
Snacks, 6c, Three Compartments, Detector Model	12.00	1c Tetralizer, Counter Game	10.05
		1c Drive Cross, Counter Game, Ball Gum Play	3.05
		1c Bingo, Counter Game, Ball Gum Vender	4.05
		1c Tribill, Counter Game, Ball Gum Vender	7.95
		1c Gettelle Hand Grip	8.50

AND HERE ARE SOME SUPER-SENSATIONAL MERCHANDISE BARGAINS To Make Our First Anniversary Sell-abration a Real Profit-Holiday for Our Customers!

Pistachios, Queens, White or Red, 5-Lb. Bag	32c per Lb.	Virginia Peanuts, 10-Lb. Carton	12c per Lb.
Pistachios, Queens, White or Red, 5-Lb. Bag	30c per Lb.	Spanish Peanuts, 10-Lb. Carton	9 1/2c per Lb.
Indian Nuts	10c per Lb.	Cashews, 10-Lb. Carton	25c per Lb.
Jumbo Peanuts, 10-Lb. Carton	14c per Lb.	Almonds, 10-Lb. Carton	17c per Lb.
		Mixed Nuts, 10-Lb. Carton	20c per Lb.

COMPLETE LINE OF PAN CONFECTIONS
BALL GUM—Five Star Ball Gum, 1/2 Cans of 50 Pieces . . . \$5.00
Half-inch Ball Gum, Bulk, 170 Cans, 25-Lb. Case . . . 3.75
Ring Ball, 100 to Box, 5c or 1/2c . . . 18 Bx.
Spotted Ball Gum, 100 to Box, 1/2c or 1/4c . . . 15

CHARMS . . . STANDS . . . BRACKETS
ADAMS GUM, All Flavors, Tin and Candy-Cased, Box of 100 Pieces . . . 40 Bx.

Merchandise prices subject to change without notice . . .
1/3 Deposit on All C. O. D. Orders.
RUSH YOUR ORDERS! These Prices Good Only While Merchandise Lasts!

BALL GUM

A Real Quality Chew

Made of purest ingredients, smooth in texture, chews easily. Only best quality flavors used to insure long lasting taste. Assorted in 6 bright colors and black. Each piece brilliantly polished, perfectly round and uniform.

We are able to supply 1/2" and 3/8" ball gum, in boxes of 100 or in bulk. Prize balls, too.

Write Today for Samples and Prices and state how many boxes of ball gum you use monthly.

CANDY CRAFTERS, Inc.
LANDSDOWNE, PA.

Safe Shell Vending Machine Candies CHARMS



NOT AN AIRPLANE FACTORY, but a section of the Victor Vending factory, Chicago, devoted to the production of Home Run.

Marcor Venders Hit With Trade

NEW YORK, Sept. 28.—Marshall Corning Jr., manufacturer of the Marcor vender, reported today: "We are tremendously impressed with the way our new vender has clicked with all merchandise machine operators since our first announcement.

"We received many letters from interested operators all over the country," Corning reports, "but even more impressive to us were the personal visits of many of these operators to our factory here to see how we manufacture the Marcor vender and to learn more about our many years in the merchandise manufacturing business and about our time payment plan.

"In every case the operator was satisfied. We learn that many believe the Marcor vender will help them enjoy a real year-around business, for it will take any standard penny bar of the Hershey size. This means that during all seasons the operator can feature the merchandise that he wants most to and can enjoy bigger profits than he is now getting from ordinary venders.

"As one big merchandiser told us, 'There are thousands of good locations everywhere in the country for the Marcor. Operators have learned that the penny machine is the most profitable of all machines. The large number of pennies now in circulation, plus the steady income of this sort of merchandise machine, is bound to help tie entire industry.'"

Ice-Cream Vender To Baltimore Co.

BALTIMORE, Md., Sept. 28.—The Simco Sales Service here, distributor of ice cream and confections, has been appointed agent for Revco Ice-Cream Venders for the State of Maryland and the District of Columbia, announced Joseph Gardink, manager of the Baltimore and Washington branches of the Simco firm.

Simco headquarters are in Boston. The company also has distributor rights for Revco venders for Boston and Philadel-

phia. Harry Simberg, head of the company, plans to have distribution for the machines throughout the entire territory his company covers.

The Revco Ice-Cream Vender is 63 inches high. Capacity is 120 four-ounce cups; 150 wooden spoons. Vending capacity is 15 cups per minute. The machine is equipped with slug ejector, insulated with glass wool, cabinet is all-steel with de luxe finish. Machine is manufactured by Revco, Inc., Adrian, Mich.

When installed these machines will be the first coin-operated ice-cream vending machines to appear in this territory. It was stated. The first machines will be shipped the latter part of September.

George L. Boons, executive of Revco, Inc., was in Baltimore the past week making necessary arrangements with Joseph Gardink, manager of Simco Sales Service in Baltimore and Washington branches, for the distributorship of Revco Ice-Cream Venders.

Joseph Gardink, manager of Simco Sales Service in this area, recently spent several days in the New York market.

Ohio Cigarette Men Meet September 29

TOLEDO, O., Sept. 28.—A group of members of the Ohio Cigarette Venders Association were guests of Albert Jamra, Toledo, at his home. Lou Golden, of Cleveland, president of the organization, attended and discussed informally plans for future activities. The members had a wonderful time. The quarterly business meeting for the association takes place at the Neal House, Columbus, September 29 at 2 p.m. to transact important business.

Cigarette sluggers have been active throughout the State. Cleveland detectives arrested a man recently and found about 50 slugs in his pockets. He said he bought the slugs for a cent each in Dayton, O., and had been putting the slugs in machines around town.

A ring of sluggers is reported operating in Columbus by the police, some of whom have been arrested and are being held for questioning. Detectives state that about 8,000 metal slugs have been confiscated.

Seventeen new members in all parts of the State are reported by the Ohio cigarette association in its new membership drive during the past month.

Minneapolis

MINNEAPOLIS, Sept. 28.—With the European War and American conscription fresh in the minds of everybody, operators find that their gun units are receiving very heavy play throughout their many locations in the Twin City area and suburban districts. Distributors of gun machines report that they have been getting a steady play from their customers who are making gun installations in ever-increasing numbers hereabouts.

The semi-monthly board meeting of the Minnesota Amusement Games Association was held in St. Paul last week. Principal topic of discussion was the work of the association's public relations committee. Present were Tom Crosby, of Faribault, Minn., president; H. P. Hunter, of Aitkin, Minn., secretary; Jesse Rose, of Sauk Center, Minn.; Kelly Dietrich, of Chaska, Minn.; Marty Parrell, of Grand Rapids, Mich., and Archie Pence, of Minneapolis, all operators. Also present were Jack Kinney, of Labeau Novelty Sales, St. Paul; Jonas Bessler, of Amusement Games, St. Paul, and William Cohen, of Silent Sales, Minneapolis.

The new territorial set-up planned by Spin-O Sales Company is getting under way, according to Manny Levine, head of the firm. Under the direction of Eddie Burke, a crew of men opened an office on Farnam Street, Omaha. When this office gets to the point where he can leave, Burke will take his men to Kansas City, Mo., and Denver, where other sectional offices will be established, Levine said.

Meanwhile, Spin-O continues to move along at a fast pace, Levine said. Orders are coming in rapidly. A distributor is being considered for handling Spin-O in Eastern areas. Locally Spin-O is one of the outstanding items of its kind.

Long delayed because of weather and other conditions, first general meeting of the Minneapolis Amusement Games Association took place September 27 at the Sheridan Hotel in this city, according to M. M. (Doc) Berenson, executive secretary.

The general condition of the coin machine industry and plans for the fall and winter were discussed at the meeting, Doc said.

Meanwhile, business in this area is on the upgrade. With the football season due to open September 28 with University of Minnesota facing University of Washington (State), coin machine locations expect to do a bang-up business from the thousands of visitors who annually come to Minneapolis to watch the Gopher gridder in action.

Sam Taran, of Mayflower Novelty Company, St. Paul, has returned from a 10-day visit to Hollywood, where he attended the Mills-Roosevelt party. Taran reports he had a fine time and that his camera was aimed at some of moviedom's outstanding celebs. On his return he found business unusually good at Mayflower, which last month experienced its biggest month of the firm's history.

Archie Labeau, head of the Labeau Novelty Sales Company, St. Paul, who has been hospitalized for several weeks as a result of an accident, is due to return home within a few days. He will remain at his home for quite a period.

Jerry Hardwick recently opened a Magic Voice studio in St. Cloud, Minn., and it has caught the fancy of the community in Minnesota's fourth largest city. Magic Voice studios in Minneapolis and St. Paul have been showing increasing popularity.

John Schwartz, of New York, representative of the Wurlitzer Company, has been in this area the past week visiting at the offices of Acme Novelty Sales Company, Minneapolis.

Make 'Em Want MORE!

That's the secret of selling more nuts in vending machines. And that's what these fresh, meaty, business-looking nuts can do for YOUR machines.

Your made-to-order shipment is sent out the same day we get your order. Send for free samples and price list.

- SMALL FILBERTS (Blanched)
- NEW CROP SPANISH
- SMALL WHOLE CASHEWS
- SMALL WHOLE ALMONDS
- 95% WHOLE MEDIUM VIRGINIAS

All Kinds of MIXED NUTS

E. CHERRY, INC.

238 Market St., PHILADELPHIA, PA. Dept. A

CORRECTION

Our Line of Good Sellers Now Include
HARD SHELL CANDIES
SALTED NUT MEATS
BALL GUM (1/2" dia.)
5c PKCE. CANDY CHARMS

Write for Price List
Pnn Confections-Chicago
345 W. Erie St., CHICAGO, ILLINOIS

VENDERS at only \$2.20

That are second to none. Literature on request.

Why Pay More?

DAVIS METAL FIXTURE CO.
LANSING, MICHIGAN

ONLY A FEW LEFT!

USED CIGARETTE MACHINES — LOW PRICES

- FEATHER TOUCH—STEWART & McGUIRE—8 COLUMNS.....\$49.50
- MASTERS—6 COLUMNS—CHROMIUM FRONT (With Metal Stand)..... 19.50
- NATIONAL 9-30 (With Enclosed Stand)..... 49.50
- LOTS OF 10..... SINGLE — \$5.00 EXTRA

1/2 DEPOSIT, BALANCE, C. O. D.
WURLITZER, ROCK-OLA, MILLS PHONOS, Perfectly Reconditioned. Low Prices. Write

BABE KAUFMAN 250 W. 54th St., N. Y. C. (CIRCLE 5-9615)

RECONDITIONED BARGAINS

- 5 Ever-Ready 4-Column 1c Nut Venders, Each..... \$ 5.00
- 25 Adams 6-Column 1c Gum Venders, Each..... 6.50
- 10 Rowe Aristocrat 6-Column Cigarette Machines, 150 Pack Capacity, Slip Proof, Each..... 18.50
- 3 A.B.T. 1c Big Game Hunter Pistol Target Games, Each..... 6.50
- 5 Snacks 1c 2-Column Venders, Ea..... 9.95

IMMEDIATE DELIVERY

CENT-A-TUNE

To Selective Photo and 2 for 5c Photo

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

Newspapers Celebrate Week...

NEW YORK, Sept. 28.—It is expected that 1,000 dailies and 4,000 weekly newspapers will participate in the promotion and observance of National Newspaper Week, October 1 to 8.

The plan is to boost the idea of a free press to the people. The management of the campaign says that it "will be far and away the biggest promotion campaign ever conducted by any business group."

Alabama's anti-pinball governor was apparently the first governor to issue a proclamation for a "Newspaper Week." Much "freedom of the press" propaganda will be distributed or published by the participating newspapers.



Exhibit Space Sales for 1941 Show Setting Convention Record

CHICAGO, Sept. 28.—Late reports this week from Dave Gottlieb, president of Coin Machine Industries, Inc., indicated that the week had been a record one in sales of exhibit space so shortly after the announcement.

"Don't take my word for it," said Gottlieb, when approached on the subject. "See Jim Gilmore and get the actual figures."

Gilmore stated that contracts and floor plans were mailed to members September 21 and at 4 p.m. Friday, September 27, contracts were in from 27 exhibitors for 72 booths, an average of 2.7 booths to an exhibitor. Members have first choice of booth locations until October 7, after which those remaining unsold are offered to former exhibitors who will have until October 28 to make their choice and complete their contracts. After that date what exhibit space is left will be available to prospective ex-

hibitors who are neither members nor former exhibitors.

Gilmore says that never before has he had so many advance inquiries about exhibit space and they continue to come in nearly every mail. The prospects for a complete sellout of the 1941 Coin Machine Show just couldn't be better and he's all smiles too when he says it.

George Ponsler Joins Allied Wholesaling

NEW YORK, Sept. 28.—Officials of Allied Wholesaling Corporation announced today the affiliation of the George Ponsler organization and its associate companies. This gives Allied 10 outlets in the New York metropolitan area, where it formerly had only six.

Bill Alberg, of Brooklyn Amusement Machine Company, president of the organization, and Mike Munves, vice-president, were jubilant in their belief that this opens a new era for Allied. "It gives us the greatest number of closely affiliated outlets in this area," Mike stated, "and that means that all manufacturers whom Allied Wholesaling Corporation represents will be getting instant and complete distribution of their products."

"We feel that the entrance of George Ponsler to our Allied organization makes this one of the greatest distributing units in the East. It means we are now in a position for complete distribution deals with any manufacturer. Greater volume and faster clearance of merchandise are assured."

Members of Allied Wholesaling Corporation now are: George Ponsler Company of New York, Inc., New York; George Ponsler Company of Newark, N. J.; Amsterdam Coin Machine Company, Bronx, N. Y.; Newark Coino, Newark, N. J.; Budin's Specialties, Inc., Brooklyn; Budin's Specialties, Inc., Freeport, L. I.; Brooklyn Amusement Machine Company, Brooklyn; Hercules Machine Exchange, Inc., Newark, N. J.; Marc Munves, New York, and Mike Munves Corporation, New York.

Sports Parade Leads For Chi Distributor

CHICAGO, Sept. 28.—"It's another winner," say officials of Gerber & Glass, in speaking of Groetchen's new counter game, Liberty Sports Parade, for which they are distributors.

"Since the announcement of the game last week we have been literally swamped with wires, phone calls, and letters. There's no doubt but what Liberty Sports Parade will be one of the biggest successes in counter game history. However, when you consider the number of unusual features offered by Liberty Sports Parade you can understand why it has caught on so quickly. It's available with sports, fruit, or cigarette reels, it has the popular Groetchen automatic token payout, the mechanism is interchangeable from penny to nickel play and is available with or without gum tender.

"The machine itself is so small that it takes only a small space on the counter, yet its returns are so big that you would imagine it took up the whole counter. It's a magnet that draws the players and keeps them playing," they stated.

BOWLING GAMES AND SHOOTING MACHINES

Priced Right. All in A-1 Condition Mechanically and of Good Appearance.

- EVANS TEN STRIKE \$59.50
- ROCKOLA TEN PINS 59.50
- EVANS SKI-BALL 75.00
- BALLY ALLEY 39.50
- SEEBURG RAY-O-LITE "DUCK" 50.00
- SEEBURG RAY-O-LITE "CHICKEN SAM" 60.00
- SEEBURG RAY-O-LITE "JAIL BIRD" 110.00

\$10.00 Additional for Console Bases on Chicken Sam and Jail Bird Models.

Terms: 1/3 Deposit, Balance C. O. D.

W. B. NOVELTY CO., INC.

1933 Washington Blvd., St. Louis, Mo. 8105 Gillham Plaza Kansas City, Mo.

Imp



Longest, Heavy Play Counter Game Ever Built
\$12.50 Each
 Case of 6, \$67.50
GERBER & GLASS
 814 Diversy Blvd. CHICAGO, ILL.

Use Old Records For Art Objects

PORTLAND, Ore., Sept. 28.—Meat packers say they use every part of the pig except the squeal. There are two Oregon girls ingenious enough to invent a way to use the squeal, too. A Portland paper recently carried the following account of how the girls utilize old phonograph records:

"Old phonograph records are ending up in strange places and strange shapes in Portland.

"The music they carried was seldom hot enough to melt them down. That's where Violet and Gwendolyn Hooker, two negro girls, come in.

"The girls—just say we're of legal age—found themselves without jobs two years ago after a wholesale florist shop closed. Then came the big idea. They would open a flower shop of their own.

"Specializing in cactus, the Flower Mecca soon bloomed, but pots for desert plants are expensive and they had little money.

"Phonograph records and Violet's school-day art talents came to the rescue. They bought second-hand shops for old records, dip them into boiling water and mold them into odd shapes. Three coats of paint and a decorative motif leave the former blues platters with a porcelain effect. Fish, tree, fruit, and geometric designs are the most popular."

Baby Production

NEW YORK, Sept. 28.—Dave Simon was showing friends a wire he had just received from Sam Taran, of the Mayflower Novelty Company, St. Paul, which read:

"The 1938 All-American just arrived. Mother and champ both doing well." In return, Dave sent a box of boxing gloves, a football, and other sporting paraphernalia so that the champ would be well equipped with the materials he would need.

Friends of Sam Taran here were happy to get the news and many wired him congratulations.

Coming Events

- 1941 Coin Machine Show and Convention, Hotel Sherman, Chicago, January 13, 14, 15, and 16.
- National Newspaper Week, October 1 to 7.
- The 1940 Western States Coin Machine Convention, Biltmore Hotel, Los Angeles, November 18, 19, and 20.
- National Association of Tobacco Distributors, Palmer House, Chicago, January 15, 16, 17, and 18.
- Dairy Industries Exposition, Atlantic City, October 21 to 28.
- National Restaurant Association, Chicago, October 7 to 11.
- National Confectioners' Association Convention, Palmer House, Chicago, June 2 to 5, 1941.
- General meeting Ontario Phonograph Operators' Association, King Edward Hotel, Toronto, October 3.

Oregon

PORTLAND, Ore., Sept. 28.—Jack Moore has Dale Grimes, Eddie Cusson, Rollie Savage, George Cusick, and Hugh Everett on the road installing Wall-o-Matics. Recently the crew had the job of making 83 installations in one block at Pullman, Wash. Moore claims that Eugene, State University seat, is now 98 per cent Wall-o-Matic, making it one of the most musical towns in the Northwest.

On the other hand, Budge Wright, manager here for Western Distributors, says that when one gets down around Roseburg, Ashland, Yreka, Klamath Falls, and Grants Pass, he finds Keeney wall boxes galore. Roy Gatto, Charles Boise, Charles Score, and Frank Fuson are handling installations for Wright.

Lou Wolcher, Western Distributors' chief, just out of the hospital, visited here recently, the first time in four months, on his way to Seattle, Wash., to handle some important business.

In a new Chrysler Royal sedan Budge Wright drives to and from his new home in the West Slope district, overlooking beautiful Tualatin Valley. His grounds, situated on an abandoned golf course, sport a brand-new lawn and rockery.

Moore takes great pride in a plaque hanging on the wall of his log cabin office which shows he has traveled 100,000 miles with United Airlines and is a member of the "100,000 Miles Club." He has flown about 70 hours in his own Stinson-103, but he lacks a private pilot's ticket because he hasn't had time to bear down on the academic requirements.

For the third time in the past four years Moore was a bridegroom's best

man when he filled that post for George Cusick, one of his eldest employees in point of service. Cusick was married to Betty Wiseman on September 7 in a formal wedding at All Saints' Church here.

Pool Bowling in Automatic Model

CHICAGO, Sept. 28.—Pool Bowling, the real-play combination of billiards and bowling which has won much success in closed territories, will soon be available in a coin-operated model for all territory, says officials of the Pool Bowling Manufacturing Corporation. Originally designed without coin chute primarily for strictest locations, the game has proved so eminently satisfactory in every way that operators have urged the company to build a coin-operated version so they can cash in on all types of locations.

"The phenomenal success of this griefless game and the insistent demand from the trade have impelled our engineers to develop the new coin-operated model," said Vincent Trabucco, company president. "This makes the game a natural for every territory. The new model has met with instant approval by all who have been privileged to see it. On test locations it has proved astounding, its performance as well as capacity for play and profits amazed every beholder. Pool Bowling has been pronounced the most troublefree, headache-proof, and unimpeachable game from the standpoint of legality ever offered to the industry. The new model brings these welcome features to all operators for every type of territory. Coin-operated Pool Bowling occupies no more room than a pin game, but its earnings are exceptionally high."

- Western's BASEBALL—Deluxe Model \$104.50
- Walnut Cabinet, F.P.—Payout Comb.
- Rebuilt Mills BLUE FRONT Slots, 1c or 5c. Stipple Finish. Latest Serial Numbers 47.50
- Keeney's ANTI-AIRCRAFT GUN — 117.50
- Black Cabinet

3 BARGAIN GROUPS of FREE PLAYS!

- \$16.50 ea.** Big Ten, Dandy, Fair, Got Club, High Life, Liberty, Spinner, Sun Bow, Speedy, Zenith
 - \$21.50 ea.** Arden, Big Six, Charon, Chubbie, Contact, Davy Jones, Double Feature, Fifth Ending, Lot-o-Fun, Snooks, Top, Twinkle, Up & Up.
 - \$29.50 ea.** Keeney's Baseball, Fantasy, Juggler, Pickman, Supercharger
- 1/3 dep., bal. c. o. d. **ABT Challengers \$16.50**

PRICES CUT ON PHONOGRAPHS!

- SEEBURG'S Model C—12 Records \$32.50
- Gem—1038, 20 Recs. 124.50
- Regal—1938, 20 Rec. 134.50
- Rock—20 Records 79.50
- ROCKOLA'S 1939 Counter Model \$89.50
- Monarch—1038, 20 Rec. 89.50
- Standard—1039, 20 Rec. 129.50
- Window—1938, 20 Rec. 84.00
- WURLITZER'S P-12—12 Records \$24.50
- 412—12 Records 37.50
- 600—24 Rec., Keyboard 167.50
- 600A—24 Rec., Sluggfoot 149.50
- 716—10 Records 51.00
- 11115
- Dancemaster—12 Rec. \$17.50
- Deluxe Dancemaster 21.30
- Studio—1938, 20 Rec. ... 49.50

TITLE STRIPS—40¢ PER 2000

SEND FOR COMPLETE BARGAIN GUIDE!

America's Largest Selection of Coin Controlled Machines, Reconditioned to Operate and Look Like New!

ATLAS NOVELTY CO.

The House of Friendly Personal Service

2200 N. Western Ave., Chicago—America's Largest Distributor

ATTENTION: ATLAS NOVELTY CO. 2202 N. W. POND ST. DISTRICT OFFICE: ATLAS NOVELTY CO. 101 FIFTH AVE. PITTSBURGH

2200 NORTH WESTERN COINMEN'S Famous Door TO GREATER BARGAINS

it's a
touchdown



Liberty SPORTS PARADE

1c or 5c PLAY

Sport, Fruit or Cigarette Reels

It's over the goal line with Liberty Sports Parade. New sports symbols have terrific play appeal. Free play token awards for greater come-on! Order today.

Safeguarded by Grootchen's Automatic Payout System.

GERBER & GLASS

914 Diversy Blvd., Chicago, Illinois

Imp Production Reaches New High

CHICAGO, Sept. 28.—Production of Imps reached an all-time high, declared officials of Grootchen Tool Company this week, when 2,600 Imps were produced during the week ended September 21.

"There seems to be no end to the popularity of this great game and we hope that 100,000 Imps will be sold before production comes to a stop," said Grootchen execs.

"Visitors to our plant express astonishment when they see the busy assembly lines turning out Imps, now in the 10th month of production."

Sluggers Caught In Boston Area

BOSTON, Sept. 28.—The outbreak of slugging around Clinton, Mass., was checked last week when a man was arrested by town officers on a charge of using slugs in cigarette machines. The suspect gave his name as Felix Roncone. Officials found \$20 worth of slugs in his car, bound in a wrapper on which was stamped the words "Not for illegal purposes." Two men believed to have been with Roncone fled when he was arrested. CMA officials said it appeared the two who fled were contact men for an organization in New York, which is manufacturing the slugs.

"Our new Mills candy vender is going like wildfire," reports Ed Adams, of the Mills Automatic Merchandising Corporation. "We can't get them from the factory fast enough. The vender carries five nickel items and holds 100 bars." Adams reports penny vender sales increasing as a result of loose pennies due to the defense taxes. Many operators are installing penny gum and penny peanut vendors on each side of the candy merchandisers.

Ed Raverby reports plans almost completed for Owl Mint's open house to Legionnaires in the coin machine industry. All members of the industry who attend the Legion convention are invited to drop in and see Raverby and make themselves at home.

Big news in the coin machine field is expected to break shortly with both ops and distrib reported planning changes.

Sales generally at a standstill locally with the exception of installation of remotes and wall boxes.

Ben Palastrant reports good sales on the Heads-Up-Selectors, which he has just taken on. Ben traveled 1,800 miles to sign a contract with Homer Capehart, of Packard Manufacturing Company, as New England distributor for the selector board for 16 record jobs.

Bowling Locations Good for Machines

WOODSTOCK, N. B., Sept. 28.—J. G. Blake, coin machine operator here, says he is getting good results from a new combination bowling and billiards location, also from a restaurant location. Blake caters to both men and women at the two locations.

Music machines are particularly in demand along the Canadian side of the international border, report says. Residents who formerly crossed the line into Maine for entertainment are now staying on their own side because of war-time border and money restrictions.

Blake's distributing territory covers the border counties of Carleton, Victoria, and Madawaska on the Canadian side, and Aroostook on the United States side.

Operator J. B. Jones, of this city, is specializing in supplying restaurants, diners, and lunchrooms thruout the maritime provinces with music machines on percentage contracts with the proprietors. The demand for music machines is so keen that hardly an eating place in St. John and vicinity is without one and some places have two, Jones says. Jones started handling coin machines in 1939.

F. J. Elliott, veteran coin machine operator here, is back after a road tour with his carnival, Elliott's Shows. The tour was limited to the maritime provinces.

SALE—LEGAL MACHINES

Chicken Sam	\$ 65.00
Bally Alley	32.50
Skeo-Ball-Ette	59.50
Tom Mix Rifle	30.00
Black Cab. Keeney Anti-Aircraft Machine Gun ..	105.00
Evans Ski-Ball	65.00
1940 Ten Strikes	65.00
Rock-Ola World Series ..	59.50
Bang-A-Deer	65.00
Baker's Sky Pilot	110.00

NOW DELIVERING . . Stoner's DOUBLE FEATURE Gottlieb's GOLD STAR

1/3 with orders, balance C. O. D.
Write for our Latest Used Pin Game List!

Mike Munves Corp.
593 TENTH AVE., NEW YORK

All A-1 Reconditioned Ready To Operate

PAYOUTS

1 Bangtail	\$45.00
1 Derby Day (Automatic Console) ..	17.00
1 Fairground	10.00
1 Grandstand (All In)	37.00
6 Kentucky Club	85.00
2 Longchamp	37.50
1 Paces Races (Brown Cabinet, Berlin over \$,000)	90.00
1 Paces Race	105.00

COUNTER GAMES

1 Deval Races	\$3.00
1 Gem Vender	5.00
6 Imps Co	7.00
1 Puritan Bell Vender	5.00
1 Reels 21	5.00

LEGAL EQUIPMENT

2 Bally Alley	\$25.00
1 Chicken Sam	75.00
2 Evans Ten Strips	85.00
2 Gottlieb Skeo-Ball-Ette	75.00
1 Keeney Anti-Aircraft Gun (Brown Cabinet)	142.50

Terms: 1/3 Deposit, Balance C. O. D.
Our stock of Used Free Play Games changes from day to day. If you want any particular machine, write us for price and we will probably be able to take care of your order.

Distributors for
MILLS PHONES, GAMES AND SLOTS.
ALSO OTHER MANUFACTURERS.
OLIVE NOVELTY CO.
2625 Lucas Ave., St. Louis, Mo.
(Phone Franklin 3820)

THE WINNER
and
NEW CHAMPION!
GOLD AWARD
AMERICAN
EAGLE



SOLD TO YOU BY ATLAS ON
10 DAY MONEY BACK GUARANTEE
10 FOR \$275
Sample \$32.50.
Ball Gum Model \$2.00 Extra.
Gold Award Model \$1.50 Extra.
AND—50% OF YOUR PURCHASE PRICE
BACK IN 90 DAYS!!!
1/3 With Order—Balance C. O. D.

ATLAS NOVELTY CO. 2200 N. Western Ave., Chicago, Ill.
ASSOC. ATLAS AUTOMATIC MUSIC CO., 2982 E. JEFFERSON ST., DETROIT
OFFICES ATLAS NOVELTY CO., 1201 FIFTH AVE., PITTSBURGH

CLOSING OUT 1500 MACHINES

- ★ PRICES SLASHED FOR QUICK SALE
- ★ EQUIPMENT OF ALL TYPES FOR ALL LOCATIONS
- ★ OPERATORS! ACT AT ONCE!

WRITE, WIRE, PHONE
FOR YOUR REQUIREMENTS TODAY!
EVERY MACHINE THOROUGHLY RECONDITIONED AND READY FOR LOCATION

THE VENDING MACHINE COMPANY
205-15 FRANKLIN STREET - FAYETTEVILLE, N.C. Cable Address: COINLOIS

Third Month Proves Roll-a-Cent Quality

CHICAGO, Sept. 28.—Koplo Sales & Supply Company reports that its Roll-a-Cent game is now in its third month and that operators who have bought them continue to increase their routes. The mechanism and playing idea has truly proved its worth, according to officials.

The machine uses the timely principle of rolling pennies down an inclined field. Operators and the public at large are well acquainted with this playing idea and it is not necessary for the public to learn how to play, the makers state. Cigarettes are used as awards and the winning scores remain visible until the location owner has checked the game. A separate compartment is built into the machine to hold winning pennies, so that no records are necessary, they state.

BUY
TOT
FROM
TONY
GASPARRO
Write or Wire
Weston Distributors, Inc.
689 Tenth Ave., New York (CI-6-6745)

For the Lowest Prices on NEW OR USED GAMES

35 Free Play Games at \$10.00 and up.
Mills Blue Fronts, S. V. J.P. 10c
Plays, \$35.00 Each.

15 3-Column Nut Machines, 1c,
\$5.00 Each.

Send 1/3 Deposit With Order,
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D & S NOVELTY CO.
1005 BROADWAY, ROCKFORD, ILL.

WANT
FIRST-CLASS EXPERIENCED MECHANIC TO
WORK EXCLUSIVELY ON SEATHER GAMERS.
Give full details as to exp., references, experience
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NATIONAL SALES & DISTRIBUTING CO.
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Read the facts about **TOT**

TOT has a sure, dependable clock—absolutely foolproof
TOT is sold with a full one year guarantee
TOT gives your choice of 1c or 5c play
TOT Bell Fruit Symbols with FREE PLAY tokens or Cigarette Reels

Only \$24.95 F.O.B. CHICAGO



Western PRODUCTS, INC.
 125 W. NORTH AVE., CHICAGO, ILL.

Financial Survey Credits Coin-Machines for Demand on Mints

(Reprinted by permission of The New York Times and of the author, John H. Grider)

Something has happened in America which makes Mr. and Mrs. Citizen use more coins than ever to transact their daily business. This is the seemingly simple but significant fact reflected by the recent announcement of Mrs. Nellie Taylor Ross, Director of the Mint, that two of the three mints have gone on a 24-hour production schedule and the third on a 16-hour production basis.

So great is the demand that even the mints produced 811,467,000 coins during the year which ended June 30, the largest output in their history. Production had to be stepped up still further to keep pace with requirements. And the mints delivered during that year 43,374,000 coins more than produced, virtually exhausting their reserve stocks. Mint officials have told Congress that unless additional funds are provided they may not be able to meet the demand.

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 was 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 \$1.28 in nickels and pennies.

Small Coin Fund

In addition, there were some 46,000,000 standard silver dollars in circulation, but these are confined largely to the West.

The best index to demand for coins is the deliveries made by the mints to the banks. The 811,467,000 pieces referred to consisted of 476,063,000 pennies, 189,675,000 nickels, 99,077,000 dimes, 43,331,000 quarters and 12,319,000 halves.

Over the years there has been a noticeable trend away from heavy and cumbersome coins. While the deliveries of the smaller coins, pennies, nickels, and dimes, increased, the demand for quarters and halves stayed about the same or slightly diminished.

Indeed, the seemingly simple fact that so many more coins are necessary to carry on the nation's business is a significant commentary upon our national habits. It reflects a transition in methods of trade.

In this connection it is interesting to note that in December, when American business was going at a rate which economists say was comparable to that of 1929, the American people required \$590,000,000 of silver and minor coins (nickels and pennies) to carry on their business, while in 1929 there was only \$432,000,000 of such coins in circulation. However, in 1929 there was an additional \$348,000,000 of gold coins serving the purposes of trade and savings. If paper money is included, total money in circulation in 1929 was only \$4,746,297,000,

compared with \$7,598,000,000 last December.

Some Factors in Demand

What are some of the changes that brought about this shift in money habits? Experts are by no means agreed, but there are several factors which seem so obvious that there is little dissent from the view that they have contributed largely to the growth in use of coins.

One of the most apparent explanations is the marked rise in the use of vending and slot machines. The former are used for the dispensing of candy, chewing gum, cigarettes, and other merchandise, while the latter are employed, either legally or illegally, depending upon where they operate, for gambling purposes. Each one of these machines ties up considerable coinage, taking it from normal channels of trade.

A second important reason for the augmented demand for coins 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. This involves the use of vastly more coinage.

More Making of Change

Among the other noticeable factors in the coinage demand situation are the price-marking system of retail stores which rarely prices at even dollars, involving much making of change; the increase in State and municipal sales taxes, such as in New York City, which results in the use of many more nickels, pennies, and dimes than ordinarily, and the rise in daily newspaper circulation since the outbreak of war in Europe. The new federal amusement tax, which imposes a tax of 1 cent for each 10 cents of admission charge for all tickets costing more than 20 cents, also will entail the use of more minor coins. Before July 1 the tax applied only to admissions costing 40 cents or more.

The coins are so stoutly made that they seldom wear out, altho many are lost. Mint officials estimated last year that Americans have misplaced more than 5,000,000,000 pennies since the government first started making them.

Two States Report August Revenue From Licenses

CHICAGO, Sept. 28.—The State revenue reports for August from Arkansas and South Carolina—two States that have licenses on coin-operated machines—show the following collections: Arkansas, \$3,241 for August, 1940, compared with \$5,902 for August, 1939.

South Carolina collected \$2,366 for August, 1940, compared with \$18,705 for August, 1939.



BRAND NEW MACHINES

WIRE FOR LABOR DAY IMMEDIATE DELIVERY
 Equipped with all the latest improvements. Built for 1c, 5c, 10c and 25c play, with Mystery Pay-out. Venders, Bells or Diamond Jack Pots, all at the same price. A limited number, first come first served. Got in while they last.
15-DAY MONEY-BACK GUARANTEE
WATLING MFG. CO.
 4640-4660 W. FULTON ST.
 CHICAGO, ILL.
 Est. 1889—Tel.: COLUMBUS 2770
 Cable address "WATLINGITE," Chicago

ART NAGEL IS DELIVERING DAVAL'S NEW GOLD AWARD AMERICAN EAGLE On 10 Days' Free Trial

SAMPLE \$32.50
 BALL GUM MODEL \$2 EXTRA
 1/2 OZ. BUL. C. O. D.

10 FOR \$275
 GOLD AWARD MODEL \$1.50 EXTRA

AVON Novelty SALES CO.
 2921 PROSPECT AVE. CLEVELAND, OHIO.



CROWDS IN THIS DENVER LOCATION grow each day, because patrons like the Seeburg remote control and Wall-o-Matios in every booth and on the bar.

Another **SMASH HIT!** Agents' Profit!
 ON EVERY SALE
SELL AT WHOLESALE PRICES TO RETAIL STORES
 Sell "Cherry Top" at the wholesale price of \$2.92, and give a \$1.00 value Gold Star pencil free with each sale.
CHERRY TOP
 Book Cover - Price \$4.80
 500 hole-punch spiral notebook
 Value \$1.00 . . . \$4.00
 Less 200 hole-punch \$1.00
 \$3.00
 Amount Paid \$1.00
 Average Profit \$14.24

Cost for board and pencil complete, ONLY \$1.92.
RUSH YOUR ORDER TODAY!
GOLD STAR Mfg. Co.
 1325 Michigan Ave. Dearborn, Michigan

Prices quoted f.o.b. Dearborn, Mich. and one-third deposit required on all orders.
FREE! PENCIL WITH EVERY ORDER
 TIE-UP WITH A WINNER!

Largest Seller

After ten months Imp is still the fastest selling counter game in U. S. A. Thousands of operators have made fortunes with routes of Imps. Every spot on your routes has room for one or more Imps. See or write to your distributor for full details.

A Product of
GROETCHEN
 130 N. Union Chicago



GEORGE PONSLER

IT gives us great pleasure to announce the entrance to our group of our new member . . . George Ponsler and affiliated companies . . .

GEORGE PONSLER CO. OF NEW YORK, INC.,
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GEORGE PONSLER CO. OF NEWARK,
NEWARK, N. J.

AMSTERDAM COIN MACHINE CO., INC.,
BRONX, N. Y.

NEWARK COINO, NEWARK, N. J.

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Affiliate Members . . .

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BROOKLYN AMUSEMENT MACHINE CO.,
BROOKLYN, N. Y.

HERCULES MACHINE EXCHANGE, INC., NEWARK, N. J.

MARC MUNVES, NEW YORK CITY

MIKE MUNVES CORP., NEW YORK CITY

Mandell Celebrates First Year in Biz

BROOKLYN, Sept. 28.—Moe Mandell, president of Northwestern Sales & Service, chalked up his first year as Eastern distributor for the Northwestern Corporation this week. "What a year it's been," Mandell declared. "The co-operation of operators throughout our territory has been all we could ask for. We owe a big debt of thanks to them because their allegiance has made our success possible. We also want to express our gratitude to W. E. Bolen and W. R. Greiner and the entire staff at the Northwestern factory.

"With such a successful year behind us, we're off to make the one ahead even better," Mandell continued. "Just by way of getting off on the right foot as well as to show in concrete form our appreciation to our customers, we're staging the biggest first anniversary sale that the industry has ever seen. It's our way of saying 'thanks' in the best way we know how. Through the months ahead, we're going to continue sticking close to our policy of only the finest merchandise at the finest prices that has won us so many friends during the past year."

Non-Chain Retail Sales Up in July

WASHINGTON, Sept. 28.—Retail sales by non-chain stores in July scored a gain of 8.9 per cent over the corresponding 1939 month, the best year-to-year gain since February, a report by the Commerce Department reveals.

Volume of the 24,428 independent retail stores in 34 States was \$313,342,032 for July.

Gains during the month were general throughout the country, with only two of the 34 States reporting decreases. The six New England States showed a gain of 6.9 per cent. Pennsylvania reported a gain of 14.9 per cent, and Ohio and Michigan had gains of more than 12 per cent each.

The East North Central States registered an increase of 11.3 per cent, the South Atlantic States 7.5 per cent, East Central States 6.2, and West South Central 4 per cent.

Pacific Coast States averaged 9.4 per cent improvement, while mountain States rose 3.2 per cent.

most successful from both our standpoint and from the operators' standpoint, we will offer many unusual values in our new home. In fact, we are of the opinion that it will become known as the Monarch of Home of Better Values. We have a lot of fine plans that we expect to execute when we do get settled in our new home."

Monarch at New Address in Week

CHICAGO, Sept. 28.—Al Stern, Monarch Coin Machine Company executive, announces an extension in the removal sale now being conducted at his firm's offices here in Chicago. "We have decided to continue this sale up till the day we move, which is mighty soon," commented Al Stern. "By so doing we will enable many operators to continue to order all types of equipment at record-smashing prices. But it won't be long now.

"In about a week we will be changing our address. We are confident that, altho this removal sale has been one of the

PRICE ADVANCE AFTER OCTOBER 31



"ROLL-A-CENT"

The popular counter game without mechanics. Read the full particulars here—then send us your order at once. Roll-a-Cent players roll pennies down incline or playing field. A pack of cigarettes for every cent that rolls thru either of the upright slots in fence. Winning pennies remain visible until payout by merchant, who then releases them into separate compartment. No record of payouts to keep. No mechanism to get out of order. Easy to operate a large route of these Roll-a-Cent machines. SEND US YOUR ORDER RIGHT NOW AND START THE PENNIES ROLLING IN.

Priced until **\$8.75** F. O. B. Oct. 31st, Chicago. Be sure to send full payment or 1/3 deposit with order, balance C. O. D.

Heavy Aluminum Coin Counters, 10 and 20 or comb, 10-25, each postpaid \$1.00. Photograph Operators, send for Supply Catalogue.

KOPLO SALES & SUPPLY CO.

824 Blue Island Ave., CHICAGO, ILL.

TeL: Haymarket 4288



GERBER & GLASS

814 Dearborn Bldg. CHICAGO, ILL.

Imp

Destined To Go Past 50,000 the First Year

\$12.50
Each Case of 6, \$67.50

WANT TO BUY
100 MILLS VEST POCKET BELLS
Also
FREE PLAY GAMES
SPORTY, O' JOHNNY, BALLY BEAUTY,
AND BLONDIE
Wire or Write Best Prices
3147 Locust St., ST. LOUIS, MO. **CALL NOVELTY CO.**

CORRECTION!
In the September 23 issue of The Billboard incorrect prices were quoted on **BIG SHOW** **BIG SIX**
BIG TOWN
Correct Prices Are:
BIG SHOW, \$39.50; BIG SIX, \$14.50
BIG TOWN, \$39.50
We regret any inconvenience that may have been caused through this error.
SOUTHERN AUTOMATIC MUSIC COMPANY
542 S. Second St., Louisville, Ky.

FOR SALE—LIKE NEW

Mills Golf Ball Vendors . . . \$100.00	FREE PLAY
Lite 1039 Dominos . . . 67.50	Pinball . . . \$22.50
1940 Dominos 127.50	Superior . . . 27.50
198 Skill Time . . . 60.00	Stone Baseball . . . 27.50
Kenny Kentucky Club & Track . . . 65.00	F. P. NOVELTIES
Western Derby Time . . . 22.50	Amports . . . \$17.50
Kenny Triple Entries . . . 67.50	Big Show . . . 17.50
Jennings Multi Race . . . 67.50	Big Six . . . 32.50
	Chromo . . . 17.50
	Rings . . . 19.50
	Dr. Johnny . . . 68.00
	Picken . . . 22.50
	Rolls . . . 37.50
	Mr. Chips . . . 27.50
	Golden Gate . . . 12.50

A. R. KISER AND COMPANY
CHARLOTTE, NORTH CAROLINA



PREMIERE SHOWING OF MILLS PANORAM, Hollywood, September 16 to 19, attracted many celebrities. **Left to right:** Frank Albertson, screen star; Hugh Herbert, another star; Fred Mills, president of Mills Novelty Company; Jimmy Starr, radio commentator; Blanche Barnes, screen star; James Roosevelt, of Globe Productions.

WANT TO BUY
For Cash
Any quantity of the following machines:
Mills One-Two-Threes
Mills Five-in-One
Mills Vest Pocket Bells
Triple Entry
Redhead Tracktime
Euroka
Sport Special
Jackpot Paces Races
Late Payout Tables
Free Game Longchamps
Mills Jumbo, Free Game Slots
State full details in first letter.
BOX D-95
Care The Billboard, CINCINNATI, O.

Reconditioned Slots

Pace All Star Comet 100	\$30.00
Pace All Star Comet 200	30.00
Pace Kitty 100	40.00
Pace All Star Gold Award 100	30.00
Mills Blue Frs., Double J.P., 5c	35.00
Mills Blue Frs., Single J.P., 10c	40.00
Mills Q. J. Blue Frs., Old Style 5c	25.00
Mills Dewey with Jackpot, 5c	70.00
Jennings Chief, Old Style 1c, 5c, 25c	35.00
Jennings Chief, New Style 10c G.A., 25c	45.00
Cattle 7-Way A.C., 5c	45.00

CONSOLES

Kenny 300 Time '38	\$75.00
Kenny Track Time '38	75.00
Evans Lucky Star	75.00
Jennings Multiple Races	75.00
Evans Lucky Lots	150.00

1/3 Deposit Required With Order
Automatic Coin Machine Corporation
340 Chestnut St., SPRINGFIELD, MASS.



NIGHT CLUB IN DETROIT is equipped with Keeney wall boxes, and music is available at all times to patrons. When orchestra rests patrons play the records, say officials of the Robinson Sales Company.

Distrib Is Host At Annual Party

WILKES-BARRE, Pa., Sept. 28.—Ben Sterling Jr., Wurliizer distributor, was host to 175 operators, their wives, and friends at his third annual reunion in

Swiss Cottage, Rocky Glen Park. Brief talks were made by M. G. Harmergren, Robert Connor, and Joseph Darwin, of the Wurliizer firm. Milton Bainbridge, sales manager of the Sterling firm, was master of ceremonies. Following dinner the guests were entertained by Freda Joseph, Durling Haas, and Charles Kaiser, local entertainers.

Mayor Fred J. Huester of near-by Scranton, Pa., has signed two measures amending city legislation enacted recently imposing an annual tax on pin-ball machines and music boxes. The amendment provides that the licensing year shall start September 1 instead of January 1, as in the original ordinances.

Proof that the local parking meters are a paying proposition was shown in a financial statement issued by Councilman Tom A. Evans. It showed that since their inauguration April 2, 1937, the meters have yielded a total of \$139,440.45 to September 1, 1940.

Music boxes in near-by Middle Valley are getting a big play on patriotic numbers, owners report. Kate Smith's God Bless America and I Am an American are the two most popular ditties, with the revenue from the two records exceeding any other current hit.

Hans Lindsman, of Roth Novelty Company, has returned to work after a few days' vacation in New York and Washington.

Rallying Trade to Guns

PITTSBURGH, Sept. 28.—B. D. Lazar Company is rallying operators throughout this area to its showrooms to see Bally's Rapid-Fire machine gun in action.

Ben Lazar, of the firm, reports: "We have found that when an operator sees Bally's Rapid-Fire machine gun and shoots it a couple of times he is definitely sold on it and quickly visualizes what the public reaction to the gun will be on his locations."

"That's why we're rallying all the operators in our territory to come in to our showrooms and see Bally's Rapid-Fire if they haven't seen it on locations near them."

MOSELEY'S SPECIALS

Machines listed below are slightly used and offered subject to prior sale. All orders must be accompanied by a 1/3 certified deposit.

- 5-BALL FREE PLAY**
- 2 Chicago Coin Polo \$59.50
 - 1 Chicago Coin Yacht Club 55.00
 - 2 Bally Beauty 45.00
 - 1 Bally Triumph 37.50
 - 1 Bally O. O. D. 17.50
 - 3 Bally Dandy 14.50
 - 2 Exhibit Street Race 27.50
 - 1 Exhibit Jumper 14.50
 - 1 Keeney Super Six 27.50
 - 1 Bally Sport Special Table Model 55.00
- CONSOLE & AUTOMATIC PAY**
- 2 Ball Time, 1938 Model \$ 70.50
 - 1 Lucky Star, 5c, Cash 75.00
 - 1 Pace Race Jr., Fruit Reels 67.50
 - 1 Mills Reducing Head 85.00
 - 1 Bally Thirtiedown 62.50
 - 1 Mills 1-2-3, Cash 59.50
 - 1 Bally Kinetikass 15.50
 - 1 Baker Pacer, 5c, Cash, 30-1 149.50
 - 1 Baker Pacer, 25c, Cash, 30-1 107.50
 - 1 Pace Racer, 5c, Cash, 30-1 159.50
 - 1 Pace Racer, 5c, Cash, 30-1, No. 5048 107.50
 - 1 Pace Racer, 5c, Cash, 30-1, No. 5328 95.00
- MISCELLANEOUS**
- 1 Evans Ten Strike \$52.50
 - 1 Mills Vest Pocket Bell 25.00
 - 2 Comet 1c Token Payout 9.50
 - 1 Penny Pack, Divider Model 3.50
 - 1 Cento-Pack 5.00
 - 1 Big Game Hunter, 5c 10.00
- PHOTOGRAPHS**
- 15 Wurliizer 516, Perfect \$49.50
 - 10 Wurliizer 412, Perfect 49.50
 - 1 Rock-Ola Play Boy Speaker 24.50
- IMMEDIATE DELIVERY ON BALLY'S RAPID-FIRE, FLEET, GANTS, ANITA, RECORD TIME, MILLS JUMBO PARADE (BOTH CASH AND FREE PLAY), JENNINGS FAST TIME, CHICAGO COIN'S DIXIE & SKYLARK. Ask us for your price. The above prices are effective October 5, 1940.**

MOSELEY VENDING MACHINE EX., INC.
60 BROAD ST., RICHMOND, VA.
Day Phone 3-4514 — Night Phone 5-3328

Lowest Price

Imp Gum Vender is the lowest priced game which you can buy, yet its earnings are so excellent that it is preferred by operators over games costing many times as much.

GROETCHEN TOOL CO.
130 N. Union Street Chicago
Try six Imps at \$67.50. Let its profits show you why it is the world's

Largest Seller

YOU CAN CASH IN ON THIS FOOTBALL SEASON WINNER!



We also stock the latest Jackpot Ticket Cards at lowest prices. Send for illustrated circular and price list today!

H. & H. NOVELTY SALES
645 HAMM BLDG., ST. PAUL, MINN.

Southern Automatic OFFERS VALUES THAT CAN'T BE BEAT!

CHOOSE FROM AMERICA'S LARGEST SELECTION OF AUTOMATIC MACHINES!

GET THESE Free Play Game BUYS!

Airport \$10.50	Fantasy \$29.50	Rebound \$19.50
Big Six 14.50	Flagship 29.50	Red Hot 39.50
Blackout 24.50	4-5-6 19.50	Roxy 39.50
Big League 39.50	Headliner 19.50	Snooks 19.50
Big Town 39.50	Jumper 19.50	Score Card 34.50
Bowling Alley 37.50	Lancer 32.50	Score Champ 42.50
Bally Beauty 44.50	Lone Star 57.50	Spot Em 14.50
Cheyron 19.50	Major 19.50	Super Six 27.50
Champion 19.50	Miami 24.50	Summertime 47.50
Commodore 34.50	Nippy 19.50	Sporty 49.50
Congo 39.50	Oh Johnny 59.50	Topper 19.50
Cadillac 54.50	Pick Em 19.50	Triumph 34.50
Convention 55.50	Punch 29.50	Variety 27.50
Davy Jones 19.50	Power House 59.50	Wings 64.50
Drum Major 55.50	Polo 69.50	Yacht Club 59.50
Follow Up 19.50		

HIGH POWERED MONEY MAKERS—

READY TO GO!

- Mills Automatic Payout 1-2-3 \$27.50
- Liberty Bell 39.50
- Jennings 5c Cigarettes 79.50
- Galloping Dominos, Tkt. Mod. 89.50
- Keeney Tpl. Entry, Tkt. Mod. 109.50
- Lucky Lucro 159.50

LIMITED SUPPLY OF 100% LEGAL GAMES

- Bally Alley \$29.50
- Exhibit's Bowling Alley 29.50
- Rockola Ten Pins 59.50
- Evans Ten Strike 59.50
- Chicken Sams 59.50
- Jailbirds 81.50

Terms: 1/3 Deposit With Order; Balance, Sight Draft.

OUR EQUIPMENT MOVES RAPIDLY. TO AVOID DELAY, PLEASE STATE SECOND CHOICE WHEN ORDERING.

Write Today for New List of Used Phonographs!

Southern Automatic MUSIC CO.

"The House that Confidence Built"

542 S. SECOND ST., LOUISVILLE, KY.
NASHVILLE, TENN. CINCINNATI, O. INDIANAPOLIS, IND.
425 Broad St. 312 W. Seventh 620 Massachusetts

PACE'S FREE PLAY SARATOGA BELL CONSOLE

FREE PLAY With or Without SKILL FIELD

CASH or CHECK PAYOUT With or Without SKILL FIELD

5c-10c-25c Play—Slug Proof Coin Chute and Escalator
Easily Converted To Meet Your Particular Requirements.

WRITE TODAY FOR PRICES

PACE MFG. CO., INC. 2901-17 INDIANA AVENUE, CHICAGO, ILL.

MAKE US AN OFFER

AUTOMATICS	FREE PLAYS	FREE PLAYS
10 Pace Racer, Brown	10 Victorias	5 Major
5 Skilltime, 1937	6 Mills 1-2-3, F.P.	5 Nippy
5 Skilltime, 1938	2 Big Stars	1 Ocean Park
1 Four Morosmen	3 Blasting Champs	5 Spot Em
2 Jennings Derby Day	2 Commodores	1 Reeltime
3 Lanchamps	1 Cowboys	12 Rebounds
4 Mills Hi-Boys	2 Champions	1 Spotim
1 Breakers	1 Lottery	8 Scores
1 Qualified	1 Golden Gates	5 Superstars
3 Mills 1-2-3s	1 Gun Gun	4 Thrillers
	2 Jumpers	1 Taps
	3 Keeney-Ball	2 White Sails
	3 Loco-Fun	2 Yacht Club
	4 Lancers	1 Zeta, 1 Blitz
4 Corkins, F.P.		
2 Gold Cups, F.P.		

LAMBRY NOVELTY CO., 213 S. Poplar St., Charlotte, N.C.

SUPER-SPECIAL SALE OF FREE PLAY GAMES!!!

Big Town \$23.00	Standie \$45.00	Cheyron \$8.00
Blackout 11.50	Yacht Club 45.00	Contact Plain 8.50
Big Six 14.00	Score Champ 23.00	Klick 0.50
Super Six 18.00	Sporty 63.00	4-5-6 13.50
Supercharger 14.80	Sports 16.00	1/3 with order—call G.O.D.

NEWARK COINO, 107 Murray Street, Newark, N. J.

AS ALWAYS...
DAVAL GIVES YOU
2 YEAR
UNCONDITIONAL MECHANISM
GUARANTEE



DAVAL, 2043 CARROLL AVE., CHICAGO

Pacific Coast Office - MAC MOHR - 2916 W. PICO BLVD - LOS ANGELES, CAL.



LOADING PHONOGRAPHS at modern new quarters of C. A. Herlong, Greenville, S. C. Left to right: Bill Davis, Mrs. E. G. Wood, C. A. Herlong, and Tony Smith.

**Personal Report
On Movie Premiere**

Sometimes a personal letter is much better as a news report than a formal news story. The premiere showing of the Mills movie machine, Panoram, in Hollywood, September 16 to 19, has produced wide comment in the press and editorial columns. The following letter dated in Hollywood, September 17, gives a personal report on the showing:

To the Editor: I am going to give you a brief picture of the Mills Panoram preview here in Hollywood. It probably isn't going to be as perfect as it should be, but, anyhow, here are some of the highlights.

It's absolutely terrific the way Hollywood has turned out for this event. Everyone is here. Everyone is vitally interested and wants to know all about everything. Casting directors, movie stars, producers—an entire cross-section of Hollywood. Every correspondent, 300 of them, was here. Believe we have been covered by every news service. Every newspaper has run the story and every bit of it is favorable.

A few names: Hugh Herbert, Cecil B. DeMille, Grace Hays, Sol Lessor, Peter Lind Hayes, Binnie Barnes, Fred Stephania, Tom Moreno, Jean Harsholt, Harry Joe Brown, Sally Eilers, Tom Quinn, Edgar Bergen, Sid Graumann, Eddie Albert, Frankie Alberison, Sam Briskin, Irving Starr, Gene Autry, Andrea Leeds, Marsha Hunt, Walter Lance, Harry M. Warner, Gene Pallette, Ralph Staub, Eddie Brackin, Virginia Field, Gale Page, Johnny Maschio, and Duncan Rinaldo.

Among the coin machine distributors of Mills on hand for the preview were James Baker, Terra Haute, Ind.; E. E. Green, Wausau, Wis.; Al Hanckau, St. Louis; Fred Lemkhuhl, St. Louis; Sam May, San Antonio, Tex.; Gahn Senter, Denver; A. J. Jadin, Green Bay, Wis.; Sam Turan, St. Paul; George Ponzer, New York; Vic Manhardt, Milwaukee; Bill Frey, Miami; Les Martin, Niles, Calif.; Tommy Armour, Salt Lake City; Sibyl Stark, Seattle, Wash.

Among other Mills people present were Fred Mills, president of Mills Novelty Company; Hayden Mills, secretary of Mills Novelty Company; Bert Mills, designer of Panoram; Gordon Mills, California manager; Vince Shay, sales manager of the coin machine sales department; D. W. Donohue, assistant to the president; James Mangan, director of advertising and merchandising; Owen Desplenter, publicity department; Johnny Miles, director of publicity for James Roosevelt and Globe Productions.

The eight soundie subjects shown were Victor Young's *Sweet Sue*, featuring Six Hits and a Miss, with Lorraine Page orchestra directed by H. E. Reginald. Second subject featured Joy Hodges with Rudolph Primi Jr. conducting *Rose, Rose*, Rose with the Rio Brothers. D. L. Grable leads. Carmen D'Antonio in *Jungle Drums*, directed by Reginald LeBorg. Martha Mears and Bill Roberts in *Dora That Dream*, Page orchestra, directed by Henry L. Robel. Music Molds and Stearns and Deane *Parade of the Wooden Soldiers*, Page orchestra, H. E. Reginald, director; Berenice Parks and Theodore, with Eddie Durant conducting, in *Victor Young's arrangement of Havana Is Calling Me*. Music Molds in *Song of the*

Island; Victor Young in *Hold That Tiger*. I am enclosing a copy of James Roosevelt's speech, which I hope you will run. It is impossible for me to give you all the details right now for the thing is in a terrible whirl.
HOLLYWOOD REPORTER.

**BEAUTIFUL GIRLS!
BEAUTIFUL TICKETS!
A BEAUT OF A BOARD!**

5-CUTIE CASH

5-15 10 '8 '6 '4 '2 '11 56

UP TO 50¢ PER HOUR ON EVERY 5-CUTIE CASH BOARD

**NEW! BLONDE-BRUNETTE-
REDHEAD TICKETS!**

NO. 800 OUTIE CASH

A new little board with a "catch-up" theme! Eight beautiful girls, wearing these are filled with Gerber's clever "secretaries" which show the progress of popular "blonde brunettes" and "redheads" who are playing with a 10 to 100 award! One of the most attractive little boards in your area! NOW SHIP! Write to: **NEW GARDNER & CO. CHICAGO, ILL.** FOLLOWING IS NEW GARDNER & CO. HIT SUMMER! WRITE NOW!

GARDNER & CO. 1307 ARCHER AV. CHICAGO, ILL.

Imp

Unlimited Guarantee

\$12.50

Each
Case of 6,
\$67.50

GERBER & GLASS

614 Diversey Blvd.
CHICAGO, ILL.

A PROFITABLE COMBINATION

IMP
Most successful Gum Vender in a Decade. Cigarettes or Fruit Bars.
\$12.50 Ea.—Six for \$67.50.

LIBERTY BELL
Foremost Token Payoff Game of the year. Fruit or Cigarette Reels, open or closed Payoff of Cigarette or Free Play Tokens.
\$32.50 Ea.—Ten for \$275.00.
Ball Gum Mod. \$2.00 Additional.

FOR IMMEDIATE SHIPMENT CONTACT US—WE CARRY THE LARGEST STOCK IN THE SOUTH.

H. PAYNE CO. 312-314 BROADWAY NASHVILLE, TENN.

MAC'S SPECIALS

5 Bally Ball's Eye.....\$90.00	20 Evans Ten Strikes.....\$50.00
5 Bally Alloys.....30.00	10 Gottlieb's Skee-Ball-Elto. 50.00
10 Chicken Sam (Late Model With Stand).....67.50	10 Rock-Ola World Series.. 40.00
10 Evans Ten Strikes (Free Play).....62.50	4 Tom Mix Gun.....35.00
	5 Western Base Ball (Free Play).....67.50

1/3 Cash With Order, Balance C. O. D.

MAC SANDERS
2837 West Pico Blvd., Los Angeles, Calif.

QUALITY SPEAKS FOR ITSELF

PAY OUTS	FREE PLAY	FREE PLAY
Maestros.....\$45.00	Follies.....\$24.50	Toner.....\$17.50
Trillidowns.....85.00	Red Hot.....24.50	Cowboy.....18.00
Big Prize.....57.50	Triumph.....29.50	Big Six.....16.00
1938 Trucklines.....82.50	Snop.....22.50	All Stars.....16.00
1938 Kentucky Clubs.....45.00	Veget.....22.50	4-5-8.....18.00
Bally's Eye.....65.00	Velocity.....22.50	Twinkle.....18.00
Bally Alley.....34.50	Pickem.....22.50	Up & Up.....16.00
1937 World Series.....47.50	Pet Shot.....19.50	Golden Gate.....14.00
Exp. Bowling Game, P.P. 34.50	Lo-Lo-Fun.....19.50	Cheroot.....14.00
Ray-De-Lite Gun.....42.50	Crest.....17.50	Sideshow.....10.00
Santa Anita.....	Bubbles.....17.50	Bar Score.....10.00

1/3 DEPOSIT WITH ORDER—BALANCE C. O. D.

MODERN AUTOMATIC EXCHANGE, INC.
2618 CARNEGIE AVENUE, CLEVELAND, OHIO.

OUR SPECIAL DEAL



ON RAPID FIRE HAS SET A NEW SALES RECORD FOR US BECAUSE WE ARE GIVING THE BEST AND EASIEST WAY TO BUY! WRITE!! WIRE!! PHONE FOR

JACK FITZGIBBONS

453 W. 47th ST., N. Y. (Tel.: Cledo 6-8343)

Special Deal on **Bally's**

RAPID-FIRE MACHINE GUN



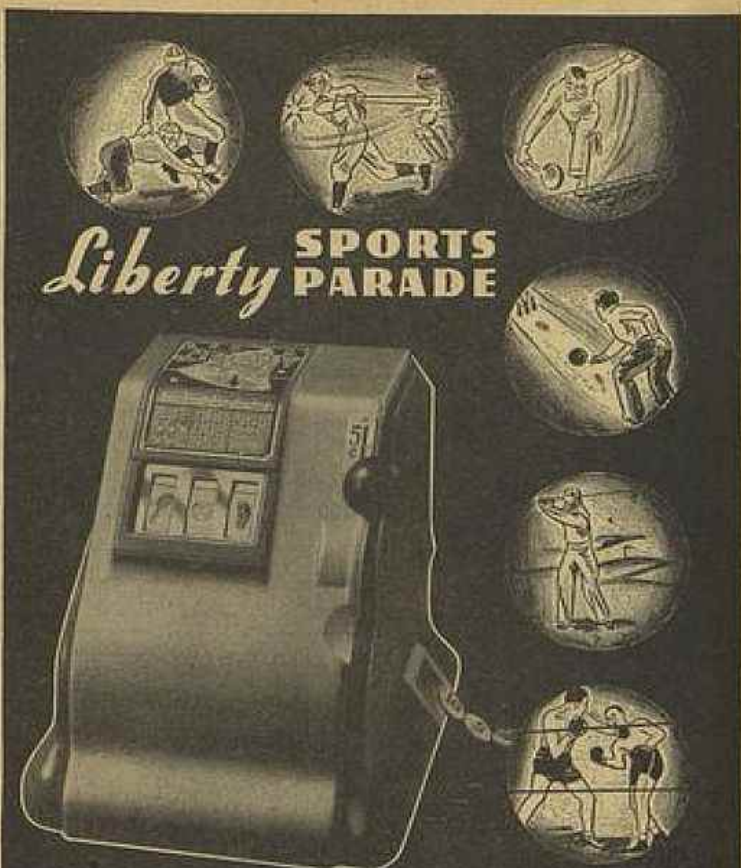
Trade Exhibits Gain Popularity

Now that convention and exhibit ideas are becoming an important topic in the coin machine industry, the following editorial on "Better Exhibit Technique," from *Advertising Age*, September 23, may be suggestive:

"American manufacturers are giving more attention to exhibits at trade shows and conventions. One result of this greater effort has been a decided improvement in the technique of displaying and demonstrating products and their applications. Professional design of exhibits has given their displays far greater attention value and interest and therefore has put the exhibitor in a position to cash in on his representation. For example, the American Rolling Mill Company has been promoting its stainless steel at trade exhibits thru a method which has proved highly effective. Photographs in color have been shown on illuminated slides at the back of its display, each picture remaining on view for several seconds. An earphone counter at the front of the exhibit enables visitors to listen to recorded messages synchronized with the picture.

"This type of display combines light, color, and action, all important attention-getters, with detailed sales presentations of direct interest to the particular group attending the show. And it gives the salesman in attendance a chance to follow thru with detailed information which may be desired by prospective customers.

"When all of the expenses for space, transportation, salesman's time, and other costs are included, it is evident that exhibits represent a not unimportant item in sales promotion. Only by giving them real value thru modern methods of showmanship can that expense be justified."



Liberty SPORTS PARADE

IT'S A KNOCKOUT ON ANY LOCATION!

WATCH YOUR CUSTOMERS MAKE A DASH FOR THE NEW LIBERTY SPORTS PARADE! ITS FASCINATING ARRAY OF SPORTS SYMBOLS STRIKES THEIR FANCY, ON EVERY LOCATION. IT SCORES AN IMMEDIATE HIT WITH PLAYERS; FREQUENT FREE PLAY-TOKEN AWARDS BOWL THEM OVER COMPLETELY.

YOU WILL SOCK AWAY PLENTY OF DOUGH BY PUTTING THESE NEW SPORTS PARADES ON YOUR LOCATIONS, BECAUSE YOU CAN RUN THEM WITHOUT INTERFERENCE.

FOR CLEAR SAILING IN YOUR TERRITORY YOU SHOULD ORDER AT ONCE SAMPLES OF THE NEW LIBERTY SPORTS PARADE, AVAILABLE IN PENNY OR NICKEL PLAY, WITH OR WITHOUT GUM VENDER.

GROETCHEN TOOL COMPANY - 130 NORTH UNION STREET - CHICAGO, ILL.

Monarch CONTINUED REMOVAL SALE!

ONE BALL PAYOUTS

Bally Thirtiesdown	\$67.50	Jennings Pleasant	\$34.50
Bally Sport Page	\$4.50	(Ten Ball Console)	
Bally Fairground	27.50	Walt Hi-Boy	39.00
Bally Stables	22.50	Bally Freakness	17.50

MISCELLANEOUS EQUIPMENT

Wurlitzer 1939 Model 61 Counter		Western Baseball, Deluxe Model	
Photograph, Illuminated, with		Brown Cabinet, Payout	79.00
Stand to Match	\$89.50	Reels '39 Deluxe Luxury Light	
Event Ten Strike	64.50	Photo	142.50
Seaburg Hockey	20.50	Wurlitzer '39 Model 500 Piano Key-	
Western Baseball, Deluxe Model		board, 24 Records	149.50
Brown Cabinet, Free Play and		Wurlitzer 650, 2nd Med., Bigfoot,	
Payout Comb.	89.50	24 Records, Excellent	148.50

FREE PLAY—ONE BALL

Bally Gold Cup Con-		Evans Lucky Lute \$140.50		Baker Pacer with	
sole, 1 Ball	\$74.50	Keeney '38 Track Time		Jackpot	\$179.50
Mills 1-2-3 Fruit or		with skill feature	99.00	Papa 1940 Banquet,	
Animal Reels	64.50	Keeney Kentucky		Bigfoot	84.50
Bally Arrowhead	22.50	Club	49.50	Mills Four Balls	205.00
Gett. Track Record \$4.50		Mills Square Bell	84.50	Evans Gallop, Domino,	
		Keeney Triple Entry 139.00		1938 Model	49.50

Write for Complete List—Free Play Novelty Games—Consoles—Counter Games—Photographs—Etc. TERMS: 1/3 DEPOSIT—BALANCE C. O. D.

MONARCH COIN MACHINE CO.
1731 BELMONT AVE., Cable "MOCOIN" CHICAGO, ILL.

Mills Vest Pocket

is the best and only Counter Machine ever to be equipped with complete automatic payout, only \$44.50

GUARANTEED FREE PLAY GAMES

Genlocks	\$10.00	Score Champ	\$35.00
Davy Jones	16.00	Forkan	36.00
Cowboy	16.00	Big Show	37.50
Big Six	17.50	Sporty	48.50
Variety	19.50	Dough Boy	50.00
Champion	22.50	Blend	55.00
Lander	22.50	On Deck	60.00
Pick Em	24.50	Gold Cups	62.50
Lucky	29.50	1-2-3	64.50
Germedore	29.50	Grandstand	92.50

10-Day Free Trial American Eagles
or Marvite, Lots of 50 \$275.00
Sample \$92.50, Ball Gum Model \$2.00 Extra.

The Markepp Company
3328 Carnegie Ave. 1410 Central Parkway
CLEVELAND, O. CINCINNATI, O.
Write for Mills catalog and price list

THE BLITZKRIEG IS ON
Hitler Vs. Mussolini
BATTLE ROYAL

A complete conversion unit that makes a new gun out of your Chicken Sam or Convict.

Can be installed by anyone in a few minutes.

The two famous men travel up and down—you shoot at 'em—they drop—you hit 'em again, and up they go—each time registering a hit—its new, novel and fascinating. Fun, Sport and Practice—Lights—Motion—and Sound—a combination you can't beat.

SAMPLE \$19.75
1/3 Dep., Bal. C. O. D.

Now in our 10th week of production. Write for complete details.

VALLEY SPECIALTY COMPANY
1061 JOSEPH AVENUE ROCHESTER, NEW YORK

Unless You Have Money To Throw Away, You Can't Afford To Pass Up These Bargains:
NINE ROCK-OLA TEN STRIKES IN PERFECT CONDITION, AND ALL EQUIPPED WITH THE NEW 150 COUNT DIAL, \$57.50 EACH

FREE PLAY GAMES

1 Exhibit Merry-Go-Round	\$47.50	2 Game: Big Leagues	@ \$35.00
2 Exhibit Short Steps	42.50	1 Keeney Red Hot	29.50
3 Chicago Coin Yacht Club	52.50	1 Keeney Score Champ	39.50
2 Bally Super Six	24.50	1 Daryl Zenith	15.00
3 Game: Guide Ranges	(Write for Price)	1 Stander Sneaks	12.50
1 Chicago Coin Jelly	\$40.00		

All of these games are thoroughly reconditioned, cleaned and in shape to place on location the moment you receive them. One-third deposit required in cash, money order or cashier's check. State method of shipment preferred.

MORRIS NOVELTY CO., INC.
4505 MANCHESTER AVE. (Phone: Franklin 0757) ST. LOUIS, MO.

"Don't forget your date with ..."



Hold Over

MORE FASCINATING

MORE LASTING APPEAL THAN CHUBBIE

MORE POPULAR

MORE GAME FOR YOUR MONEY

ever built in any game

The greatest appeal

STONER CORPORATION

AURORA, ILL.

Ask Ideas of Cigarette Men

Tax officer asks CMA to offer suggestions for new cigarette tax law

BOSTON, Sept. 28.—Scores of Legionnaires from the coin machine industry gathered in Boston this week for the annual American Legion Convention. They visited many of the districts and several took advantage of the open house being held by the Owl Mint Coin Machine Company.

The State cigarette tax law administrator has asked the CMA (Cigarette Merchandisers' Association) to offer any suggestions it deems necessary in the drawing up of a new tax law. The present emergency regulations, which went into effect in September, 1939, will expire next June. Tax Commissioner Henry Long reports that 20,000,000 cigarettes have been sold daily since the law went into effect. A total of \$6,650,968.49 in tax receipts was reported for the first year of the tax at 2 cents per package.

CMA members were considerably heartened after a slugging epidemic by the conviction of a man on slugging charges. Judge O'Toole in Clinton, Mass., found Felix Ronrone guilty on one charge of slugging and filed two other charges. Ronrone was found in possession of \$30 worth of slugs. A \$30 fine was imposed and the judge stated that the next person found guilty on the charge would be sentenced to jail.

Louis Blatt, of the Atlas Coin Machine Company, reports the first New England installations of Seeburg's central station, wired music apparatus. Installations have been completed in Cambridge and operators are now eagerly watching the reaction of the public in an effort to gauge the possible future trend. It is expected that it will be some time before anything can definitely be decided as to whether wired music will be anything more than a passing fad.

Ed Roverby reports that after a check-up of books, Owl Mint Machine Company finds that the week of September 9 showed the greatest amount of business done since the firm was organized.

As expected, phono machines did a big business during the Legion convention, with the patriotic numbers getting the most play. A few replacements of Roll Out the Barrel paid dividends.

Summer Venture Returns Profits

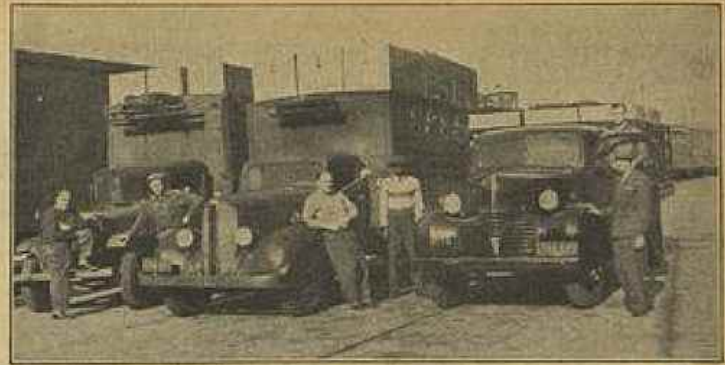
BALTIMORE, Md., Sept. 28.—"For the first time in our history we ventured, during the summer season, into the outdoor field. As a consequence, our phonograph business showed a substantial gain over previous summer operations," states Michael L. Bander, head of the Maryland Novelty Company.

"Our summer operation," he said,

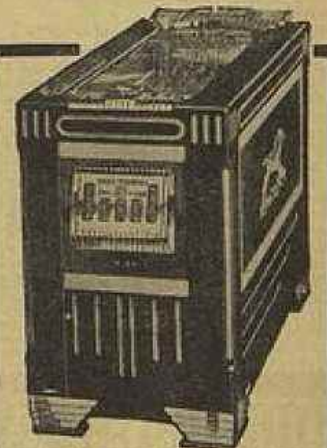
"ended last week, and we are now pulling in all our machines that had been installed in outdoor places.

"The largest volume of business is now being enjoyed in wall boxes. The Maryland Novelty Company operates pinball and other machines as well as phonographs.

Jimmy's Coin Machines is doing extensive remodeling and enlarging of premises. The improvements will make the establishment one of the most attractive of its kind. New showrooms will provide more effective display of machines. Wurliitzer units are used.



UNLOADING LEADER GAMES. Tony Gasparro (right), of Weston Distributors, Inc., New York, supervises the unloading job. The games come from Exhibit.



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.

WRITE, WIRE OR PHONE TODAY FOR Stoner's DOUBLE FEATURE WE ARE EXCLUSIVE DISTRIBUTORS!

Buy Free Plays From Budin VACATION. \$54.00 SHORT STOP. \$37.50 1/2 With Order, SUPER SIX, \$20.00 Bal. C. O. D.

BUDIN'S, INC. 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone NE 8-3700 Branch: 36 E. MERRICK RD., FREEPORT, L. I. (Freeport 2100)

"I'LL PUT IT IN WRITING" DAVAL'S NEW GOLD AWARD AMERICAN EAGLE

Is the greatest money-maker you have ever operated! Only \$1.50 extra for Gold Award Model. 10 for only \$275. Standard Model. \$AMPLE \$32.50. Ball Gum Model \$2 extra. TEN D. A. V. B. F. R. E. K TRIAL!!! Rush us your order quick for immediate delivery! 1/2 Dep., Bal. C.O.D.



Ted Bush—ACME NOVELTY CO. 1124 Hennepin Ave., Minneapolis, Minn.

DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES

FOUR EXTRA SPECIALS

Evans Ten Strike.....\$64.50
Cigarollas, Like New..... 69.50

Keeney's Anti-Aircraft Guns, Black Cabinet, and 1939 Model Galloping Dominoes. \$97.50

Write for Complete List of Free Play Games, Counter Games, Automatic Consoles, Slot Machines, Etc. We Ship Subject to Inspection Upon Receipt of 1/2 Deposit.

AUTOMATIC SALES CO.

416-A BROAD STREET,

NASHVILLE, TENN.

Buy THE NEW Gold Award AMERICAN EAGLE from 'The House of Winners'

ON 10 DAYS' FREE TRIAL 10 FOR \$275

SAMPLE \$32.50. Ball Gum Model, \$2 Extra. Gold Award Model, \$1.50 Extra

1/2 Dep., Bal. C. O. D.



SILENT SALES COMPANY SILENT SALES BUILDING MINNEAPOLIS, MINN.



TARGETS AT SAN FRANCISCO FAIR. Battery of Bally Rapid-Fire machine guns reported to be attracting large crowds at the World's Fair.

Reservations For 1940 Show Space Pours In

CHICAGO, Sept. 28.—Floor plans and exhibit contracts for the 1941 Coin Machine Show were mailed to members of the CMI September 21 so that all would receive them by Monday morning, September 23.

Jim Gilmore, secretary-manager of Coin Machine Industries, Inc., reports that at 10 minutes past 9 Monday morning he had reservation of two booths from D. A. Pachter & Company, Chicago, member and former exhibitor.

Gilmore insists that never before has so much interest been manifested in the show by prospective exhibitors so far in advance. He repeats that floor plans and exhibit contracts are mailed first to all member companies whether they are former exhibitors or not, then follows the mailing to former exhibitors who are not members and then to all other prospective members. To any of these groups his advice is to work fast when you first hear from them because the best exhibit locations, as always, are available to those who come first for them.

Gerber & Glass Correct Rumors

CHICAGO, Sept. 28.—According to officials of Gerber & Glass Distributing Company, rumors have circulated from time to time to the effect that Gerber & Glass were connected with various operating companies, the most recent of which was a St. Louis venture. This is absolutely incorrect, say Paul Gerber and Max Glass.

"We are, just as our weekly advertisements feature, exclusive distributors in our allotted territory for Grootchen counter games, Packard Manufacturing Corporation Heads-Up-Selectors, International Microscope Reel Company, and our own line of American Beauty changeovers for phonographs," the Gerber & Glass chiefs say. "When we decide to deviate from this arrangement it will be duly announced to the trade."

Nyberg Claims Best Offer

BALTIMORE, Md., Sept. 28.—Art Nyberg, of Calvert Novelty Company, reports that he has a special offer on Bally's Rapid-Fire. "We have the best offer of all," said Nyberg. "Our offer is simply that we deliver. And, take it from me, that's something."

GOING GREAT!

Bobtail and Silver Moon Console

New 1941 Models

1c or 5c Play



BOBTAIL TOP—Attractively designed and brilliantly illuminated. The symbols are numbers. Pays 2 on one 5.



SILVER MOON TOP—Brightly illuminated. Has popular fruit symbols. Standard 3-5 payout.

The only consoles that offer all these profit building features. (1) Compact size. (2) Handsomely designed two-tone cabinets. (3) Trouble-free, single unit, Jennings Chief mechanism. (4) Both coin detector and National slug rejector. (5) No jamming — coins drop directly into mechanism. (6) Mechanical throughout, only wiring for top illumination. (7) Built to draw the players and keep them playing.

Ideal For 1c Locations

14 DAY FREE TRIAL OFFER

Try Bobtail or Silver Moon Console for 14 days. If you are not completely satisfied, return it and your money will be cheerfully refunded.

O. D. Jennings and Company

4309 W. Lake Street, Chicago, Ill.

OUR BUSINESS IS BUILT ON YOUR CONFIDENCE IN US!

FREE PLAY GAMES

TRIUMPH	\$17.50
1-2-3, 35 MODEL	49.50
SCORE CHAMP	28.00
SUPER SIX	19.50
BIG TOWN	29.00
BLONDIE	49.50
LUCKY	17.50
DRUM MAJOR	49.50
ON DECK	44.50
MASCOT	37.00
YACHT CLUB	49.50
KEEN-A-BALL	12.50
SCORE CARD	29.50

LEGAL MACHINES SPECIAL!

KEENEY'S ANTI-AIRCRAFT MACHINE GUN, BLACK CABINET	\$110.00
GOTTLIEB'S SKEE-BALL-ETTE	\$64.50
Evans' TEN STRIKE	\$62.50
BALLY ALLEY	\$32.50

"We've got it — the most outstanding sensation in all pin-ball history..."



Gottlieb's GOLD STAR

Wire or Phone Your Order

GEORGE PONSER CO.
519 WEST 47TH ST. NEW YORK CITY
11-15 E. RUNYON ST. NEWARK, N. J.

COX'S SPECIALS

FREE PLAY	Golden Gate	\$15.00	Super Track Times	\$150.00
Backaroo	Oh Boy	22.50	1940 Evans Galloping	
Sports	Thriller	22.50	Domino	150.00
Ocean Park	Vogue	27.50	Reconditioned Blue	
Cowboy	Super Six	37.50	Fronts	35.00
Black Out	Major	15.00	Reconditioned Melon	
Flagship	Supercharger	22.50	Balls	42.50
Seller Derby	Vest Pockets	25.00	Face Races	60.00
Triumph				

All machines listed are in first class condition and ready for location. Distributors in North Carolina for Wurlitzer Phonographs. All four 1940 Models in stock for immediate delivery. Deposit required. Wire or write for your needs.

COX VENDING MACHINE CO.
115 E. FISHER ST. SALISBURY, N. C.

OPERATORS! JOBBERS! DISTRIBUTORS!



WRITE, WIRE, PHONE FOR NEW GOLD AWARD

AMERICAN EAGLE

PACIFIC COAST REPRESENTATIVE

MAC MOHR 2916 W. PICO BLVD. LOS ANGELES, CALIF.

DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES

SPECIAL THIS WEEK

KEENEY BLACK CABINET ANTI-AIRCRAFT GUN	\$95.00	BOWLING ALLEY	29.50
BRITE SPOT	89.50	OH JOHNNY	65.00
HOME RUN	49.50	CHICKEN SAM	49.50
DRUM MAJOR	49.50		

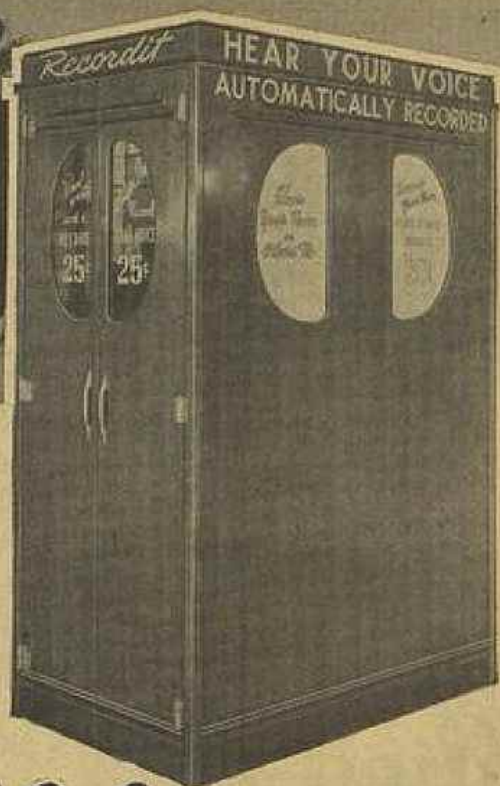
LATE MODEL USED FREE GAMES. WRITE FOR PRICE LIST.
DAVAL CIGARETTE VENDERS COIN DIVIDERS \$12.50 Each
HUNDREDS OF USED FREE GAMES AT 19.50 Each

LEHIGH SPECIALTY CO. 2nd & Green Sts. PHILADELPHIA, PA.

**A PERMANENT
OPERATING BUSINESS
UNHAMPERED BY CHANGING
LOCAL CONDITIONS OR
COMPETITIVE ITEMS...**

**ENTIRELY AUTOMATIC!
RECORDS-PLAYS BACK-VENDS THE RECORD . . .
Needs no attendant!**

The greatest of all opportunities now awaits you with Recordit—an opportunity to take advantage of a tremendous, ever-increasing market with a perfected, completely automatic machine. Recordit removes the limitations of ordinary coin-operated devices, enables you to make any location where people gather or pass a veritable gold mine! Everybody wants to make records—permanent recordings by friends and family become priceless keepsakes. The patron steps into the privacy of the sound-proof booth—sings, talks or plays an instrument. When finished the Recordit plays back the record, then vendis it automatically. Recordit is the engineering triumph of the year—a triumph that makes a permanent, big-profit business possible for you! Write for details.



Recordit
WESTERN PRODUCTS, INC., 925 W. NORTH AVE., CHICAGO

**RECORDIT IS FEATURED BY THESE AND
OTHER PROMINENT DISTRIBUTORS!**
SIMON SALES CO., INC. NEW YORK CITY
437 W. 42nd Street.
MAYFLOWER NOVELTY CO. ST. PAUL, MINN.
2218 University Ave.
AJAX NOVELTY CO. DETROIT, MICH.
2707 Woodward Ave. at Sprout St.

**ANOTHER REASON FOR
"Lazar Leadership"
A SENSATIONAL, NEW
OFFER NOW READY ON**

**Bally's
RAPID-FIRE
MACHINE GUN**



Write! Wire! Phone Today to

B. D. Lazar Co.

1635 FIFTH AVE., PITTSBURGH, PA.
1425 N. BROAD ST., PHILADELPHIA, PA.

**Cool Weather To
Speed Fall Trade**

BALTIMORE, Md., Sept. 28.—Not only have our summer operations been good, but business since the establishment of the concern has been showing a steady upward climb, states N. H. Fry, associated with the operations of the Calvert Novelty Company. He added there are indications for even greater activity during the fall season just opening up. The early Labor Day, plus the coolness of the weather since the middle of August, have advanced fall activities, it was pointed out.

The Calvert Novelty Company was organized by O. L. Nyberg last February and the firm occupies substantial quarters at the Howard Street location. Nyberg has been prominently identified with the coin machine business here for a number of years.

Summer operations have shown a substantial gain in comparison with the volume for the same period last year, states Morris A. Silverberg, head of the Merit Music Service Company, coin machine operators. In fact, Silverberg said the business for the summer was 100 per cent greater than last summer.

In order to take care of the increased activities and expanding operations, the firm plans to launch an expansion program which, when completed, will more

than double its present operating quarters. The expansion program is scheduled to get under way early in the fall. The firm also has an operation in Cleveland under the same name of the Merit Music Service Company.

H. Earl Keese, in charge of record activities and distributing activities on coin machines for the Joseph M. Zamolski Company, a distributor for the Seaburg line of phonographs and other machines and also for Columbia, Okeh, and Brunswick records, has returned from a holiday at Atlantic City. Nathan Ullman, vice-president and general manager for the Zamolski organization, also has returned from a holiday spent at America's famous waterfront.

**Insurance Firms Cover
Machines for Clients**

RICHMOND, Va., Sept. 28.—Following a wave of petty robberies of pinball games and vending machines here it developed that local insurance companies have been boosting insurance rates on coin machines generally.

When reporters asked insurance companies about this practice the companies explained that they had written insurance on machines only for those firms that carried other important insurance, such as life insurance and property damage insurance. The insurance on machines was simply an accommodation to important insurance customers, they said.

"The House of Proven Winners"

FREE PLAY GAMES	Bally Champion . . . \$22.50	Exhibit Flagship . . . \$24.50
Stone Clipper . . . \$22.50	Exhibit Coconut . . . 17.50	Bally Pickem . . . 17.50
Chi, Cain Commodore . . . 24.50	Baker's Daughboy . . . 43.50	
Bally Boop . . . 21.50	Bally Triumph . . . 28.50	NOVELTY GAMES
Bally Dandy . . . 10.00	Exhibit Congo (1 or 5 balls) . . . 39.50	Bally Vogue . . . \$12.50
Keene Thriller . . . 19.50	Keene Supercharger . . . 24.50	Exhibit Avalon . . . 7.50
Bally Charm . . . 40.50	Bally Beauty . . . \$7.50	Bally Alley . . . 28.50
Bally Vogue . . . 22.50		Bally Pickem . . . 7.50

One-Third Cash With Order, Balance C. O. D. Wire or Mail Us Your Orders.

J. and J. NOVELTY COMPANY

4840 MT. ELLIOTT AVE. (Phone 1433) DETROIT, MICHIGAN

SPECIALS!

1/3 Deposit, Balance C. O. D.

Evans Ten Strikes, '39 Model . . . \$75.00	Bally Alley . . . 24.50
Western Baseball, '39 Model . . . 25.00	Payoff . . . 65.00
Combination . . . 75.00	Mills Dancemasters, \$14.00—2 for . . . 25.00
Rockola 12, \$22.50—2 for . . . 40.50	Rockola Winner . . . 69.50
Wurlitzer P-12, \$22.50—2 for . . . 40.00	Wurlitzer 4-12 . . . 23.50
Mills Deluxe Dancemasters . . . 10.50	Wurlitzer 24-A . . . 69.50
Wurlitzer 410-A . . . 69.50	Rockola 12, Rhythm King . . . 24.50
Rockola 18, Rhythm Master . . . 24.50	Rockola Imperial 20 . . . 29.50

WRITE FOR NEW PRICE LIST!
**MILWAUKEE
COIN MACHINE CO.**
1455 W. Fond du Lac Ave.
MILWAUKEE, WISCONSIN

**COMING!
COIN OPERATED**

**POOL
BOWLING**

100% LEGAL

Acclaimed the outstanding achievement of the industry
POOL BOWLING MFG. CORP., STEGEN, ILL.
Chicago Phone/Interzone 9760 (direct to factory)

Legal Equipment Specials

BALLY ALLEY . . . \$12.50
EVANS 10 STRIKE . . . \$2.50
CHICKEN BARS . . . \$2.50
KEENEY'S ANTI AIRCRAFT, Black Gold . . . \$10.00

All Machines Guaranteed Perfect Condition.
One-Third Cash, Balance C. O. D.

Peerless Distributing Co.
301 WEST 6TH ST., KANSAS CITY, MO.

ALLIED BARGAINS
FREE-PLAY GAMES

Mills 1-2-3	\$64.50
Polo	57.50
Old Johnny	55.50
Super Charger	57.50
Follies	40.00
Big Show	39.50
Bowling Alley (Gottlieb)	59.50
Super Six	37.50
Lancer	37.50
Triumph	37.50

AMERICAN EAGLES or MARVELS
List Price \$32.00 Each
10 for \$275.00
Ball Gun, \$2.00 Extra.
Liberal Trade-in Allowance. Write Us.

AUTOMATIC PAYTABLES

Grandstand	\$82.50
Thirddown	69.50
Handbore	64.50
Bad News (Jackpot)	64.50

PHONOGRAPHS

Rockola 1935 DeLuxe, Like New	\$149.50
Wurlitzer 500, Like New	149.50
Wurlitzer 24, Illuminated	99.50
Wurlitzer 61, Counter Model	37.50
Wurlitzer 616, 16 Records	54.50
Wurlitzer 718, 16 Records	64.50
Wurlitzer 452, 12 Records	39.50
Wurlitzer 312, 12 Records	32.50

LEGAL EQUIPMENT

Keeney's Anti Aircraft Gun, Black Cabinet	\$129.50
Jail Bird (Seaburg)	57.50
Evans' Ten 50's, Like New	72.50
Stambolito (Gottlieb F. P. or No.)	67.50
"Golden Sam" (Seaburg)	64.50
A.S.T. Targets, Late Model F (Blue Cabinet)	16.50
Target 1/3 Depot, Balance G. O. D. F. O. B. Chicago	

Allied NOVELTY COMPANY
Phone: Capital 4747
3520 W. Fullerton Ave., CHICAGO

Imp MIGHTY MIDGET
Lowest Price • Largest Seller

\$12.50 Gerber & Glass
Each Case of 6, \$67.50
614 Diversey Blvd., CHICAGO, ILL.

Lowest Price
Imp cost less money than any other comparable counter game. Its earnings quickly repay your original investment. If you operate 24 or more locations you may be interested in our special proposition limited to bona fide operators. Write your qualifications today.

GROETCHEN TOOL CO.
130 N. Union Chicago

MILLS PHONOGRAPHS CONSOLES BELLS TABLES
Distributor
KEYSTONE NOVELTY & MFG. CO.
20th & Huntington Sts., Philadelphia, Pa.
Baltimore Office: Baltimore, Md.
515 Cathedral St., Baltimore, Md.

10 Mills Blue Front \$22.50
10 Mills Blue Front 22.50 Each
10 Watling Wooder Vendors 15.00 Each
10 Mills Indian Head 20.00
10 Mills Red Front 22.50
10 Pine Bottom 15.00
Embroid Jumpers 15.00 Each
Bally's G. O. D. 22.50 Each
Converter to convert 110 A.C. into 220 D.C. 15.00
32V 1/2 Down, Balance G. O. D.

Automatic Music Co.
ROWLAND, N. C.

Operators Laud Rebuilt Machines

CHICAGO, Sept. 28.—"Comments from our customers indicate their supreme satisfaction over the thoro rebuilding they get in an Allied rebuilt machine," said Harry Levine, head of Allied Novelty Company, Chicago.

"We not only have the latest equipment and methods possible to install and the most capable and experienced men, but we have made a specialty of better rebuilding. Our machines are actually renewed and give performance favorably compared to a new machine. Whenever possible we encourage operators to give us a trial because they invariably are so well pleased that they become permanent customers."

State Runs Races Near Pure City

DETROIT, Sept. 28.—The Detroit Free Press, September 7, used two-column headlines to say that the "State is running gambling for racing fans at the fair."

The newspaper relates the story that the State is handling all of the gambling at the harness races at the Michigan State Fair for the second successive year. It was also stated that the races were proving a losing proposition for the State and that the State also lost money on the races last year.

This news was published at a time when Detroit had assumed a very pious attitude and even pinball games had been stopped, temporarily at least.

You Can Depend On ART NYBERG For IMMEDIATE DELIVERY AND THE BEST DEAL ON Bally's RAPID-FIRE MACHINE GUN



The Calvert Novelty Co.
708 N. HOWARD ST., BALTIMORE, MD.

CRESCENT CITY SPECIALS—GUARANTEED ALL FIVE BALL FREE PLAY GAMES

Sport Special	\$100.00
Polo	57.50
Old Johnny	55.50
Bright Spots	55.50
Yankee Doodle	55.00
Cadillac	52.50
Litesign	52.50
Border Town	52.50
Lens Star	52.50
Vacation	60.00
Short Stop	45.00
Sports	45.00
Mascot	42.50
Glasgow	42.50
Horse Race	40.00
Score Card	39.00
Life O' Card	38.00
Score Champ	34.00
Bowling Alley	32.00
Jolly	30.00
Red Hot	27.50
Rocky	27.00
Triumph	27.00
2 Paces Races (Brown Cabinet), Each	70.00

COUNTER GAMES

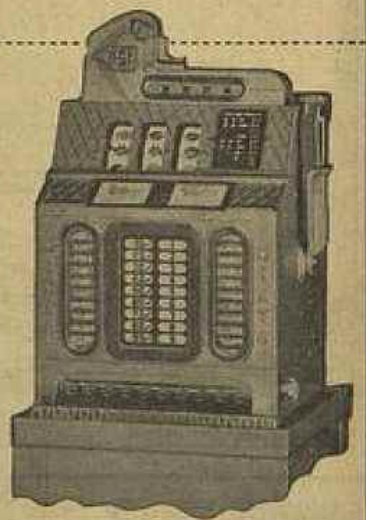
Green Grand	\$10.00
Marzetti (Token)	15.00
Counters	15.00
Counter Kings	7.50

Write or Write for One-Triple Order With Order, Balance G. O. D.

CRESCENT CITY NOVELTY CO.
1010 Poydras St., NEW ORLEANS, LA.

Game Operators Are Invited! ★ Game operators who have never run Bells or Venders but always had heavy respect for this type of machine are invited to get into the business via the Free Play Front Vender. Just like a novelty game in its free play action, it has that immense earning power you've dreamed about but never yet experienced.

★ Write for Informative Circular!



RSVP
Mills Novelty Company
4100 Fullerton Ave., Chicago, Ill.



WONDER 3 BAR JACKPOT F-5280
1025 hole—Takes in \$51.25
Pays out \$27.76—Average Profit \$23.49
PRICE \$2.73 EACH

OTHER FAST SELLERS

1640 hole F-5240-3 Bar Jackpot	at \$3.65
1200 hole F-5275-Horses	at 3.92
800 hole F-5270-Pocket Dice	at 1.89
720 hole F-5255-Pocket Jack	at 1.86
600 hole F-5305-Royal	at 2.12

CHAS. A. BREWER & SONS
Largest Board and Card House in the World
6320 Harvard Ave., CHICAGO, U. S. A.

WANTED
Will buy for cash or will allow top trade-in prices against the purchase of anything coin operated that you may desire. SPORT SPECIALS, F.P. JUMBO PARADES, F.P. FAST TIMES, PACES BARATOGAN—cash or free play, Cash Model MILLS SQUARE BELLS, KEENEY SUPER TRACK TIMES or TRIPLE ENTRY, BALLY SPORT KINGS or SANTA ANITAS, Mills Late Serial Blue Front or Cherry Bally, Mills Vesp. Pocket Bottle, Mills Q.T.S.

WRITE, PHONE, WIRE what you have and what you can use.
CLEVELAND COIN MACHINE EXCHANGE, 2021 Prospect, CLEVELAND, O.

LOOK OVER THESE NEW LOW PRICES AND SAVE \$\$\$

Seaburg 1939 Classics, Marbletops	\$172.50
Seaburg 1938 Regals	134.50
Seaburg 1938 Gems	119.50
Seaburg 1937 Prizes	64.50
Rock-Ola 1938 Minarets	69.50
Rock-Ola 1938 Windows	69.50
Rock-Ola Ten Pins	49.00
Bally Rhyth, Late Models	29.50
Rock-Ola World Series	39.50
Wurlitzer 500s	\$149.50
Rock-Ola 1935 De Luxe	149.50
Rock-Ola 1939 Standard	139.50
Rock-Ola 1937 Imperial 20s	89.50
Wurlitzer 416, Illuminated	87.50
Rock-Ola 1657 Rhythm Kings 16s	39.50
Wurlitzer 412s	49.00
Rock-Ola 1937 Rhythm King 12s	34.50
Bally Ball's Eyes	59.50

Write for Our Special List Listing Over 600 Reconditioned Machines.

BADGER NOVELTY CO., Milwaukee, Wis.

SKYROCKET YOUR EARNINGS!

GOLD STAR

★ 8 WAYS TO WIN!

- ★ Plenty Skill Play!
- ★ New! Rainbow-Glow Backboard!
- ★ New! 4-Way Scoring Rollovers!
- ★ New! Duo-Scoring Bumpers!

IMMEDIATE DELIVERY

See Your Distributor Today!

D. GOTTLIEB & CO.

2734-42 North Paulina Street

Chicago, Illinois



\$104.50

DE LUXE GRIP SCALE

3-WAY Strength Tester

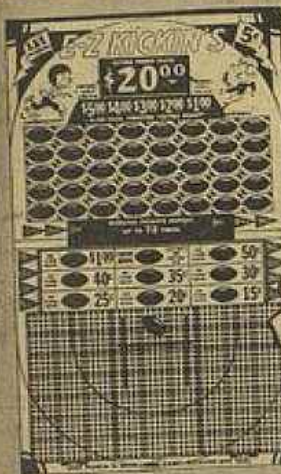
Max Button Indicator Control for competitive play . . .
Tension Adjustment . . . Bell Adjustment . . . Non-
Clog Slot . . . 6-Suction-Cup Base! Metal Stand, \$2.50.
Immediate Delivery.



100%
LEGAL

\$19.50

BIG SCORERS!



**BIGGER PROFITS WITH SUPERIOR'S
NEW FOOTBALL BOARDS**

The latest thing in football boards with all the thrills and action of the gridiron! **E-Z KICKIN'S** a 1200 hole book-cover sensation with an approximate average profit of \$29.00. An 850 square hole marvel, **LITTLE FOOTBALL** has an approximate average profit of \$20.00. Right in season with football symbols! Write for details on these and other new football boards.

SUPERIOR PRODUCTS
11 SO. PEARIA ST. CHICAGO, ILLINOIS

Prominent Coinmen To Greet Visitors At West Coast Show

LOS ANGELES, Sept. 28.—When operators, jobbers, and distributors from all over the nation arrive in Los Angeles for the 1940 Western States Coin Machine convention and show at the Hotel Biltmore, November 18, 19, and 20, they will be greeted by the outstanding men in the industry in the 11 Western States.

Already on the attendance and greeting committee are such personalities as H. A. Brocamp, of Rodney Pantages, Inc.; E. C. McNeil, of National Venders; Paul A. Laymon, Mac Sanders, Herb McClellan, Harry Kaplan, of Southwestern Vending Machine Company; Mac Mohr, of Mohr Bros., and W. A. Ebe, of Wur-litzer, all of Los Angeles; Joe Richanna, of Long Beach Coin Machine Company, and Steve Brodie, of M. Brodie Company, Long Beach, Calif.; Art Dawes, of Novelty Supply Company, San Diego; E. J. (Briz) Crabtree, of Mills Novelty, Seattle, Wash.; Wolf Rehwitz, of Wolf Sales, Inc., San Francisco, and Delos Caborn, Denver.

The committee will maintain a suite of rooms in the Biltmore, where visitors are asked to make their first stop if they are interested in help from the greeters' staff in making the rounds.

This innovation, never before attempted at a coin machine show, already has caught on in the West and will undoubtedly prove to be a popular feature at the Coast show.

Plans Public Target Spots

NEW YORK, Sept. 28.—Due to the great success being enjoyed by many operators here with Bally's Rapid-Fire machine gun, Jack Fitzgibbons, Eastern regional manager for Bally Manufacturing Company, has decided to arrange for the opening of public target spots featuring from 10 to 25 of the machine guns. "We are now seeking a Broadway location where we intend to open up with about 25 Bally Rapid-Fire machine guns," said Fitzgibbons.

AMERICAN EAGLE



World's Smallest
Fruit Symbol
Ball With Auto-
matic Ticker
Award.

ON 10 DAYS' FREE TRIAL
Samples \$32.50

10 for \$275
Gold Award Model
\$1.50 Extra
Ball Gum Mod. \$2 Extra
BALL GUM
15c per Box 100 Pieces
Case of 100 Boxes
\$12.75

179 Dep., Bal. C. O. D.

SICKING, INC.
1401 Central Parkway
CINCINNATI, O.

THE MARKEPP CO.

3325 Carnegie Ave. CLEVELAND, O.
1410 Central Parkway, CINCINNATI, O.

IS THE PLACE TO BUY
AMERICAN EAGLE
ON 10 DAYS' FREE TRIAL

10 For \$275—Sample \$32.50—Ball Gum Mod. \$2 Extra



DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES

Exhibit's

LEADER LEADS THE WAY



Don't be Satisfied with next best - See Your Distributor Quick

FREE PLAY
104⁵⁰
CONVERTIBLE

EXHIBIT SUPPLY CO. • 4222 W. LAKE STREET • CHICAGO



Exhibit's LEADER LEADS THE WAY!

WRITE! WIRE! PHONE YOUR ORDER TO TONY GASPARRO

WESTON DISTRIBUTORS, Inc.

689 TENTH AVE., NEW YORK All Phones: Circle 6-6745

EXHIBIT'S LEADER

Greatest Money Getter This Year

NOW ON DISPLAY

IMMEDIATE DELIVERY

H. Z. VENDING & SALES, INC.

103 SOUTH 13TH STREET

OMAHA, NEBRASKA

15-DAY MONEY-BACK

GUARANTEE

ON BALLY'S RAPID-FIRE

AJAX NOVELTY CO.

2707 Woodward Ave., at Sproat St.

DETROIT, MICH.

ACE SPECIALS

ALL FREE PLAY

BLONDIE	\$44.50	HARBOR LITE	\$ 8.50	THRILLER	\$ 9.50
BIG TOWN	24.50	HOME RUN	22.50	TRIUMPH	17.50
BALLY BEAUTY	28.50	JOLLY	29.50	VACTION	47.50
BIRDIE	34.50	LUCKY	18.00	YACHT CLUB	48.50
COWBOY	10.50	LEAD OFF	46.50		
COMMODORE	19.50	RED HOT	22.50		
C. O. D.	11.50	SCORE CHAMP	27.50	Kesney's Mach.	\$127.50
CHARIE	22.50	SCORE GARD	27.50	Gun, like new	
CADILLAC	45.50	SPORTY	44.50	CHICKEN	\$54.50
FORMATION	69.50	SUPER SIX	19.50	BAM	

ALL MACHINES GUARANTEED TO BE IN A-1 CONDITION!

1/3 Deposit Required With All Orders, Balance C. O. D., F. O. B. Newark, N. J.

ACE DISTRIBUTORS, 1125 BROAD ST., NEWARK, N. J.

Look To The GENERAL For LEADERSHIP!

Big Six	\$20.00	37 Gun Time	\$57.50
Big Town	38.00	Trope Easy	142.00
Golden Gate	28.00	Square Ball	78.00
Jolly	40.00	Jan. Fast Time, P.O.	120.00
Lancer	25.00	Blue Ribbon, 1-Ball,	
Powerhouse	57.50	Muffin, P.O., Vase	65.00
Parish	20.00	1-2-3, An. Roofs, F.P.	60.00
Rebound	17.50		

Exclusive Distributors for

D. GOTTLIEB & CO.

in Maryland and D. C.

SPECIAL!

TEN STRIKES, \$60.00

WRITE FOR COMPLETE PRICE LIST!!

1/3 Cash Deposit With Orders—We Ship Balance C. O. D.

A PROFIT WALLOP IN SPINNING WHEEL ACTION

HARLICH'S NEW SENSATIONAL BOARD WITH ACTUAL BUILT-IN MECHANICAL UNIT

Get going with "Wheel of Fortune" now! Nothing like it before. Everything a punch-board has plus SPINNING ACTION! Popular slot symbol tickets.

BIG PROFITS—FAST PLAY



Write for our New Descriptive Folder NC-30

No. 11319—1000 Holes. Takes In \$50.00 Average Payout \$26.03

HARLICH MFG. CO.

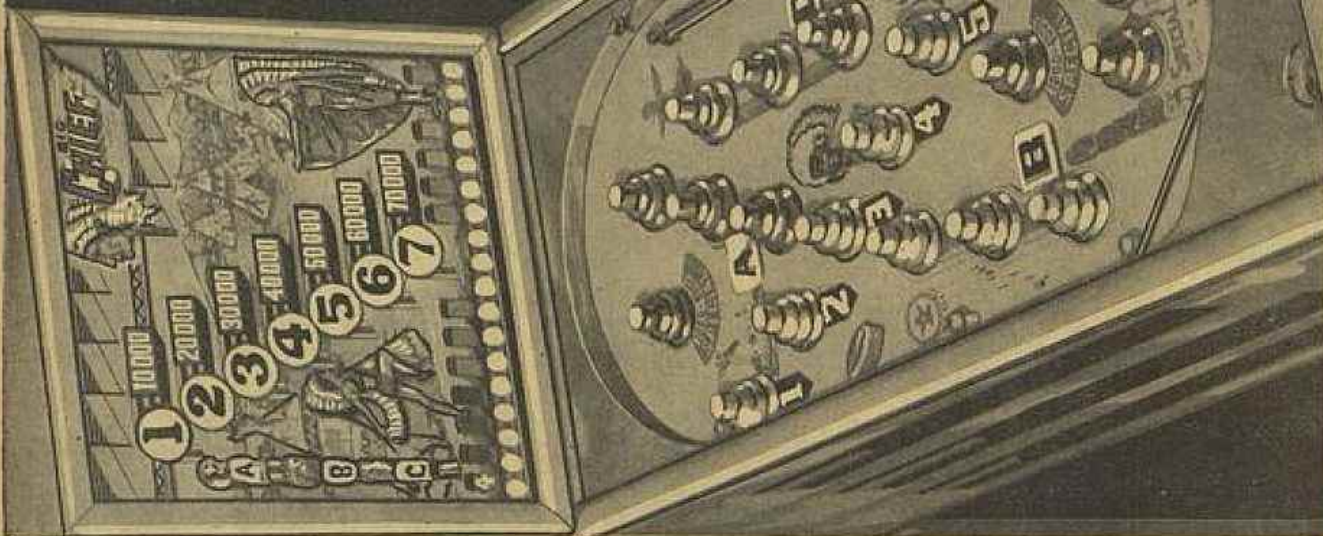
1413 JACKSON BLVD. CHICAGO, ILL.

THE GENERAL VENDING SERVICE CO. 2320 N. MONROE ST. BALTIMORE, MD.

HERE IT IS

You demanded it! . . . a game on the style and idea of **FORMATION!** . . . but with **2 NEW SENSATIONAL FEATURES ADDED!** . . . that make **BIG CHIEF** twice as hot a money-maker!! **BIG CHIEF IS DEFINITELY GENCO'S GREATEST**—proven before release on toughest test locations!! 104.50, free game instantly convertible.

GENCO'S BIG CHIEF



GENCO

BUILDS GREAT GAMES

7621 N. ASHLAND AVE., CHICAGO, ILL.

IT'S A FACT!
Operators are still offering almost new prices for used **FORMATION!** . . . which is proof in advance that **BIG CHIEF**, an even bigger money-maker, will immediately be grabbed!! **BETTER . . . RUSH YOUR ORDER . . . DOUBLE QUICK—TODAY!**



BERT LANE Says:

BIG CHIEF

IS THE FASTEST-SELLING GAME I EVER HANDLED!

. . . Because It's the Biggest Money Maker In GENCO'S History!

SEABOARD SALES, INC.
619 Tenth Ave., New York
Phone, Wisconsin 7-5688

You All-Ways get the Best Buys HERE!

FREE PLAY GAMES	KEENEY'S ANTI-AIRCRAFT GUN, \$95.00 (Black Cabinet)	FREE PLAY GAMES
All Stars . . . \$17.50	SKEE-BALL-ETTE . . . \$59.50	Oh! Boy . . . \$30.00
Big Six . . . 16.00		Polo . . . 67.50
Box Score . . . 12.50		Pyro . . . 69.50
Brite Spot . . . 64.80		Red Hot . . . 32.50
Chicken Sam . . . 60.00		Rossy . . . 38.00
Chief . . . 12.50		Score Card . . . 36.00
Contact . . . 10.00		Score-a-Line . . . 69.50
Doughboy . . . 48.00		Super Bit . . . 29.50
Lance . . . 24.50		Somerville . . . 80.50
Loose Star . . . 63.00		Ten Stripes . . . 60.00
Lucky Strike . . . 22.50		Taps . . . 18.00
Majors . . . 14.50		Topper . . . 19.50
Merry Go Round . . . 69.00		Wings . . . 66.50
One-Two-Three . . . 60.00		

1/3 DEPOSIT, BALANCE O. O. D., F. O. B. BALTIMORE. WRITE FOR PRICES OF ANY EQUIPMENT YOU WANT NOT LISTED HERE. ALL MACHINES GUARANTEED.

ROY McGINNIS, 2011 Maryland Ave., Baltimore, Md.

THE GENERAL VENDING SERVICE CO.
2320 N. MONROE ST., BALTIMORE, MD.
is **FIRST AGAIN** with **DAVAL'S** New **GOLD AWARD AMERICAN EAGLE**

10 For \$275	Sample \$32.50	Ball Gum Mod. \$2 Extra	Gold Award Mod. \$1.50 Ex.	10 Days' Trial	1/3 Dep., Bal. C.O.D.
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DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES

Just Off the Press!
A NEW CATALOG OF **SALESBOARDS AND "RED-HOT" MERCHANDISE DEALS . . . at FACTORY PRICES!**

SEND FOR FREE CATALOG No. 55



GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

Salesboard Operators and Jobbers! If you want to enjoy prosperity—send for your Free Copy of this money-making Catalog! It's chock full of the Season's newest Salesboards and Salesboard Merchandise Arrangements . . . At Factory Prices! Write Today!

NATIONAL'S SPECIALS!

PHONOGRAPHS

Wurlitzer 500, 24 Rec.	\$185.00
Wurlitzer 600, 24 Rec. with Piano Keyboard	155.00
Rock-Ola Standards, 20 Rec.	149.50
Rock-Ola Monarchs, 20 Rec.	143.00
Rock-Ola Imperials, 20 Rec. with Illuminated Grille	82.00
Wurlitzer 618-A, 16 Rec. with Illuminated Grille	59.00
Rock-Ola Ambassadors, 16 Rec.	55.00
Rock-Ola Standards, 12 Rec.	35.00

5-BALL FREE PLAY GAMES

Bally Gold Cup	\$24.50	Champion	\$24.50
Table Mod.	22.50	Big Sixes	22.50
Mills 4-2-3s	25.00	Scamps	25.00
Bloodies	25.00	Vagabond	25.00
Bender Towns	25.00	Loose-Funs	20.50
Oh! Johnny	27.00	Ball-Champs	20.00
PowerHouses	27.00	Pickems	10.50
Sportys	25.00	Golden Gates	19.50
Castles	25.00	Keen-a-Balls	19.50
Jelly	47.00	Spotties	19.50
ScoreChamps	47.00	Airports	18.00
Roxys	39.00	Rinks	17.50
Big Shows	39.00	Rebards	17.50
Commodore	39.00	Hubber	15.00
Super Sixes	37.00	Champions	15.00
Big Towns	37.00	Stamps	15.00
Police '40	35.00	Klites	12.50
Mr. Chips	35.00	Loose-Funs	12.50
Triumphs	24.00	Reg.	10.00

PAYOUTS

Grandstands	\$79.50
Thiselows	60.00
Sport Pages	67.00

MISCELLANEOUS

Bally Alloys	\$29.00
Rock-Ola World Series	40.00

50 Late F. P. Clocks
50 Assorted Counter Games

WRITE FOR PRICES

SEND FOR COMPLETE LIST OF FREE PLAY NOVELTY GAMES, COUNTER GAMES, SLOTS, PHONOGRAPHS, ETC.

Terminal 1/3 Deposit, Balance C. O. D., F. O. B. Chicago

NATIONAL COIN MACHINE EXCHANGE
1411-15 Diversy Blvd., CHICAGO, ILL.

OPERATORS, WRITE . . .
H. G. PAYNE COMPANY
312-314 Broadway, NASHVILLE, TENN.
For Weekly Bargain List, Most Complete Stock of New and Used Coin Machines in the South.

CORRECTION

M. M. Marcus of Marzapp Co., Cleveland and Cincinnati, calls attention to the typographical error in their ad on Page 79, September 25 issue. The correct price on American Eagles and Marvels is

"10 For \$275.00"

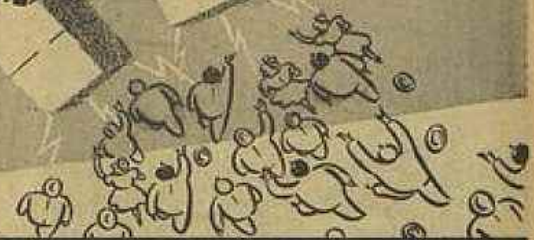
"WHY IT'S JUST LIKE A MAGNET THAT PLAYERS CAN'T RESIST!"

That's what they're all saying about Keeney's

SPEED DEMON

FREE PLAY CONVERTIBLE

See your Keeney Distributor or get in touch with
J. H. KEENEY & CO.
NOT INC.
"The House that Jack Built"
2001 CALUMET AVE., CHICAGO



AMERICA'S NO. 1 GAME!



Keeney's
SPEED DEMON
A PROVEN MONEYMAKER!

Exclusive Distributors for New York, New Jersey and Connecticut . . .

SIMON SALES, INC.
437 WEST 42nd ST., NEW YORK

PERSONAL TO MR. and MRS. SAM TARAN
Congratulations on the arrival of the new "Champ."
Dave.



BERT LANE says:

IT GIVES ME GREAT PLEASURE TO OFFER YOU NOW THE GREATEST LEGAL MONEYMAKER OF ALL TIME!!

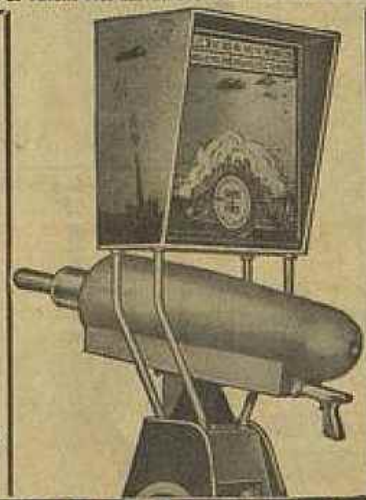
SKY FIGHTER

U. S. Patent No. 2,212,257. Other Patents Pending

WRITE!
WIRE!
PHONE!
NOW FOR DETAILS

HONESTLY
SKY FIGHTER IS HOT!

PROFITS ARE UNBELIEVABLE
TAKE MY ADVICE
ORDER TODAY!



Eastern Ops!
SKY FIGHTER is your best bet in locations where rent is high and space valuable . . . because it requires no more floor space than a pin game . . . is one compact, portable unit . . . AND TAKES IN ITS WEIGHT IN GOLD!



NATIONAL NOW OFFERS UNIQUE CREDIT PLAN for Used or New Games!

We do a thorough job on Used Games, even repainting when needed.

WRITE FOR "NATIONAL'S NEWSLETTE," PACKED WITH GREAT BUYS SUCH AS:

Big Six . . . \$10.50
Chameleon \$15.25
Big Show . . . \$4.50
Mr. Chips 13.25

Scores of Others!
Also Full Line of Parts & Accessories!
5% Off for Full Cash With Order!

Just two things to do if you want CREDIT:
1. Send your order and 10% Dep.
2. Send the name of your bank.

NATIONAL NOVELTY CO., MERRICK, L. I., N. Y.



I. L. MITCHELL & CO.

THE BEST MACHINES — THE BEST PRICES
Write for Our List of Used Pin Games

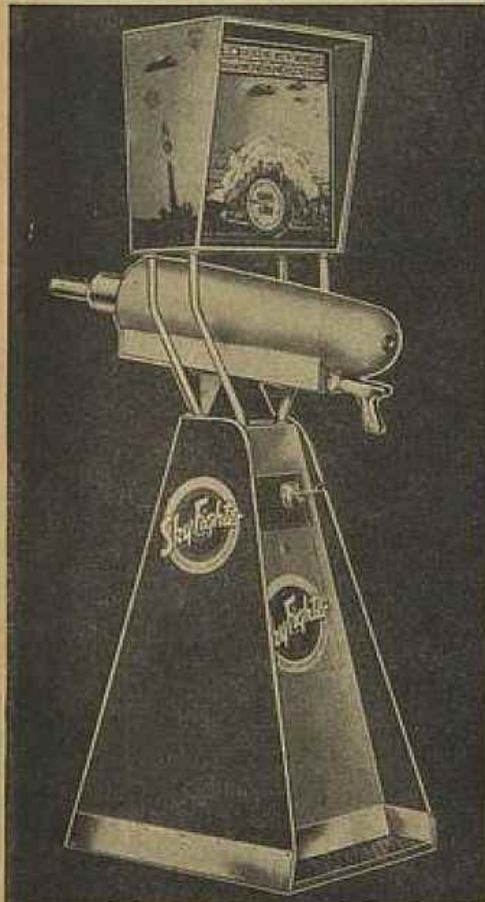
PHONE: GLENMORE 2-8450
1070 Broadway, BROOKLYN, N. Y.

SEABOARD SALES, INC.
519 TENTH AVENUE, NEW YORK, N. Y. • Phone: Wisconsin 7-5688-9-90

Direct Factory Agents for Leading Manufacturers!

WAKE UP NOW!

TO THE GREATEST, SUREST MONEY MAKER EVER BUILT!



SKY FIGHTER

TRADE MARK
U. S. PATENT NO. 2,212,257, OTHER PATENTS PENDING.

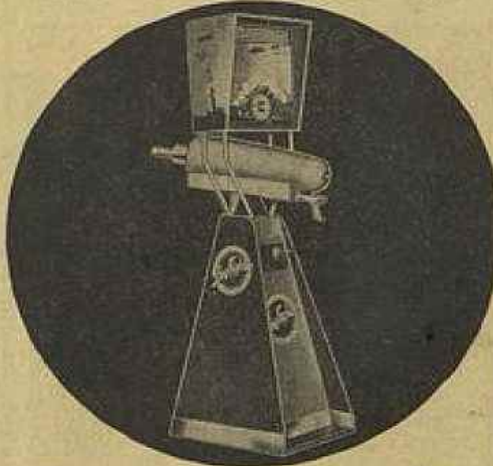
Manufactured by
INTERNATIONAL MUTOSCOPE REEL CO., INC.
44-01 Eleventh St.,
Long Island City, New York

RUSH YOUR ORDER TO YOUR DISTRIBUTOR TODAY!

EVERY AMERICAN

SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



EASY TO PLACE—GETS THE CREAM OF LOCATIONS!

BERT LANE SAYS: "I've waited until now to take on the distribution of SKY FIGHTER because the terrific earnings reported were almost unbelievable. Now that they've been absolutely PROVEN, I want to recommend SKY FIGHTERS personally to every one of my operator friends. SKY FIGHTER HAS ALL THE ADVANTAGES . . . 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. Be SURE to rush your order to me TODAY for quick delivery!! Time wasted is MONEY wasted!

Bert Lane, SEABOARD SALES, INC.
619 Tenth Ave., New York
WISCONSIN 7-5688

SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



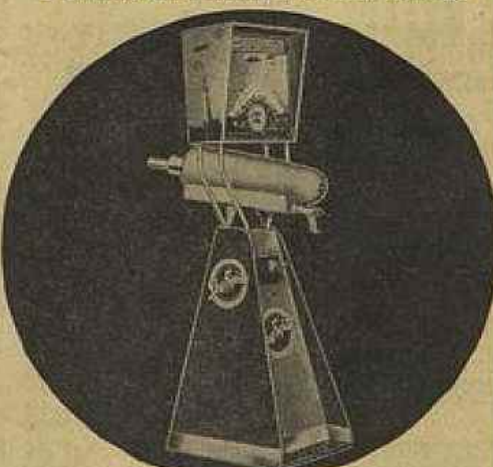
REALISTIC SCENES AND SOUND EFFECTS NEVER BEFORE USED!

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, tail-spin! 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:

Carl Trippe, IDEAL NOVELTY CO.
1513 Market St., St. Louis, Mo.

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:

GERBER & GLASS
914 Diversey Blvd., Chicago, Ill.

SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



MAKE MONEY FOR MONTHS ON THE SAME LOCATIONS!

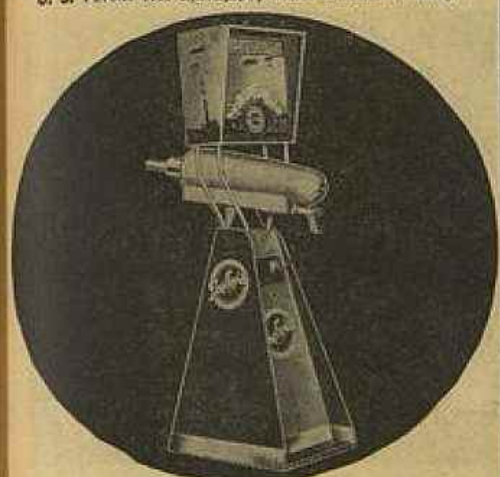
Many operators tell us in bona fide reports that SKY FIGHTERS are maintaining their appeal month after month ON THE SAME LOCATIONS! That shows why SKY FIGHTERS stand out as the machines that stand up! It's an investment that pays and pays and pays. **MAKE MORE MONEY LONGER WITH SKY FIGHTER!** Write, wire or phone your order immediately to:

HANKIN MUSIC CO.
258 Pryor St., S. W., Atlanta, Ga.

P. S. The greatest ideas in money-making operations ever developed are the batteries of SKY FIGHTERS on the two most expensive locations in the phenomenal earnings on these locations PROVE that a "Blitzkrieg" barrage of SKY FIGHTERS, in the busy sections of ANY CITY, will make a

SHOULD LEARN TO SHOOT!

SKY FIGHTER
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

SKY FIGHTER
U. S. Patent No. 2,212,257, Other Patents Pending.



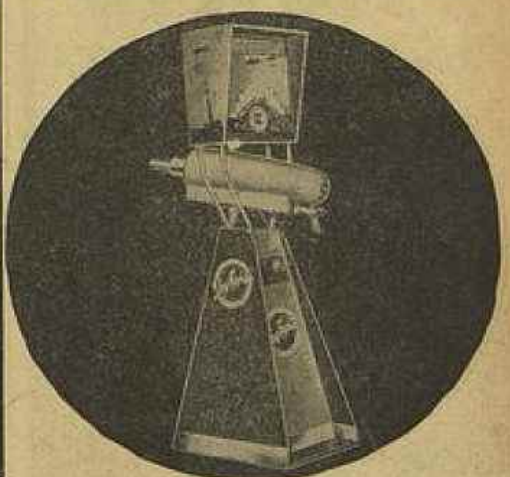
NO "HANG-OUT" SCREEN . . . HAS LARGE BUILT-IN TARGET!

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:

J. H. WINFIELD CO.

1022 Main St., Buffalo, N. Y.

SKY FIGHTER
U. S. Patent No. 2,212,257, Other Patents Pending.



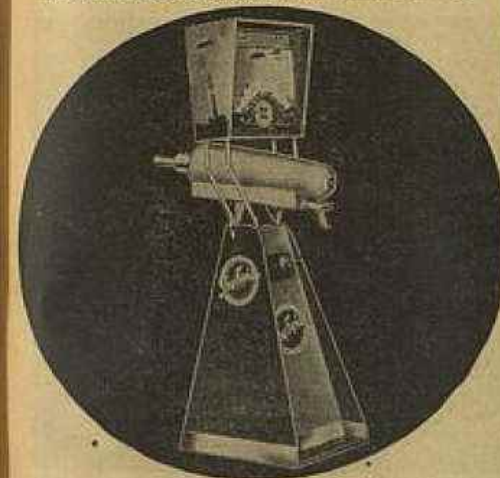
NO PHOTO ELECTRIC CELLS!

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:

THE MARKEPP CO.

3828 Carnegie Ave., Cleveland, O.
1410 Central Parkway, Cincinnati, O.

SKY FIGHTER
U. S. Patent No. 2,212,257, Other Patents Pending.



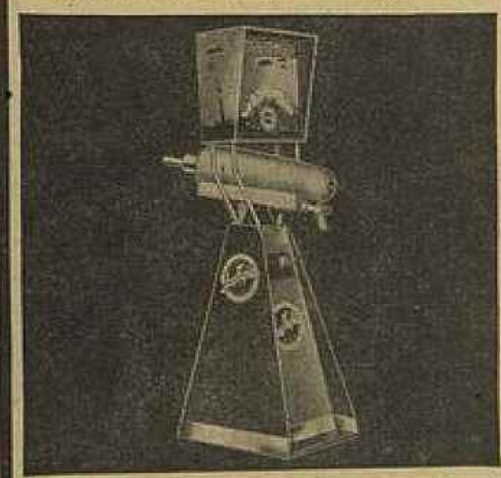
SAME FLOOR SPACE AS PIN GAME!

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:

A. P. SAUVE CO.

3002-3004 Grand River Ave.,
Detroit, Mich.

SKY FIGHTER
U. S. Patent No. 2,212,257, Other Patents Pending.



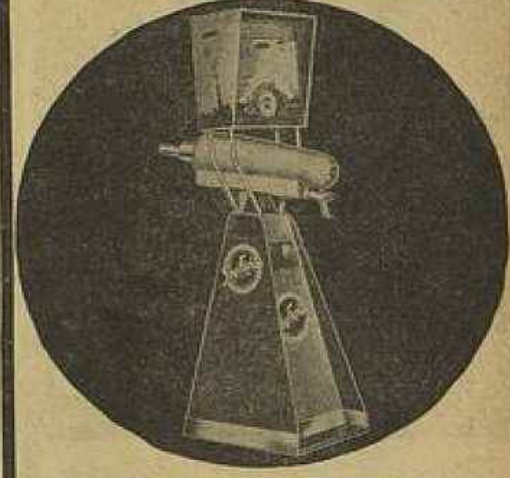
300 THRILLING SHOTS IN 30 SECONDS!

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:

STELLE & HORTON

1513 Louisiana St., Houston, Texas

SKY FIGHTER
U. S. Patent No. 2,212,257, Other Patents Pending.



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:

MILLS SALES CO., LTD.

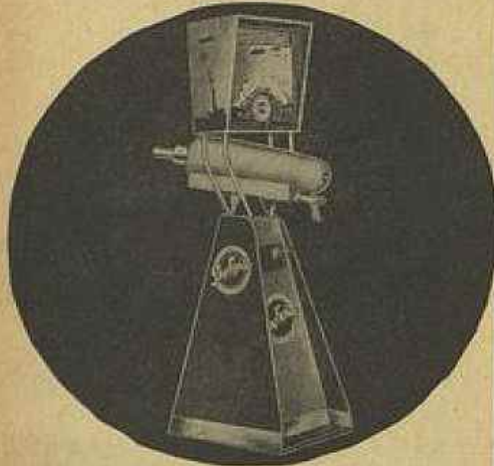
1491 W. Washington Blvd., Los Angeles, Calif.
1640 18th St., Oakland, Calif.
1325 S. W. Washington St., Portland, Ore.

world—the New York World's Fair and the "Blitzkrieg" Sports Arsenal of 18 SKY FIGHTERS in the busiest area of Broadway, New York City. Absolutely barrel of money. Why don't you get into action with SKY FIGHTERS in this way in YOUR TERRITORY? Write, wire, phone for details.

WEEK BY WEEK SKY FIGHTER EARNINGS AND SALES ARE ZOOMING UP . . . FASTER & FASTER!

SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



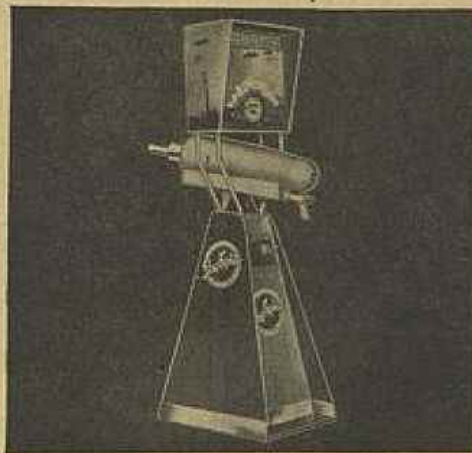
\$\$\$\$. . . AND MORE \$\$\$\$!

Imagine, if you can, the convenience of reaching into the coffers of a personal bank . . . and you've got an idea of the money operators are making with SKY FIGHTER! Without a doubt, SKY FIGHTER is the winner of the decade—and profits are BIG and LEGAL! MAKE MORE MONEY LONGER WITH SKY FIGHTER! Write, wire or phone your order immediately to:

KENTUCKY AMUSEMENT CO., Inc.
919-927 W. Jefferson St., Louisville, Ky.

SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



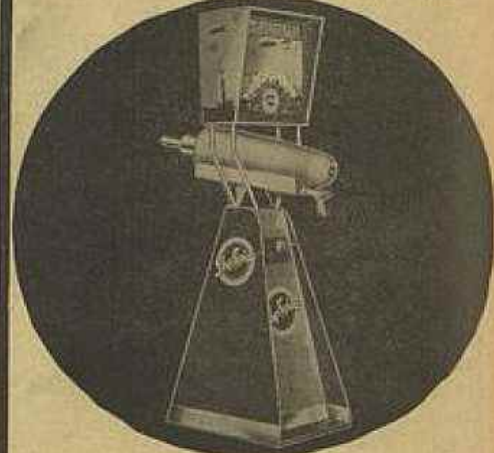
CASHES IN ON AMERICA'S DEFENSE-MINDEDNESS!

There's military talk in the air all over the country. Be smart! Draft a barrage of SKY FIGHTERS to put you over the top for this year and forevermore! There's no doubt of it now . . . YOU'LL MAKE MORE MONEY LONGER WITH SKY FIGHTER! Write, wire or phone your order IMMEDIATELY to:

UNITED AMUSEMENT CO.
3410 Main St., Kansas City, Mo.

SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



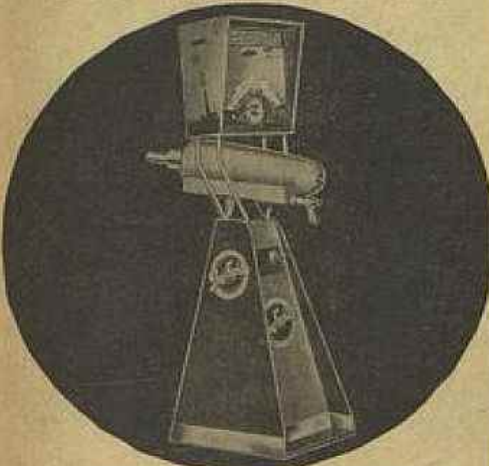
PACKS SO MUCH ACTION WE CAN'T UNPACK 'EM FAST ENOUGH TO SUPPLY THE DEMAND!!

There's never been a coin machine with as much red-blooded, rip-roaring appeal as SKY FIGHTER. And we've never before experienced such a tremendous flood of orders from operators in this territory. Why? For the simple reason that SKY FIGHTER MAKES MORE MONEY LONGER than any gun on the market! Write, wire or phone your order IMMEDIATELY to:

SILENT SALES CO.
200-206 Eleventh Ave., South, Minneapolis, Minn.

SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



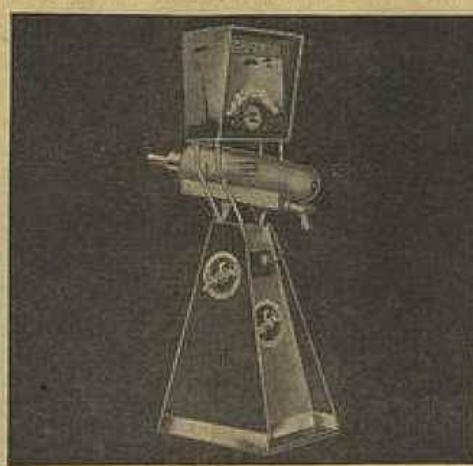
NEVER BEFORE SUCH UNBELIEVABLY BIG PROFITS!

It's nothing unusual to hear earnings of \$75, \$100, even \$150 per week reported on SKY FIGHTER. And not for just the first week, but for MONTHS on the same location! SKY FIGHTER has the world's greatest combination of universal appeal and timelessness ever incorporated into a coin machine. YOU'LL MAKE MORE MONEY LONGER WITH SKY FIGHTER!! Write, wire or phone your order IMMEDIATELY to:

STERLING SERVICE
Rocky Glen Park, Moosic, Pa.
(Midway between Scranton and Wilkes-Barre, on Route 11, 24-Hour Service.)

SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



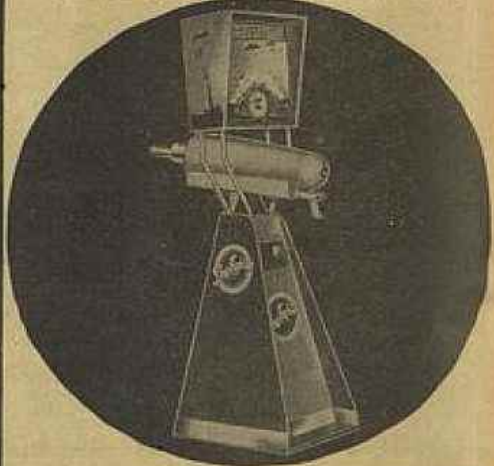
GIVES 'EM THE THRILLS AND CHILLS THAT FILLS THE CASHBOX!

Heart-stopping action! The r-rat-a-tat-tat of a machine gun spitting 300 thrilling shots in 30 seconds at enemy planes! Crashing, plummeting tailspins when a plane is hit! That's the kind of incomparable action SKY FIGHTER gives a player . . . and that's why YOU'LL MAKE MORE MONEY LONGER WITH SKY FIGHTER! Write, wire or phone your order immediately to:

DENVER DISTRIBUTING CO.
1856-58 Arapahoe St.,
Denver, Colo.

SKY FIGHTER

U. S. Patent No. 2,212,257, Other Patents Pending.



THE ORIGINAL . . . AND BY FAR THE BEST!

SKY FIGHTER was FIRST in the field. TODAY, SKY FIGHTER IS STILL FIRST! Because it's built far more sturdily, far more attractively; for FAR GREATER PROFITS than anything else you can buy! YOU'LL 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.

GET A "SKY FIGHTER" SPORTS ARSENAL STARTED IN YOUR CITY! IT'S A GOLD MINE!

The ONE GAME that's OUT-EARNING ALL OTHERS

**6TH
BIG WEEK!**

DIXIE

that's WHY it's OUT-SELLING ALL OTHERS!

Chicago Coin

1725 DIVERSEY BOULEVARD, CHICAGO, ILLINOIS

when buying games
REMEMBER
CHICAGO COIN GAMES
have the **HIGHEST**
TRADE-IN VALUE!

SPECIAL SALE OF FREE PLAY GAMES!

AIRPORT \$12.50
LANCER 19.50
ALI-BABA 12.50
DAVY JONES 12.50
JOLLY 32.50
SUPERCHARGER 12.50
SUPER SIX 22.50
YACHT CLUB 49.50
SPORTY 47.50
UP & UP 0.50

SHORT STOP \$34.50
MERCURY, Mystery Token
Payout, Slightly Used, \$19.50
BALLY ALLEY \$34.50

THRILLER \$12.50
TOPPER 14.50
BIG TOWN 29.50
SCORE CARD 32.50
TWINKLE 12.50
COMMODORE 22.50
ROXY 32.50
O'BOY 27.50
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SKY LINE
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SPEEDWAY

All Machines Guaranteed Perfect—Ready for Location. 1/3 Deposit, Balance C. O. D.

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BROOKLYN, N. Y.

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Immediate Delivery on This Sensational Machine Gun With Your Used
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AMERICAN EAGLE

From Joe on 10 Days' Trial

10 FOR \$275 GOLD AWARD MODEL
\$1.50 EXTRA

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1/2 With Order — Balance C. O. D.



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900 North Franklin Street, Philadelphia, Pa.

Phone: Market 2656

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For All Territories!

FREE PLAY
(straight)

FREE PLAY
(mint vendor)

FREE PLAY
(convertible)

**PAYOUT
MODEL**

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**FULLY
METERED**



Fastest, most appealing console of its size ever built!
Occupies less than 4 sq. ft. floor space! High Speed Spinner-
like action, Galloping Dominoes' proven mechanism—no experi-
ment—absolutely free from bugs! Mystery selection of 1 or
more Symbols. Awards from 2 to 40! Cumulative Free Plays
to 99! Slug-proof single slot. NOW IN PRODUCTION.

LOW PRICE!

H. C. EVANS & CO.
1520-1530 W. ADAMS ST. CHICAGO

15 DAYS TRIAL Money Back GUARANTEE

Operators from coast to coast are earning from \$5 to \$25 daily profit with RAPID-FIRE . . . and RAPID-FIRE continues to pull peak play after twenty weeks on location. If you're skeptical . . . if you wonder how an all-fun amusement game can possibly earn pay-table profits . . . here's your opportunity to find out without risking a penny. Try a sample RAPID-FIRE on location for two weeks. If RAPID-FIRE performance fails to convince you that RAPID-FIRE is the long-life, big-money, legal machine you've been looking for . . . simply pack up the sample and use a portion of the money you find in the cash-box to ship the machine back . . . and every penny of your purchase price will immediately be refunded. Get cash-box proof . . . get started with the greatest money-maker you ever operated . . . get your sample RAPID-FIRE now. See your distributor or write direct to Bally Mfg. Company, 2640 Belmont Avenue, Chicago, Illinois.

Get 2 weeks' cash-box proof of record-smashing PROFITS!

"\$285.75 IN 3 WEEKS! That's what RAPID-FIRE earned in a night-club," reports an Illinois operator.

"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."

"RAPID-FIRE earned \$75 in 3 days," reports a St. Louis operator. "That's net to split between location and me."

"RAPID-FIRE machine-guns are earning \$30 to \$60 per week," reports a Michigan operator. "Players crazy about it."

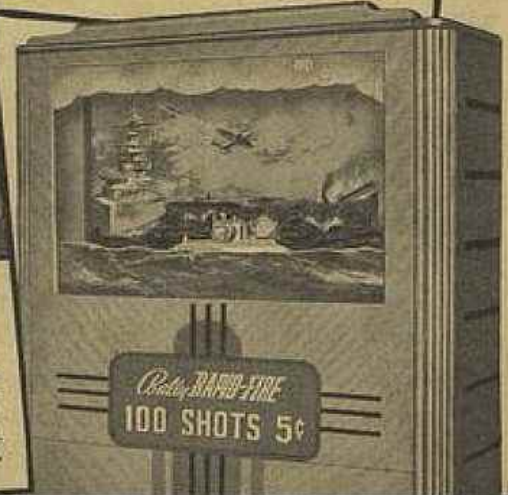
Get Your Share! Get RAPID-FIRE!

DELIVERY PROTECTION

is hereby guaranteed to RAPID-FIRE operators with machines already on order. Above sample offer does not change Bally's policy of shipping orders in rotation, as received.



BATTERY OF RAPID-FIRE machine-guns at Treasure Island, San Francisco World's Fair, attracts crowds of "gunthustastic" players, earns hundreds of dollars daily. Start a battery operation in your territory. Vacant stores are gold mines when equipped with a battery of RAPID-FIRE machine-guns and "LEARN TO SHOOT" banners in the window. Get in on the ground floor, ride the biggest amusement boom in history.



Bally **RAPID-FIRE** MACHINE GUN
WITH DUCKING, DIVING
SUBMARINE TARGET

ROCK-OLA

LUXURY LIGHTUP PHONOGRAPHS * DIAL-A-TUNE REMOTE CONTROL

AT DISTRIBUTOR SHOWROOMS IN THESE CITIES

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Jack W. Yeager
1021 N. 18th St.
(Phone 7990)

ALBANY, New York

Square Amusement of Albany
701-709 Broadway
(Tel. 5-4791)

ATLANTA, Georgia

Edgar L. Woodin
64 Central Ave.
(Tel. Main 4003)

BALTIMORE, Maryland

The Hub Enterprises
406-408 West Franklin Street
(Tel. Vernon 8111)

BILOXI, Mississippi

United Novelty Company
304 West Howard Avenue
(Tel. 101-1983)

BIRMINGHAM, Alabama

Birmingham Vending Company
2117 Third Avenue, North
(Tel. 5-5182)

BLYTHEVILLE, Arkansas

O. M. Morgan
453 Madison Street

BOSTON, Massachusetts

Eastern Distribution Company
274 Commonwealth Avenue

BUFFALO, New York

Rex Amusement Company
1443 Main Street
(Tel. Garfield 7780)

BUTTE, Montana

H. B. Brinck
875 East Ford Street
(Tel. 6-7050)

CHARLESTON, West Virginia

R. M. Bender Distributing Co.
709 Bullbar Ave.
(Tel. 34-998)

CHICAGO, Illinois

National Coin Machine Exchange
1411 Downer Parkway
(Tel. Rock. 6-666)

CINCINNATI, Ohio

Herbert Hill Distributing Co.
200 W. Court Street
(Tel. Main 5128)

CLEVELAND, Ohio

Art Nagel
1913 Putnam Avenue
(Phone 4131-3)

DALLAS, Texas

Fisher Brown
3506 S. Starwood Street
(Tel. 4-6131)

DENVER, Colorado

Denver Distributing Company
1816 Annapolis Street
(Tel. Cherry 4800)

DES MOINES, Iowa

Gibson Distributing Co.
1118 Grand Ave.
(Phone 4-0783)

DETROIT, Michigan

Savoy Music Company
3002 Grand River Avenue
(Temple 5-7282)

ELGIN, Illinois

Elgin Music & Novelty
730 S. State Street
(Tel. State 7130)

FARGO, North Dakota

Frank D. Greenzner
721 7th Street, North
(Tel. 8818)

FLINT, Michigan

George J. Miller
371 Collins Street
(Tel. 8-2477)

HOUSTON, Texas

Stella and Horton
1515 Louisiana Street
(Tel. Fairfax 4096)

INDIANAPOLIS, Indiana

Frank Wilcox
416 Massachusetts Avenue
(Tel. Lincoln 0933)

JACKSON, Ohio

Sommers Sales Company
275 East Main Street
(Tel. 20)

JOPLIN, Missouri

Bruhn's Automatic Supply
1419 Main Street
(Tel. Joplin 0571)

KALAMAZOO, Michigan

King Pin Games Company
876 Main Street
(Tel. 4014)

KANKAKEE, Illinois

Goussard Sales Company
711 E. State Street
(Tel. Main 300)

KANSAS CITY, Missouri

United Amusement Co.
2120 Main Street
(Tel. Valentine 3923)

KENTON, Ohio

Tanton Bridge
415 North Cherry Street
(Tel. 9002)

KNOXVILLE, Tennessee

Carl E. Palmer
825 Midway Ave.
(Tel. 6-9999)

LITTLE ROCK, Arkansas

Standard Automatic Music Co.
1020 W. 7th Street
(Tel. 40584-7914-131409)

LOS ANGELES, California

Jean J. Marthans
7970 W. Pico Boulevard
(Tel. Parkway 1179)

LOUISVILLE, Kentucky

Carl A. Hooper
347-449-521 S. 2nd
(Tel. Wabash 4563-Belmont 1409)

MEMPHIS, Tennessee

S. & M. Sales Co., Inc.
1074 Union Avenue
(Tel. 5-1100)

MILWAUKEE, Wisconsin

Budger Novelty Company
3520 North 20th Street
(Tel. Kilbuck 2020)

MOLINE, Illinois

N. A. Montie
1109 Fish Avenue
(Tel. Moline 2916)

MONTREAL, Quebec, Canada

Mortimer Sales Company
1700 Armand Street
(Tel. Armand 1400)

NASHVILLE, Tennessee

H. G. Payne Company
314 Broadway
(Tel. 6-4345)

NEW ORLEANS, Louisiana

Louisiana Amusement Company
875 Canal Street
(Diamond 1770)

NEW YORK, New York

Intimate Coin Mach. Sales Corp.
248 W. 55th Street
(Tel. Circle 7-420-1)

OAKLAND, California

Northern Distributing Co.
128 E. 14th Street
(Tel. Twin Oaks 1634-3579)

OMAHA, Nebraska

Colombia Distributing Company
214 S. 13th Street
(Tel. SA 2303)

ORLANDO, Florida

Women First
710 West Harvard Avenue
(Phone 2-1014)

PHILADELPHIA, Pennsylvania

Keytone Vending Company
1431-35 Spring Garden Street
(Tel. Spruce 1450-Rose 2279)

PHOENIX, Arizona

Bennett's Music Company
216 West Washington Street
(Tel. 3-2452)

PITTSBURGH, Pennsylvania

B. D. Lazar Company
1635 22nd Avenue
(Tel. Grant 7818)

PORTLAND, Oregon

Coast Amusement Company
1322 West Burnside
(Tel. Duwamish 1113)

RENO, Nevada

Nevada Coin-O-Matic Company
334 Lake Street
Nevada Novelty Co.
305 East 2nd Street

RICHMOND, Virginia

Wants Sales Co.
811 W. Broad St.
Phone 3-1371

ROCKLAND, Maine

Maine Automatic Service Company
44 Park Street
(Tel. 632)

ST. LOUIS, Missouri

Meal Novelty Company
118 Market Street
(Tel. Garfield 0072)

ST. PAUL, Minnesota

La Beau Novelty Sales Co.
1945 University Avenue
(Tel. Neust 3898)

SALT LAKE CITY, Utah

J. H. Rymer
17 S. 4th Street East
(Tel. Woonch 1382)

SAN ANTONIO, Texas

United Amusement Company
210 South Alamo Street
(Colehead 1437)

SAN DIEGO, California

A. J. Fox Company
215 West 7 Street
Chinatown 3348

SAN FRANCISCO, California

Rex Vending Company
709 Ellis Street
Chinatown 3348

SEATTLE, Washington

Northwest Sales, Inc.
2144 Elliott Avenue
(Tel. Garfield 0400)

SIOUX FALLS, South Dakota

Gordon Street
1371 West 13th Street
(Tel. 783797)

SPOKANE, Washington

Standard Sales Company
121-123 South Post Street
(Tel. Main 4954)

SYRACUSE, New York

Rex Amusement Company
210 South Salina Street
(Tel. 5-3092)

TORONTO, Ontario, Canada

Baldwin International, Ltd.
400 King Street, West
(Tel. Adelaide 2295-6)

WASHINGTON, D. C.

The Hub Enterprises
2315 Georgia Ave.
(Tel. Randolph 9739)

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Phone Waterbury 3-2454

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Revoluble finish



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ROCK-OLA manufacturing corporation

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KYSER.**

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Kay Kyser, popular leader of the orchestra that has shattered all-time attendance records at theatres and ballrooms from coast to coast, says, "A Wurlitzer always reproduces our music exactly as we play it. My boys and I often listen to our records on a Wurlitzer for this reason. It gives us a chance to hear ourselves as others hear us—a big help to any musical organization."

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