

*In this issue*

GOLDEN JUBILEE SECTION—A TESTIMONIAL TO THE INTERNATIONAL ASSOCIATION OF FAIRS AND EXPOSITIONS

What Fairs Mean to 60,000,000 Americans . . . to National Advertisers . . . to Amusement Interests

NOVEMBER 30, 1940

PRICE 15 CENTS

# The Billboard

NOV 27 1940

PERIODICAL ROOM  
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*Christmas Number*

★  
★  
★  
★

# The KNIGHT SISTERS

KITTY and BETSY

*Adagio Beautified*

RECENTLY COMPLETED

4 BIG WEEKS AT  
PARAMOUNT THEATRE

NEW YORK

★  
★  
★  
★  
★  
★  
★  
★  
★

*The Critics Cheer:*

"Knight Sisters, cute looking adagio pair, work with complete grace and harmony and display a fine set of tricks executed with abundant ease. Off to a big hand."

*The Billboard*

"The Knight Sisters start their Adagio work where most of their contemporaries leave off."

*Detroit Free Press*

"On the smart side the Knight Sisters are an amazing pair who do a strong man act with masculine skill and feminine grace."

*Chicago Times*

"... an adagio stint you will be forced to admire by dint of sheer beauty of accomplishment."

*Philadelphia Daily News*

"... a claim that they are the best adagio dancers in the business will not be an exaggerated one."

*Boston Advertiser*

MERRY CHRISTMAS AND HAPPY NEW YEAR TO ALL OUR FRIENDS

Personal Direction: HARRY BESTRY

# Crowds tell this Story better than words--it's

## Selden THE STRATOSPHERE MAN

World's Highest Aerial Act!

appearing at both  
large and small events!

PEOPLE expect to be thrilled . . . want to see daring plus . . . the unusual . . . and are not disappointed when you book Selden, The Stratosphere Man. His amazing, nerve-paralyzing feats always receive cheers, praise and resounding applause from the crowds. Never a dull moment.

It's a recognized, publicity-getting, crowd-producing Free Act that bolsters any program . . . the largest, or the smallest. These pictures portray better than any words can describe the tense, but nervous, statue-like attitude of attention which is much in evidence at every engagement.

Acclaimed by fair and park men the outstanding outdoor free attraction for eight years.

## NOW BOOKING ROUTE FOR THE 1941 SEASON

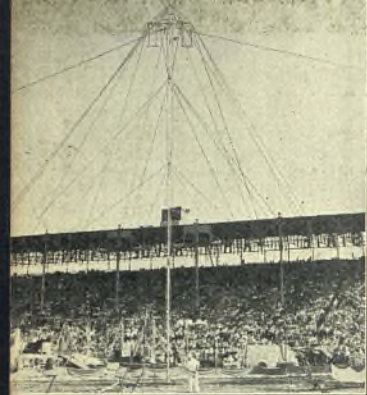
WILL BE AT THE CHICAGO CONVENTIONS

PERMANENT ADDRESS  
Care The Billboard, Cincinnati, O.

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### SOME OTHER EVENTS PLAYED IN 1939 AND 1940

State Fair of Texas, Dallas	Ozarks Empire Dist. Fair, Springfield, Mo.
Inter-State Fair, La Crosse, Wis.	Houston Fall Fair, Houston, Texas
All-Iowa Fair, Cedar Rapids	Richland Co. Fair, Richland Center, Wis.
Dunn Co. Free Fair, Menomonee, Wis.	Marion Co. Fair, Fairmont, Minn.
Jersey Co. Fair, Jopseville, Ill.	Champaign Co. Fair, Urbana, Ill.
East Ala. Fair, Alexander City, Ala.	Ouchitza Valley Fair, Monroe, La.
Janzen Park, Portland, Ore.	Nat'l Rice Festival, Crowley, La.



ST. PAUL, MINN.—Capacity crowds and front page publicity accorded the act during the State Fair.



BEAUMONT, TEX.—Overflow crowds watched in amazement at the end of the slide at the S. Texas State Fair.



DES MOINES, IA.—Packed grandstands witnessed afternoon and evening performances at the State Fair.



EVANSVILLE, IND.—All traffic was completely blocked during the Merchants-Newspaper Promotion Days.



MILWAUKEE, WIS.—They crowded right up under the rigging at the State Fair Park.

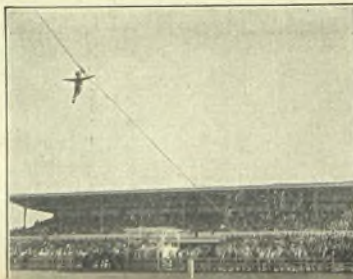


LOUISVILLE, KY.—Autograph collectors crowded around at the Kentucky State Fair.

SAN FRANCISCO, CALIF.—Act was selected from more than 1,000 submitted for opening attraction and spectators jammed every available foot of standing room at the Golden Gate International Exposition.

DELAWARE, O.—Biggest crowds in history watch the slide into the grandstand at the Delaware County Fair

BOSWELL, IND.—In a town of only 800 people, 10,000 stand breathless during the July 4 Celebration.



# The Billboard

November 30,  
1940

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## IAFE 50--AND STILL GROWING

### Outdoor Conventions, Trade Show Under One Roof; Let's Have It

FOR the first time in the history of the outdoor amusement industry there will be two trade shows in operation during the annual conventions of the park, fair, and carnival men in Chicago next week. One of them will be the usual exhibit of the American Recreational Equipment Association at the convention of the National Association of Amusement Parks, Pools, and Beaches in the LaSalle Hotel. The other, sponsored by the Showmen's Exhibit Association, will be staged for the first time, and the scene of this will be the Sherman Hotel, where the International Association of Fairs and Expositions and the American Carnivals Association, Inc., will hold their sessions.

Both trade shows will be much alike in nature, if not entirely. This means that those who manufacture for or sell to the outdoor amusement fields have to buy booth space at two trade shows to have their wares displayed at both. This idea does not set so well with exhibitors. They fail to see, and rightly so, why they should be called upon to buy space at both shows when catering to people of the park, fair, and carnival worlds who have so much in common.

And not only that. Many of the prospective buyers of new rides or supplies will not relish having to visit two places to actually see what is being shown at each. It seems fair to assume, too, that no small number of these men will figure there is a duplication of exhibits and in consequence attend only one of the shows.

Efforts have been made by the AREA to get the ideas of its members as regards future trade shows, and this will be the major subject on the convention program of that organization. It is understood that members of the SEA and the NAAPPE favor one large exhibit each year hereafter, and that committees of these groups will meet with a committee of the AREA toward that end.

There probably will be some obstacles to overcome, but this should not be difficult if all concerned will listen to reason and follow the "give-and-take" rule.

There have been several occasions when the park, fair, and carnival men met at one and the same hotel simultaneously, and where there was only one trade show (sponsored by AREA). That is exactly what will have to be done if there is to be only one trade show for these groups hereafter. To hold the show in any hotel but the one housing all of the conventions would be unwise, or just as foolish as having two trade shows of the same kind at different hotels.

Common sense is all that is needed to see the wisdom of having all of these conventions and one big trade show under one roof. Let's have it.—EDITORIAL.

### New Exec Committee Takes Over At AGVA; Wells Plans Protest

NEW YORK, Nov. 23.—The organization wheels of the American Guild of Variety Artists have started to function again, following the appointment by the Associated Actors and Artistes of America of a new executive committee which took over control of AGVA. A fresh attempt has been made by Henry Dunn, member of the committee, to sign up Leon and Eddie's, but Leon Enken, co-owner of the spot, says he will not agree to the original contract offer presented him. AGVA wants to sign the spot in the "A" classification, while the owners claim that it should fall in the "B" column, which calls for a \$45 minimum for principals. Dunn will present Enken's claims to the committee at its first meeting Monday (26), when matters that have been pending for the last six months will be taken up.

Screen Actors' Guild and Actors' Equity, meanwhile, extended AGVA another loan of \$2,000 (\$1,000 from each union) enough to carry the organization thru its present financial crisis. The loan has been approved by the financial advisory committee, which includes Mrs. Emily Holt, of American Federation of Radio Artists; Walter Grenza, of Actors' Equity; Ruth Richmond, of Chorus Equity; and Florence Marston, of Screen Actors' Guild.

The all-powerful executive committee

includes Dewey Barto, chairman; Frank Gillmore, Edward Arnold, Paul Dulzell, Blanche Witherspoon, Sam Kramer, Morton Downey, Willie Bryant, Dunn, Dave Apollon, and Helen Sanford. In addition to governing the national affairs of AGVA, the committee will also have charge of the New York local.

Pete Wells, president of the New York local, says he is against the present set-up and that he will call a meeting, which is within his power, he said, to inform the members to that effect. He claims that the present committee will protect the "big acts" but not the "little fellow."

DETROIT, Nov. 23.—Officers elected by AGVA here are: President, Professor Maj; vice-presidents, Dick Worthington, Charlie Carlisle, Dave Young, Carl Denny, and Irving Spector; recording secretary, Elaine Marke; treasurer, Johnnie Daley, and executive secretary, Les Golden.

Local night clubs are being divided into six groups, with separate minimum wage scales established for each. Demands of the present contract, according to Golden, are for a closed shop, two shows a night, with a third show paid for at overtime rates. Plans call for demands for a six-day working week at a later date.

### All Attendance Records Expected To Be Shattered at Golden Jubilee Convention in Chicago Next Week

CHICAGO, Nov. 23.—When the International Association of Fairs and Expositions, now in robust middle age after a generally vigorous youth, observes its 50th anniversary here on December 1-4, its birthday doings will be shared by numerous new members of its family and by allied outdoor amusement industries. In honor of the occasion *The Billboard* has included in this issue an IAFE Supplement.

On the jubilee program will be new items to attest its increasing membership and the spread of its influence for the making of better fairs thru infiltration of the most modern and practical ideas as to operation, advertising, publicity, and the development of smaller units thruout fairdom.

Among the highlights will be the second annual meeting of its offspring of the 1938 convention, the County and District Fairs Section, conceived thru the efforts of IAFE Secretary Frank H. Kingman, Brockton, Mass. Great things are foreseen for the baby org, which is bringing more representatives of small fairs

to the annual IAFE sessions. Seen as its main function is the settlement of problems facing the lesser fairs and, more important, its acting as a clearing house for the many State and provincial associations of fairs scattered thru the States and Canada.

Part of the task set for it includes efforts to eliminate conflicts in winter dates of organizations of fair associations, to arrange better distribution of fair dates, to promote the circuit idea (See IAFE 50—Still Growing on page 46)

### Pre-Convention Influx Heavy

CHICAGO, Nov. 23.—While a number of showmen are already in town to remain until after the conventions, the real influx will start late next week, and the number of reservations on the Hotel Sherman books indicate a large attendance at the IAFE and showmen's meetings.

Among pre-convention arrivals, according to reservations, will be the following: Friday, November 29, Mr. and Mrs. J. W. (Patty) Conklin, Mr. and Mrs. Frank R. Conklin, W. A. Craft, Mr. and Mrs. Harold F. DePue, Mrs. Noble C. Fairly, Frank H. Kingman, Mr. and Mrs. Ralph Lockett, C. D. Lowe, David L. McIntosh, John M. (See INFLUX HEAVY on page 46)

### Governor Opposed to New Amusement Taxes in Pa.

HARRISBURG, Pa., Nov. 23.—Amusements in Pennsylvania will not be taxed by the 1941 Legislature, it has been indicated by Gov. Arthur H. James, who declared he would veto any new tax measures passed by the General Assembly, which convenes in January.

Governor James said: "I wish the State's taxpayers and the members of the Legislature to know this fact: I shall immediately and unhesitatingly veto any legislation calling for new taxes now or hereafter, whenever an alternative method exists of meeting State needs without such new taxes."

### Kentucky Amusement Taxes For Oct. Total \$52,424.20

FRANKFORT, Ky., Nov. 23.—During October Kentucky collected \$52,424.20 in amusement taxes, including carnival licenses, bank-night awards tax for the month amounted to \$3,281.22.

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# NORTH AMERICAN WAY, TOO

## All Show Fields Going Heavily For Latin Talent; Government's Good-Will Drive Plays Big Part

By SAM HONICBERG

NEW YORK, Nov. 23.—Due principally to the prominent publicity given this country's desire to promote good will with Pan-American countries, Latin talent in American hotels, night clubs, and theaters has never been in heavier demand. And Latin routines by American acts have never been more popular. Few performers today capable of doing anything Latin will omit it from their offerings.

Latin acts now occupy prominent spots in luxury hotels and night clubs which heretofore would not think of using costumed entertainers. Nelson Rockefeller, who heads an American committee designed to co-ordinate the commercial and cultural relations between the American republics, has set aside \$3,000,000 to promote such relations thru the theater and allied arts. One of the initial projects to be financed by this committee may be the presentation of a Mexican musical, *Rayando El Sol* (*Rising Sun*) on Broadway. Plans are being arranged with Roberto Soto, Mexican comedian and producer, now in this country, who had charge of the show in Mexico. South American talent will be employed exclusively, and all dances, songs, and production numbers will be descriptive of the Mexican provinces.

At least two local booking offices are devoting their entire time to the managing and booking of Latin talent, and almost every other important agent and booker in this area is paying particular attention to the promotion of such acts. Henri Gine, formerly of the comedy dance trio of Gine, DeQuincey, and Lewis, is currently handling and booking Latin acts. He has a list of personalities who include Galvan and His Dancers, Gloria Belmonte, La Comparsa, dance group; Sylvia and Melba, Maria Del Carmen, Juanita Suarez, Roberto and Aldita, Caesar and Rosita, with Fencho, Rosana Jimenez, Lucia and Pepita, Marcosa Rosales, Sarita Herrera, and the Mayas and Nora Morales orchestras, among others.

The Cubamerica Music Corporation, which was formed a couple of months ago, concentrates on native Cuban talent only. Office is managed by Elisse Grenet, orchestra leader and composer, who is president; Lillian Grosver, secretary and treasurer; Oscar Roche, who

once operated the old La Conga, in charge of the orchestra department; Bobby Martin, road man, and Chemoley Banos, in charge of acts. The office plans to develop new musical combinations. Office bands currently include Chiqueto, who closes at the Hurricane here next week and opens at the Plaza Hotel December 4; Machito, currently at the Club Cuba here, and Johnny (See NATIONAL DRIVE on page 19)



ON the third floor of the Paramount Theater are three dressing rooms. One is assigned to Edna and Red Skelton, the second to Al Siegel, and the third to band leader Glen Gray. With shows every two hours Siegel has found it necessary to give stinging lessons to half a dozen "another Ethel Mermans" right in his tiny cubicle. Monday Glen Gray had his dog accompany him to the theater and in a weak moment the pup let out a yelp. "Wow," snapped Skelton, "Siegel's got a new pup!"

AT a recent opening at the Museum of Modern Art Major Bowes reclaimed both his hat and coat without proffering a tip to the checkroom girls. "Oh, that's all right," one of them all-righted, "The Major must be short. I read where he just sold his yacht to the government for only \$1!"

EARLY in November the League of New York Theaters held a meeting to discuss Sunday shows. One of the most enthusiastic veterans assured William Brady of his full co-operation. "But," he added, "I'm not going to see the Sunday shows—I'm going into the hospital in a couple of days—and I'll never come out." The week of the first Sunday performance the veteran, Martin Beck, died.

CREDIT Zasu Pitts with one of the sanest observations of the season: "If there is such a thing as civilized warfare," she wonders, "why can't we have civilized peace instead?"

WINI SHAW took all she could from a loud-mouthed fifth columnist riding a Broadway trolley on her way to the Diamond Horseshoe the other night and finally bent an umbrella over his naggin' noggin. The rest of the passengers applauded and cheered, Wini took a bow, stepped off the trolley, and gushed she never enjoyed taking a bow so much before in her entire career.

DO you mind if we're first to suggest the creation of an annual Winchell Award to the newspaper man who Does Most for His Country each year? Without meaning to dim the glory of the precious Pulitzer Prize, I can't think of any symbol that would prove to be more inspirational to Fourth-coming Estators. The Mount Airy Times of North Carolina provided the seed for the thought with a recent editorial in which it said: "We propose an honor to this American—an individual who fears no man, party, or power; let 'God Bless America' be changed to read, 'God Bless America and Give Us More Walter Winchells.'" . . . We can't look for "more Walter Winchells"—but we can look for the spirit, the spark, and the guiding policy of patriotic paragraphing that is Winchell to be encouraged and perpetuated by the most patriotic newspaper man of our time recognizing the most patriotic newspaper men of all times.

A PIX-MAG photographer, assigned to shoot some leg art on Betty Grable at Leon & Eddie's the other midnight, missed the gal with the two dimpled exclamation points. Undaunted, he corralled a shapely cigarette gal, posed her perched atop a bar stool with her legs crossed—captioned it "Betty Grable, etc." with the resulting negative in the affirmative. . . . Jerry Colonna's suit against Paramount to restrain it from an attempt to shove off his handle-bar mustache is a build-up gag for *You're the One*. . . . Early next spring Mary Martin will donate a year's training school fees so that some Broadway chorine will get the fling at stardom it took Mary so long to snare.

AT the Saturday (16) matinee of "Hold Your Hats," Al Jolson, while singing "Mammy," dropped his teeth. Either he better get himself better bridge work or change the show's title to "Hold Your Teeth."

I HAVE in front of me a reprint from the Congressional Record of July 10, 1940, plugging a song titled *God Keep America*. While the sender took the precaution of parenthesizing and italicizing the line "Not Printed at Government Expense," the manila envelope bearing the Tin Pan Alley plug was mailed postage free under the frank of the Hon. John C. Shafer, member of Congress from Wisconsin! . . . Comedian Pete Randall, of the Bal Tabarin, has stopped doing Greek dialect because he doesn't want to be known as an imitator. Irony is that Pete's the only legit Greek in captivity doing that delivery. . . . Lew Lehr is still recuperating from a summer siege of sickness. . . . Ten thousand members are enrolled in "The Society for the Prevention of Disparaging Remarks about Brooklyn." . . . Overheard at the Pogo Pogo Room, the Stork, 18, 21, 77B, Bill's Gay '90s, the Copacabana, or maybe it was at the third ham sandwich slot on the left at the Automat: "She's got five daughters—she must have been frightened by the Eddie Cantor program!"

### Muck Show in N. C.

SALISBURY, N. C., Nov. 23.—*Royal Ice Classic*, ice (muck) skating spectacle, is currently in North Carolina, with definite bookings at Winston-Salem, Raleigh, and Gastonia.

Shows are given nightly, with some towns booked for two days. Where two performances are given in one night dancing between shows prevails.

### Atlanta Aud Destroyed

ATLANTA, Nov. 23.—City Auditorium here burned down Monday (11), with the loss estimated at \$600,000. The spot was used by many one-night dance promoters. Ben Bart, of Gale, Inc., lost out on a big date he had set there for November 21 as a result of the fire. Teddy Wilson and Tiny Bradshaw bands, plus Buck and Bubbles had been booked.

## Drafting of Rinks In Canada Hits Ice Shows, Aids Clubs

ST. JOHN, N. B., Canada, Nov. 23.—Operators of niteries and danceries in the Eastern provinces, leading cities and towns are losing their most formidable opposition this winter—indoor ice skating. The Canadian war services are taking over some of the biggest rinks for use in connection with army, air force, and naval training, and thus the rinks will be closed to the public and to ice.

At Moncton, the air force has been using the local stadium since late last winter. At St. Stephen, the St. Croix Rink has been turned over to the army for soldier conditioning. At Halifax, the Canadian navy acquired the Forum Rink. At Edmundston, the army has been using the rink as a drill hall. At Charlottetown, the army has been occupying the Forum Rink. The Forum Rink here is being taken for army garage. At Yarmouth, the air force has been training in the local rink.

Even outdoor rinks are not immune. Two open-air rink sites have been covered with camp buildings here for the army.

The lack of rinks will hurt ice revues for the maritime provinces this winter, as it will be impossible to include the most profitable stands in any tour. Because of the influx of soldiers, sailors, and air force men, box-office prospects for ice shows would have been tops this winter.

The ill wind, however, aids both night and day spots used for dancing. But musicians are quite scarce, as many have joined the army, navy, and air force bands.

## New Buffalo Aud Sets Winter Plans

BUFFALO, Nov. 23.—The new Memorial Auditorium is lining up an impressive list of attractions and affairs. Altho convention bookings won't be the major part of the \$2,700,000 auditorium, many sponsored attractions are being lined up for this winter. A roller derby, sponsored by the Murray Sports Corporation, was in progress until November 16. Boxing, wrestling, and ice hockey events will be regular weekly features all season. Sonia Henle ice show and an indoor circus has been booked. A public ice skating concession is now being contemplated.

The large arena has a capacity of 8,400 to 14,000 persons, depending on the seating arrangement. The assembly hall holds about 1,200 while the adjoining lounge accommodates 400. Cocktail lounge and lecture room have 400 capacity. The recent auto show was the first event in the new auditorium and featured Bob Armstrong's WBEA band.

Elmer C. Winegar has been appointed director of Civic Stadium and Memorial Auditorium. He was unanimously chosen for this \$4,500 job from a line-up of 16 candidates.

## Detroit Parking Rules

DETROIT, Nov. 23.—Under a revised city zoning ordinance sent to the city council by the planning commission last week, new specifications for provision of parking space for all theaters to be erected after the ordinance becomes effective are provided. New standard is 200 square feet of parking area (not including driveway area) for each 10 theater seats. A typical 1,000-seat theater would require a space 100 by 200 feet, not allowing for the driveway space. Present specifications are expected to be adopted in the final ordinance.

## More Draft Serial Numbers

of those who gave *The Billboard* as their permanent address will be found in the Carnival Department of this issue. Also in the same department appears a list of names of those having Selective Service mail in the various offices of *The Billboard*.

## Penn Niteries Owners To Lobby for Break On Curfew, Liquor

PHILADELPHIA, Nov. 23.—The newly organized Pennsylvania Cabaret-Restaurant Association will make its first display of organized force December 15 at the Broadwood Hotel, at its first annual dinner. Affairs will start a campaign to combat politically-motivated police officials.

Since the only excuse police have had to bust in on niteries is the fact that liquor is being sold after legal closing hour, the association will lobby for a 2 a.m. Saturday midnight closing hour. Niteries ops here, working in co-operation with the Philadelphia Retail Liquor Dealers' Association, plan to raise \$50,000 to agitate for reform of the State Liquor Control Act.

Since police have enforced the Saturday curfew, Saturday night patronage at niteries has dropped off at least one fourth.

**SPECIAL PRINTED TICKETS**  
ROLL OR MACHINE  
**100,000**  
FOR **\$20.00**  
ELLIOTT TICKET CO.

RESERVED SEAT - PAD - STRIP  
COUPON BOOKS - RESTAURANT  
CHECKS - SALLES BOOKS AND  
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615 CHESTNUT ST. Phila

**STOCK ROLL TICKETS**  
ONE ROLL \$ 50  
TEN ROLLS 3.50  
FIFTY ROLLS 15.00  
ROLLS 2,000 EACH

Double Coupons,  
Double Points  
No C. O. D. Orders  
Accepted

### Birmingham's First Ice Show

BIRMINGHAM, Ala., Nov. 23.—When Pat Percell opened his Royal Ice classics at the Municipal Auditorium here Monday (18) for three nights, Birmingham saw its first ice show in history. Walker Mattison, of the Pleckwick Club here, was associated with Percell in introducing locals to Birmingham's first ice carnival.

# NBC EMPLOYMENT SURVEY

## 15% of Artists Monopolize 43% Of Available Jobs in Past Year, Doubling Tops in Chi Programs

2,300 jobs filled by 1,250 performers—one has 12 NBC shows—255 in two shows—90 in three—50 in four—26 in five—15 in six—9 in seven—3 in nine, etc.

NEW YORK, Nov. 23.—Less than 15 per cent of all the actors, announcers, and singers who appeared on network shows (commercial and sustaining) over the National Broadcasting Company's chains last year monopolized 43 per cent of the total jobs which were available, according to a survey of the Blue and Red network programs. Each of the 195 performers in this 15 per cent group filled at least three show jobs, and more than half of them quadrupled, quintupled, and even 12-folded their jobs. Chicago, which has only one-fifth as much talent as New York, but which produces more than a third of NBC's network programs, showed the greatest degree of job concentration in comparison with New York, Los Angeles, and San Francisco.

Survey covered the year between November 1, 1939, and November 1, 1940. Musicians, conductors, producers, and directors were not included. Each role an actor, vocalist, or announcer obtained, regardless of duration, counted as one job. Persons occupying two different parts in the same show were credited with two jobs. Figures do not list jobs secured on CBS, Mutual, independent stations, and local shows.

Since same talent in the one-a-week filled by 1,250 performers. Of these, 807

group of shows, such as Fred Allen, Fanny Brice, Eddie Cantor, and others, are among the one-show performers, the survey indicates clearly that doubling and tripling prevail among the dramatic and daytime shows, especially the soap operas. Singing jobs are more evenly and widely distributed, with only 32 vocalists falling in the group credited with three shows or more.

### NBC Job Breakdown

All told, NBC network shows provided approximately 2,300 jobs, which were

had one show; 255 had two jobs; 90 had three; 60 had four; 26 had five; 13 had six; 9 had seven; 2 had eight; 3 had nine; 1 had ten. The top honor, 12 jobs, went to an actor, Harry Hunter, of Chicago. Greatest number of vocal jobs were listed for Alden Eakins, bass-baritone, who, during the year surveyed, sang on six different shows.

In a geographical breakdown of the radio job distribution, Chicago, oddly enough, reported more performers on at least three shows than accounted for in New York's line-up.

### Doubling Tops in Chi

One of the factors contributing to the great degree of concentration in Chicago is the presence of the home office of Blackett-Sample and Hummert, most active agency in daytime serial production. In the Windy City, where membership in the American Federation of Radio Actors is reported to be 700, 96 actors, singers, and announcers appeared on three or more programs; whereas in New York, where AFRA membership reaches 3,400, 80 obtained that rank. In Hollywood, with an AFRA listing of 2,700, five achieved this classification, with the highest score of seven jobs tied between two announcers, Hal Gibney and Joy Storm. Highest score in New York was also a tie between two announcers, Ben Grauer and Jack Costello. Each had nine shows.

Over 60 per cent of AFRA membership is concentrated in these three large producing centers. Employment in the remaining group, which is approximately 4,200, is fairly well distributed thruout the country, according to Mrs. Emily Holt, executive secretary of the union. Among these, too, she explained, employment is steadier. This takes in the great class of local shows on independent stations.

In San Francisco, according to the survey, seven talent names reached the score of three or more jobs. Philadelphia and Denver each had one, in the vocal class.

### Those With Three Jobs

The following artists obtained three radio jobs on NBC network programs during the year covered by this survey:

NEW YORK—34 performers and announcers: John Anthony, Alana Dudley, Charita Bauer, Kingsley Cotton, Roger DeKoven, Alan Devitt, Eric Dressler, Anne Elstner, Parker Fennelly, Janice Gilbert, David Gothard, George Hicks, Arthur Hughes, Ted Hewett, Bill Johnston, Jack Jordan, Richard Keith, Bennett Kilpack, Jean Paul King, Ted Malone, Jan Martin, John F. McIntake, Agnes Moorehead, Ethel Owen, Madeline Pierce, Alan Reed, Bart Robinson, Erick Rolf, David Ross, Charles Slattery, Mark Smith, Bill Stern, Alfred Swenson, and Charles Webster.

Seven vocalists—Ruth Peter, Walter Preston, Henry Shope, Alice Remsen, Dinah Shore, Conrad Thibault, and Thomas L. Thomas.

CHICAGO—31 performers and announcers: Judith Alden, Pierre Andre, Betty Arnold, Ruth Bailey, Norman Barry, Helen Behmliller, Bill Bouchev, Dorothy Francis, Allen Franklin, Merrill Rugh, Betty Lou Gerson, David Gallagher, Robert Griffin, Gall Henshaw, Alice Hill, Dick Holland, Marlin Hurt, Jeanne Juveller, Bonita Kay, Donald Kraatz, Mercedes McCambridge, Bess McCammon, Charles Penman, Louis Ross, Cecile Roy, Ransom Sherman, Jerry Spellman, Hugh Studebaker, Hope Summers, June Travis, Helen Van Tuyl; vocalists numbering six—The Ranch Boys, Nancy Martin, Virginia Verrill, The Three Romeos, Evelyn Lynne, and The Dinning Sisters.

HOLLYWOOD—Five performers and announcers: Truman Bradley, Dresser (See NBC SURVEY on page 7)

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# Agents, AFRA in Agreement; Compromise on Many Points

NEW YORK, Nov. 23.—Agents and the American Federation of Radio Artists are in agreement on union's license and have reached compromises on many points to which the agents had objected. Membership of the Artists' Representatives' Association at a meeting Tuesday (19) approved work of committee which obtained the license modifications. Artists' Managers' Guild, Coast agent org. will meet Monday (25) to ratify amendments. Affirmation, which seems likely, will make it possible for AFRA to enforce the December 10 deadline for applications. Adjustments in the agency regulations are as follows: (1) Addition of a supplementary "authorization" to the standard contract, permitting performers to negotiate with an agent for a specific program, or for a period up to 60 days. Originally, AFRA contract provided only for exclusive agency representation. An offer of engagement by an agent under

this authorization is subject to written approval of artist. (2) These regulations can be applied only insofar as agency contracts apply to the radio broadcasting industry. (3) Previous Section IV, which required all persons engaged in the agency business to file applications for franchise has been reworded, saying nothing about the need for everyone's being franchised. Paragraph merely states that regulations are for mutual benefit of agents and artists. (4) All sub-agents of franchised agents have to endorse the acceptance of the license regulations in space provided in the agent's applications.

More definite terms for disciplinary action have been inserted and include: (1) Fines for willful violation by an agent for his affiliate; (2) employment or continuance in employment by an agent of any person in the agent's agency in violation of the regulations; (3) failure of the agent to pay promptly to the artist all moneys belonging to the artist as stipulated in writing by the courts; willful and intentional failure to comply with arbitration awards. (4) Fines or license revocations for theft, embezzlement, and conduct which renders agent unfit; (5) criminal convictions! (See Agents, AFRA Agreement on page 18)

## Agents on Equity Carpet In Carol Bruce Mix-Up

NEW YORK, Nov. 23.—Two Equity-franchised agents, Louis Shurr and Lyons & Lyons, have been directed by council of the union to show cause why their agency franchises should not be revoked as a result of their part in the case of Carol Bruce, singer in *Louisiana Purchase*, who was fined \$50 for violation of her contract with Buddy DeSylva, the show's producer, when she accepted engagements on the radio and in night clubs. Council's action was taken at its regular meeting Tuesday (19).

Louis Shurr appeared before the council at this meeting, and a Lyons representative will appear next week. The agents figured in Miss Bruce's contracts for appearances at the Waldorf Astoria and on the Ben Bernie radio program.

## Oked To Go—But Where?

PHILADELPHIA, Nov. 23.—On election day citizens of Bryn Athyn brought in a stunning Montgomery County count to the polls and voted 266 to 68 in favor of Sunday movies. This week the Montgomery County Election Board woke up to the fact that the referendum had been placed on the ballot in error. There's no movie theater in the borough.

# BMI Grabs Off S. A. Material; Marks Catalog Still Pends

NEW YORK, Nov. 23.—With radio-music deadline of January 1 nearing, Broadcast Music, Inc., this week grabbed another batch of South American material, including radio and television rights to 20,000 compositions of the Mexican Society of Authors, Composers, and Editors of Music. Radio rights to these are controlled by ASCAP until the first of the year, available thru Southern Music Company. According to BMI, over 150 writers are represented, and songs represented include such well-known items as *Frenes* and *Perfidia*.

Contract was inked by Alfonso Esparza Oteo for the Mexican society.

At press time BMI reported that deal for the E. B. Marks catalog had not yet been concluded, there being legal difficulties still not ironed out. ASCAP spokesmen said that in the event the Marks-BMI deal is consummated, it is likely the Society will sue to prevent per-

# Possibilities



CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

## For LEGIT MUSICAL

DONNETTE DeLys — contortion dancer current at Leon and Eddie's, New York. Has beauty, fresh appearance, and an artistic, graceful routine of body twists and control work combining both class and sock effect. Would score heavily if properly spotted in a legit musical, either book show or revue.

## For NIGHT SPOTS

AL BLANC — youngster doing a harmonica novelty and making his show-business bow with the *Election Belles* unit on Izzy Hirsh's burlesque unit. Not for the class spots particularly, but has plenty on the mouth reeds for mass niteries. Tops his turn by playing five miniature harmonicas without the use of hands, taking only a time from his mouth. Musical offerings are on the swiny side.

## "Ice Follies" Pulls 27,000 In Six-Day Tulsa Stand

TULSA, Okla., Nov. 23.—*Ice Follies* drew better than 27,000 spectators during its six-day run at the Coliseum, October 30 to November 4, according to E. J. Quigley, Coliseum manager. The show was a sellout four of the six nights, with 200 tickets for standing room being sold the fourth night, 300 the fifth night, and nearly 500 for the final performance. At least an additional 1,000 seats could have been sold the last night, according to Quigley. Halloween celebrations hurt the second night's performance.

The first night's audience was disappointed in not seeing Oscar Johnson and Eddie Shipstad. Johnson was with his wife in Rochester, Minn., where she was hospitalized. He arrived for the second show.

# AGMA-AFMA Case Comes Up Nov. 29

NEW YORK, Nov. 23.—Tho the courts earlier in the week denied the American Guild of Musical Artists a temporary injunction to prevent the American Federation of Music Teachers from forcing instrumentalists to join the musicians' union, attorneys for both sides agreed Wednesday (20) on a status quo as of August 29, when Justice Ferdinand Pecora, of the Supreme Court, granted AGMA a stay. The arithmetic, which will run until November 29, when attorneys for the unions will argue the case in the Appellate Division, following within 24 hours a ruling by Supreme Court Justice Aron Steuer which denied the injunction to AGMA, but which also denied to AFMA a dismissal of the suit. Steuer held that the jurisdictional dispute was outside the jurisdiction of the court.

Truce was effected when Samuel Seabury and Henry A. Friedman, attorneys for James C. Petrillo, president of the AFM, and Henry Jaffee, Sidney E. Cohn, and Louis B. Rothman, attorneys for AGMA, appeared before presiding Justice Francis Martin of the Appellate Division and agreed to argue their respective cases next Friday.

# "Ice-Capades" Hits 30G in Pitt Stand

PITTSBURGH, Nov. 23.—According to John H. Harris, of the Duquesne Gardens, *Ice-Capades* of 1941 grossed \$30,000 in its 10-performance engagement here, from November 19 to inclusive. Up thru Saturday receipts were listed at \$25,154. Intake has been topped only by the Sonja Henie show last year, which ran with a \$55 top and grossed \$54,000, and the *Ice Follies*, which had the advantage of Christmas and New Year holiday crowds, to pull \$60,000.

*Ice-Capades* was booked at \$10, \$185, \$220, and \$250 with heaviest play in the two lower brackets. House capacity is 4,300. This was the first stop in the show's tour under the auspices of the Arena Managers' Association. Local gross represented a slight margin of profit for both the Garden and the production, which is booked on the usual 50-50 percentage basis.

Show is substantially the same as that which played a preliminary date in New Orleans and not much different from the *Ice-Capades* of 1940, which ran for the summer in Atlantic City. (Reviewed in *The Billboard* July 6 and September 7.) Only cast addition is Al Surette, comedy attraction.

Show is reported to have cost \$60,000. Weekly pay roll is \$7,100.

## 26G in Philly

PHILADELPHIA, Nov. 23.—*Ice-Capades* of 1941 first ice revue show here this season, did only a fair box office for its week's stand (13-19) in the Arena Heated by Belta. It attracted approximately 25,000 persons, which is considerably under the draw of other ice shows here in other years. With box-office scaled at 75 cents, \$1, \$150, and \$2, plus taxes, grosses hit approximately \$26,000. Total includes the Sunday night performance, which was a benefit show sponsored by the Masonic Golden Slipper Club. Sponsorship enabled show to circumvent local blue laws. Box office for the benefit reached \$4,000. Saturday's figure had \$7,000. Show hit rally spell for its opening days and then ran into a cold spell.

## Two Extra Philly Dates

PHILADELPHIA, Nov. 23.—Fresh impetus was given to the local legit season this week with the booking of two extra attractions for next month. The first of the Christmas week possibilities is a new musical for the Forrest Theater, as yet unnamed, in which Dennis King is to star along with Marcy Wescott and Paula Stone, plus a possibility of Joe E. Brown joining up if he doesn't go into *Western Union Please*. Show is marked down for a Christmas night opening.

Other booking is the return of *DuBarry Was a Lady* for a single week at the Forrest, starting December 2. *DuBarry* rolled up last season's money record here.

Earlier booking for the new month gives preem of *Pal Joey* to the Forrest for a fortnight following *DuBarry*, with *Off the Record* making its bow the same night at the Locust Street, lingering for two weeks. Later is the only December booking for the Locust as yet.

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COLLINSVILLE, ILLINOIS

# Five Philly Sheets Sponsor Live Talent Programs; More To Come

PHILADELPHIA, Nov. 23.—Local newspapers have turned out to be the biggest boosters and sponsors of live talent programs on local radio. Instead of using up the available swap time with spot announcements, newspaper circulation promoters are actually laying out coin for talent.

The *Evening Bulletin*, which was the last of the five local dailies to succumb to the time-space swap lure, banks its three quarter-hour dramatic shows on WFIL. Two stanzas given over to *The Married Life of Helen and Warren*, as carried in the sheet, and the third based on *Ethical Problems*. On the same station, *Evening Ledger* pays for three Dorothy Dix dramatizations weekly, in addition to sponsoring its own sports and home economist aircasts. On WDas *Ledger* gives a daily hour of classical recorded music, with a live show contemplated after the first of the year because of the music situation.

The *Philadelphia Record* this week added a Saturday quarter-hour dramatization of a Sunday comic feature on WFIL, and on WIP has started its second year of *Nine o'Clock Scholars* fashioned along *Info Please* lines.

The *Daily News*, which steps out with a variety musical show on WIP and WDas, paper bannering night club talent worthy of aircasting, is setting a

Put and Take quiz show to start on WFIL early next month.

The *Philadelphia Inquirer* is the only local sheet still without a steady program series and will undoubtedly hop on the band wagon via its WCAU swap.

Extent of newspapers' use of radio shows is so great it won't be surprising to find each sheet hiring its own producer. *Record* has already shown the way in having Euid Hager, formerly with WFIL, produce the air dramatizations.

# Drop in \$ From Paid Listing in Boston's "Post"

BOSTON, Nov. 23.—A drop in the revenue from paid listings in the radio column of *The Boston Post* was reported this week by Howard Fitzpatrick, *Post* radio editor, as the sheet ended its second year of its policy of charging for boldface listings in the regular columns. Begun as an experiment in October, 1938, the listings have added about \$11,500 to the paper's revenue during the past 24 months.

Idea stated when Esso inserted listing of its news programs. Listings appeared in both *The Post* and *The Herald* and ran six times weekly for two weeks before they were withdrawn. During that time, John Shepard III, head of the Yankee and Colonial networks, noticed the listings and inquired as to procedure. *The Herald* discontinued paid listings when the Esso ads were withdrawn, but the *Post* applied for and received authorization to continue listings in *The Post*. Listings were solely for the newscasts over his key station, WNAC. A flat rate of \$70 monthly was agreed upon, and the listing has been running since that time. Words "Yankee Network News Service" are printed in boldface, followed by an asterisk, denoting it is a paid advertisement. Since Yankee took on sponsorship of some of its newscasts, listings read "Mobilgas News Service."

Gradually, other programs, serials, variety shows, etc., took an interest in the boldface plan. Under the paper's policy the sponsor's name is not listed unless it is a paid listing. Thus, the Lux Radio Theater program is listed simply as "Radio Theater."

During the past year, however, the revenue has dropped to some extent. Only program aside from Yankee Network news broadcasts that now has a listing is the transcribed *Singing Sam* broadcast each day. The first 12 months the revenue from the listings was \$6,230. Revenue dropped for the next 12 months to about \$5,200.

News listings are carried more regularly now in other Boston sheets than heretofore. Last year papers which had tie-ups with day stations listed their live broadcasts and ignored others. As situation now stands news broadcasts are listed occasionally with the same name of the sponsor, if any.

# KYW's ASCAP Blackout

PHILADELPHIA, Nov. 23.—Getting in ahead of the January 1 deadline, James P. Begley, KYW program manager, issued an order that all ASCAP music will be discontinued on the 50,000-watt station linked with NBC-Red network, effective December 16. All music on sustaining shows, including themes, and 50 per cent of all music on live talent commercial programs must be non-ASCAP by December 1, with a complete blackout for ASCAP December 16. Station feeds about a dozen programs weekly to the network and is the first of the town's big stations to blot out ASCAP music.

# Royal to Mexico

NEW YORK, Nov. 23.—John Royal, NBC vice-president, planes to Mexico Wednesday (27) to confer with Mexican broadcasters apropos co-operation in short-waving NBC programs there. Royal was invited by General Manuel Avila Camacho, Mexican president.

# NBC Survey Shows Doubling Heaviest on Chi Programs

(Continued from page 5)

Dahlstedt, Frederick MacKay, Jane Moran and Bill Mott.

SAN FRANCISCO.—Four performers and announcers: Larry Keating, Monty Margrets, Archie Presby, and Abbott Tessonman. Three vocalists: The Three Cheers, Armand Girard, and Judy Deane.

PHILADELPHIA.—Bonnie Stuart, vocalist.

DENVER.—Helen Marie Griscoe, vocalist.

## These With Four Jobs

Performers who obtained four show jobs during the year are as follows:

NEW YORK—16 performers and announcers: MacDonald Carey, Clayton (Bud) Collyer, Ken Dalgaine, Ed East, Mitzel Gould, Irene Hubbard, House Jameson, Jay Jostyn, Alma Kitchell, John MacDrye, Viviva Ogden, George Putnam, Chester Stratton, Chick Vincent, Harry Von Zell. Four vocalists: The Norsemen, Annette Hastings, Robert Miller, Bill Johnson.

CHICAGO—22 performers and announcers: Cheer Brentson, Leo Curley, Gene Eubanks, Louise Fitch, Sharon Granger, Jane Green, Harvey Hays, Carlton Kadell, Carl Kroeck, John Larkin, Charles Lyon, DeWitt McBride, June Meredith, Frank Pacell, Ed Prentiss, Henry Saxe, Ray Suber, Willard Waterman, Patti Willis, Betty King, Lesley Woods, Mary Young. Six vocalists: Fran Allison, Betty Barrett, The Cadets, Vicki Davies, The Vagabonds, Wayne Van Dyke.

Hollywood—Two performers and announcers: John Frazer and Franklin Bingham.

## These With Five Jobs

Artists who obtained five jobs during the year are as follows:

NEW YORK—Seven performers and announcers: Joan Banks, Helene Dumais, Gene Hamilton, Ed Herlitz, Effie Palmer.

## NBC Job Leaders

NEW YORK, Nov. 23.—Radio artists obtaining jobs on the greatest number of shows in Los Angeles, Chicago, and here, according to a survey of NBC network programs, are as follows:

Harry Hunter, actor, Chicago.....	12
Jack Costello, tied, announcers, Ben Grauer (New York).....	9
Joy Storm, announcer, Hollywood.....	7
Alden Edkins, bass-baritone, New York (highest vocalist on the network).....	6

Gertrude Warner, and Lawzon Zerbe, One vocalist: Fred Hufsmith.

CHICAGO—13 performers and announcers: Carlton Brickett, Herbert Butterfield, Constance Crowder, Frank Dane, John Hodiak, Bob Jellicoe, Durwood Kirk, Judith Lynn, Marvin Mueller, Pat Murphy, Arthur Peterson, Fred Sullivan, Karl Weber. Three vocalists: Joe (Curley) Bradley, The Escorts and Betty, Charles Sears.

HOLLYWOOD—Two performers and announcers: Ben Gage and Ben Alexander.

## These With 6 to 9 Jobs

(New York)

RALPH EDWARDS (6), announcer: Against the Storm, Horn and Hardart Children's Hour, Vic and Sade, What's My Name?, Life Can Be Beautiful, Truth or Consequences.

JACKIE KELK (6), actor: Amanda of Honeymoon Hill, The Chase Twins, Coast to Coast on a Bus, The Aldrich Family, Ellen Randolph, Mother of Mine.

FRANK LOVEJOY (6), actor: Young Widder Brown, This Day Is Ours, Beyond Reasonable Doubt, Stella Dallas, Ellen Randolph, I Love Linda.

ALDEN EDKINS (6), vocalist: Alden Edkins Songs, The Armchair Quartet, Highlights of the Bible, National Vespers, National Radio Pulpit, Sunday Vespers.

JAMES MEIGHAN (7), actor: Against the Storm, The Chase Twins, Just Plain Bill, I Love Linda. By Kathleen Norris, by Kathleen Norris, Lone Journey.

ROBERT WALDRUP (7), announcer: National Vespers, Radio Pulpit, The Southerners, Highlights of the Bible, National Vespers, Hour of Charm, National Radio Pulpit.

ARNOLO MOORE (7), actor: Against the Storm, The Man I Married, Ellen Ran-

dolph, Landmarks of Radio Drama, by Kathleen Norris, The Story of Mary Martin, Wuthering Heights.

MILTON J. CROSS (7), announcer: Coast to Coast on a Bus, Information Please, Metropolitan Auditions, Metropolitan Opera Season, Musical Americana, Radio City Music Hall of the Air, Basin Street Chamber Music Society.

FORD BOND (7), announcer David Harum, Cities Service Concert, Ellen Randolph, Easy Aces, Manhattan Merry-Ground, Stella Dallas, Sealester Rudy Valle Hour.

BEN GRAUER (8), announcer: What Would You Have Done?, Jergen's Journal, George Jessel's Celebrity Program, Mr. Keen, Tracer of Lost Persons, Kay Kyser's Musical College, Battle of the Sexes, Mr. District Attorney, News by Ben Grauer, Eleanor Roosevelt.

JACK COSTELLO (9), announcer: Battle of the Sexes, Fitch Bandwagon, Morning Market, The Revue, The Revue and Orchestra, Want a Divorce, Carson Robison and His Buckaross, Paul Wing's Spelling Bee, What Would You Have Done?, The Golden Serenades.

BRET MORRISON (7), actor: Arnold Grimm's Daughter, Story of Mary Martin, Guiding Light, Jack Armstrong, Lone Journey, Story of Mary Martin.

HUGH ROWLANDS (7), actor: Tom Mix Ralston Straight Shooters, Arnold Grimm's Daughter, Thunder Over Paradise, Story of Mary Martin, L'il Abner, Lone Journey.

WALTER CARLON (8), actress: Midstream, Oxydol's Own Ma Perkins, Story of Mary Martin, Backstage Wife, Story of Bud Barton, Lone Journey, Girl Alone, Thunder Over Paradise.

SIDNEY ELSTROM (8), actor: Tom Mix Ralston Straight Shooters, Affairs of Anthony, Story of Bud Barton, Thunder Over Paradise, Arnold Grimm's Daughter, Story of Bud Barton, Story of Bud Barton, Story of Mary Martin.

MICHAEL ROMANO (9), actor: Girl Alone, Arnold Grimm's Daughter, Anthony, Affairs of Anthony, Mary Martin, Guiding Light, L'il Abner, Thunder Over Paradise, L'il Abner.

ARTHUR KOHL (10), actor: Affairs of Anthony, Story of Bud Barton, Tom Mix Ralston Straight Shooters, Story of Mary Martin, Girl Alone, Midstream, Story of Bud Barton, Story of Mary Martin, Story of Bud Barton, Tom Mix.

## These With 6 to 12 Jobs

(Chicago)

BOB BROWN (6), announcer: Doctor I.Q., This Amazing America, Backstage Wife, Quicksilver, Story of Mary Martin, Backstage Wife.

KATHERINE CARD (6), actress: Affairs of Anthony, Girl Alone, Story of Bud Barton, Story of Mary Martin, Uncle Sam's Forest Rangers, Lone Journey.

LESTER DAMON (6), actor: Arnold Grimm's Daughter, Girl Alone, Houseboat, Hanneb, Story of Bud Barton, What a Wonderful Life, Lone Journey.

LAURETTE FILLBRANDT (6), actress: Arnold Grimm's Daughter, L'il Abner, Girl Alone, Affairs of Anthony, Thunder Over Paradise, Lone Journey.

PHIL LORD (not Phillips H) (6), actor: L'il Abner, Kitty Keene, Affairs of Anthony, Story of Mary Martin, Tom Mix Ralston Straight Shooters, Ma Perkins.

FORT PEARSON (6), announcer: This Amazing America, Beat the Band, Fitch Bandwagon, Guiding Light, Quiz Kids, Alec Templeton Time.

FERN PERSON (6), actress: Story of Bud Barton, Affairs of Anthony, Arnold Grimm's Daughter, Lone Journey, Thunder Over Paradise, Story of Mary Martin.

CLIFFORD SOUBIER (6), actor: L'il Abner, Story of Bud Barton, Affairs of Anthony, Arnold Grimm's Daughter, Houseboat, Story of Bud Barton.

HARRY HINTON (12), actor: Affairs of Anthony, Girl Alone, Uncle Sam's Forest Rangers, Story of Bud Barton, Story of Bud Barton, Story of Mary Martin, Girl Alone, Thunder Over Paradise, Midstream, Story of Bud Barton, Road of Life, Wings of Destiny.

## Talent With 6 and 7 Jobs

(Hollywood)

KEN CARPENTER (6), announcer: The Gilmore Circus, Kraft Music Hall, Hollywood 10,000, One Man's Family, The Passing Parade, Norman Spr.

JOY STORM (7), announcer: Glorious One, Musical Soiree, Time and Tempo, Blue Moonlight, Bridge to Dreamland, Speaking of Glamour, Dear John.

# John L. Lewis Hits NAB; Asks Break for Labor

ATLANTIC CITY, Nov. 23.—John L. Lewis, CIO chief, in his presidential report to the CIO convention meeting at Hotel Chelsea last Monday (18), took a pot shot at the NAB by charging that the radio industry's ruling on the broadcasting of "controversial issues" is harmful to labor. Lewis asked that the Federal Communications Act be amended to prohibit discriminations to labor in getting air time. "It is necessary," he said, "to subject to some control the arbitrary power of the broadcasters to withhold or grant radio time," and asked that radio be placed in the same category as public utilities such as railroads, ships and bus lines, "which must give equal service to all the public."

Lewis hit particularly at KYA, San Francisco, charging that a CIO union in that city had been refused a renewal of its contract of a regular nightly program, station giving as its reason, Lewis said, that the program dealt with "controversial issues."

"At the same time," said Lewis, "large corporations in that area subsidize news and amusement programs which, like the Ford Hour, always include a bias in favor of the employer organization." Declaring that the rule on "controversial issues" was not based upon any law or had any legal authority, Lewis said:

"It is now working, the rule seems harmful to labor. Unions are denied the right to purchase time, and they cannot get free time for radio debates, because employers will not give labor the publicity of a public debate. Yet everyone is familiar with the distorted news and propaganda put out by corporations on their commercial programs."

# Bennett KYW Prod. Chief

PHILADELPHIA, Nov. 23.—Don Bennett joins the staff of KYW as production chief, succeeding Al Watson resigned. He was last with KNBF, Binghamton, N. Y. Appointment comes in a wake of a heavy program load anticipated by the banning of ASCAP music on the station December 16 and the greater attention to be centered on program production with the station going 50,000 watts next month.

# Stan Shaw's New Sked

NEW YORK, Nov. 23.—Stan Shaw's *Milkman's Matinee* on WNEW changes its time from 2-7 a.m. to a 1-6 a.m. schedule, starting today.



# No Raise in SESAC Rates; NAB Accord; Levy-WCAU Case Settled

NEW YORK, Nov. 23.—Society of European Stage Authors and Composers (SESAC), has assured the National Association of Broadcasters that it will not take advantage of the current ASCAP-BMI struggle to effect an increase in its rates to radio broadcasters. Move follows long negotiations involving Neville Miller, of NAB, and Sidney Kaye, of BMI. In addition, NAB will release to all broadcasters a brochure outlining the resources of the SESAC catalog. Brochure lists alphabetically all types of music, and indicates which publishers have same.

SESAC's willingness to co-operate with the NAB in the matter of putting a ceiling on radio rates comes at an opportune time, many industry execs feeling that the SESAC repertory is far

and away the most important non-ASCAP material available, constituting a source of music which will be practically a necessity to all broadcasters not in the ASCAP fold after the first of the year.

Agreement between SESAC and NAB states that license fees for new stations will remain unchanged until after January 1, 1941, and that SESAC will accept renewals of licenses expiring this year or in 1941, for additional five-year periods at current fees.

At present, some 700 stations hold SESAC licenses, so qualification in first point above is not expected to affect many broadcasters.

PHILADELPHIA, Nov. 23.—SESAC and The Levy, WCAU exec, this week "amicably" settled long-drawn-out dispute over WCAU's use of SESAC music. Case had languished in courts for years, SESAC suing on infringement on basis of Copyright Act of 1909. WCAU is a CBS station, and in view of CBS's antagonism to ASCAP and industry's wooing of SESAC, the settlement comes as an expected move. Levy has taken a regular license.

# ASCAP War Hits 21 Chi NBC Commercial Shows; 18 in Clear

CHICAGO, Nov. 23.—A check of the theme songs of programs originating in the NBC-Chicago studios reveals that 18 commercial shows will not be affected by the ASCAP situation, while the themes of 21 will be changed. Among the programs which are not affected are *Tom Mix Straight Shooters* (When the Bloom is On the Sage); *Knickerbocker Playhouse* and *Wings of Destiny* (both originals); *Arnold Grimm's Laughers* (Poor Little Cinderella) and *Hymns of All Churches* (*Andante Religioso*).

Shows and musical themes affected include *Mary Marlin* (*Clair de Lune*); *Vic and Sade* (*Chanson's Bohemienne*); *Guiding Light* (*Aphrodite*); *Quiz Kids* (*School Days* and *Playmates*); *Alec Templeton Time* (*Humming Blues* and *The Very Thought of You*); and *Pitch Bandwagon* (*Smile For Me*).

# Wood Back on WSNJ

BRIDGETON, N. J., Nov. 23.—Fred Wood, who piloted the all-night *Dawn Patrol* on WIP, Philadelphia, for two years and then quit the airplanes to become a partner in the restaurant business here with Howard Frazier, proxy of WSNJ, will resume microphoning next month from that station daily with a program tagged *Strictly Off the Record*. Next Sunday (1) is tentatively set for the opening of the eaterie, which will be known as 1240 Grill—station's position on the dial.

# Rambeau WHB Rep

KANSAS CITY, Nov. 23.—William G. Rambeau Company has been appointed national representative for WHB and the Kansas State network. Appointment is a reversal in policy, the station and network long having been a holdout from the appointment of a national rep. For years past, WHB has depended upon collect telephone calls or wires from agencies and advertisers desiring availabilities to place national spot business, or upon sporadic forays into such time-buying centers as Chicago and New York.

# Farnsworth Sales Up

PORT WAYNE, Ind., Nov. 23.—An improved operating position for Farnsworth Television and Radio Corporation was here this week when E. A. Nicholas, presy, announced that total sales in the first half of the company's fiscal year, which ended October 31, amounted to \$2,234,783. This was an increase of \$1,023,563, or more than 84 per cent over the corresponding period last year.

# Men Who Came to Lunch

PHILADELPHIA, Nov. 23.—The man who came to dinner has nothing on the men who came to lunch at the home of Dr. Leo Levy, WCAU presy. As a preliminary to a testimonial dinner given by the local amusement trade, the sponsoring committee were guests at a luncheon meeting at the home of Dr. and Mrs. Levy. Boys liked it so well that they voted unanimously to have the industry hold a luncheon meetings be held at the Levys.

# Celebrated, But Silenced

NEW YORK, Nov. 23.—Isham Jones is aired over NBC from the Marine Grill of the Hotel McAlpin nightly. NBC's announcer introduces Isham with the spiel, "NBC is happy to present the celebrated composer, Isham Jones."

But—the celebrated composer cannot play his own music, owing to NBC's dictum banning ASCAP tunes.

# Boston Stations Do Balancing Act on Radio-Music Fight

BOSTON, Nov. 23.—The staid, conservative attitude for which Boston is famous apparently has seeped into radio stations. All indie stations are on the fence as regards the ASCAP-BMI situation.

The four local independents, WCOP, WORL, WHDH, and WMEX, are now using both ASCAP and BMI music, and have apparently no intention of favoring one over the other. It is pointed out that remotes from the smaller cafes, etc., are more prominent over the indies than over the local network outlets, and therefore any attempt to swing to either ASCAP or BMI would hit a lot of bands which do not intend to become involved in the controversy in any way.

At WORL, where records and e.t.'s are used almost all day, exec said that no decision has been made as yet.

At WRDH, station officials refused to comment. At WCOP, no decision has as yet been made, while WMEX is expected to follow the moves of the majority of other stations.

# What'll It Be for WCAE

PITTSBURGH, Nov. 23.—World's second oldest broadcasting station, KQV, observed 20th birthday Thursday with two-hour program, while officials of WCAE, which shares Mutual programs with KQV, wondered whether their station would be carrying NBC-Blue, MBS, or NBC-Red shows next year. KDKA expects NBC-Red contract after WCAE-Red pact expires in October, 1941. Hearst radio, WCAE owners, is expected to announce decision next week.

# Clef, Inc., Moves to N. Y.

CHICAGO, Nov. 23.—John Farwell, head of Clef, Inc., producer of the quiz game *Music*, has closed his office here and will reopen either in New York or Boston to be closer to the sponsor. Show is airing on Eastern outlets for A & P Groceries.

# Radio Warblers Take to Legit

NEW YORK, Nov. 23.—A batch of radio singers will go into Broadway musicals this season, including Candido Botelho, Felix Knight, Gordon Gifford, Bill Johnson, George Griffin, Harvey Harding, and Joan Edwards. Botelho has been in Sonja Henie musical, *It Happened on Ice*, but grew cold on the assignment and handed in their notices. Felt that their parts were not sufficient for their reps, gained in radio. Knight explained "other commitments" demanded he leave, whereas Miss Edwards explained the official ice irritated her vocal chords.

General opinion, in analyzing the trend, is that radio opportunities for warblers have decreased, particularly in view of heavy schedule of quiz programs. Knight and Joan Edwards have been in Sonja Henie musical, *It Happened on Ice*, but grew cold on the assignment and handed in their notices. Felt that their parts were not sufficient for their reps, gained in radio. Knight explained "other commitments" demanded he leave, whereas Miss Edwards explained the official ice irritated her vocal chords.

General radio warblers' attitude is that they like legit jobs, but won't take them unless jobs are in keeping with artists' radio stature.

# Advertisers, Agencies, Stations

NEW YORK: **A**ME White Lead & Color Works sponsors "Smilin' Ed McConnell" over 27 NBC-Red stations for 26 weeks starting January 11. Agency is Henri, Hurst & McDonald. **A**merican Tobacco's *Pipe Smoking Time* on CBS has revamped its cast. **T**he Bowery Mission has grabbed Restland Memorial and Oakland Memorial Park as sponsors for 39 weeks. Set thru Green-Broide, Inc. **L**ocal Loan Company, of Chicago, is sponsoring Jimmy Powers' *Sports Pop-Woo* over WJLN, set by George H. Hartman Company. **F**. W. Woolworth Company is launching a special Christmas merchandising plan and will use radio nationally for the first time. Company will plug a gift catalog over 75 NBC stations, catalogs to be available to customers in stores. One-minute transcribed spot announcements will be used December 2 thru 7.

PHILADELPHIA: **N**ATHAN FLEISCHER, WDAS news commentator, gets sponsor coin from the Sunshine Edible Oil Company, New York. **M**ort Lawrence, after free-lancing at local stations, joins WIP as announcer. **G**earre Marston, Inc., gets the Henry Diston & Sons account, tool manufacturers. **W**BC announcer, writing a radio chatter column for a chain of local weekly newspapers. **R**uth Bosler, secretary to Bill Caskey, WFIL promotion chief, hospitalized. **F**red B. Clarke, formerly

# Philly Stations Go Watt-Happy; "Give 'Em Talent"—WDAS

PHILADELPHIA, Nov. 23.—While practically every radio station in the territory has been forging ahead with power increases and new transmitter buildings, WDAS, which dates back to the beginning of radio, has been content to stay put, and still remains the only local outlet which has never asked the FCC for a power boost. As far as Pat Stanton, vice-president and general manager, is concerned, WDAS will remain a 250-watter. Stanton feels that quality of transmission, excellence of programs, and good promotion will offset any power increase any other station can get.

The same thought is echoed by A. Dannenbaum Jr., station's sales head, who cares little about the rush for power as long as the station continues to boast a waiting list of sponsors.

Planning to emphasize the program more than ever next year with a greater use of live talent, WDAS is content to remain on the sidelines as the battle for power rages among the local stations.

In the past two months or so, seven of the remaining eight stations in town have either increased or laid plans for upping the wattage. WIP jumped from 1,000 to 5,000 watts; WJBG from 750 to 1,000; WPTZ from 1,000 to 5,000; KYVM from 1,000 to 5,000 as soon as the changeover is made at the transmitter, FCC having already oked the boost; and also not announced officially, WFIL at 1,000 is eyeing the waves at an anticipated 5,000; and WFAT and WFEL from 100 to increase wattage undetermined. WCAU, already at the 50,000 limit, plans to install a new transmitter type just developed by RCA, before the first of the year.

# Talent Set for "Happiness"

CHICAGO, Nov. 23.—Columbia Artists, Inc., this week arranged with the Libby-Owens-Ford Company, sponsors of *Design for Happiness*, for talent line-up for the next 13 weeks beginning December 29. Robert M. Hafter, head of the local office, stated that artists were set, but the order of their appearance on the CBS show may be changed. Order tentatively sketched is as follows: Raymond Scott Quintette Lotta Lehmann, Richard Crooks, Dorothy Maynor, Larry Adler, Kenny Baker or James Melton, Helen Traubel, Don Cossack Choir, Jessica Dragonette or Lucy Monroe, The Carter, John Carter, Bido Sarno, and Charles Thomas.

# AGENTS, AFRA AGREE

(Continued from page 6)  
(6) charging and collecting execs commissions. Fines against agents are set at \$5,000 maximum.

Terms of contracts between performers and agents include alternatives for minimums: (1) Artist may not exercise right of termination if agent fails to obtain the minimum 15 days' work within a 91-day period if contracts in radio call for at least one commercial program each week of a period of not less than 13 consecutive weeks, and each such program must be either a regional or one-half hour, or national network of one-quarter hour. (2) If such contract starts within 30 days after the expiration of the 91-day period, artist cannot terminate. (3) Where the artist attempts to exercise the right of termination during the months of August or September and the artist is under a 13-week contract which begins the following October 15, agent's rights are upheld. (4) If instead of the 15 days' employment the agent provides the performer with compensation equal to 15 times his past customary compensation for a national network commercial of half hour's length, no matter whether such compensation is from radio or other fields, right of termination cannot be exercised. (5) Two weeks' work in legit field does not entitle associated fields can be used as alternatives.

Other modifications for arbitrations and California contracts are included. Agents' original request for modification of the commissions scale of 10 per cent and 5 per cent had not been satisfied.

Licensing deal does not entitle the ARS to the AMG as parties to the contract, but since AFRA is for AFRA members, so the agent organizations may be appointed to represent their constituents in arbitrations, explained Henry Jaffe, counsel for AFRA.

with Wendell P. Colton and McCann-Erickson, joins Ward Wheelock. **S**tanley Frazier inked a contract as dramatic actor for WJWV, New York. **S**ongstress Doris Bell latest addition to WIP's talent array. **J**ohn E. Strickland, WFL sales director, appointed to the award committee to choose the recipient of the Howard G. Ford annual award given by the Local Sales Managers' Association. **L**loyd A. Good, Philco director, presented a platinum wrist watch by the radio and record industry in honor of 20 years of service, having been works manager over a period when Philco made more than 10,000,000 radio sets. **P**hiladelphia Gas Works Company account goes to Ivey & Ellington.

# DIXIE DABBLES:

**E**NGINEER JOHN MALLOY, of Station KGFF, Oklahoma City, found the wind a friend last week when it blew and blew and solved the problem of removing a heavy wooden bench placed atop the 286-foot radio transmitter tower by Halloween pranksters. **G**eorge Riley, manager of the Roosevelt, New Orleans, gets six three-minute spots a week over WWL, with show entitled *Take a Letter* with Marie Louise. **V**an Slyke visits New Orleans in interest of Mary Margaret McBride. **A**udrey Charles, for several years singer over New Orleans stations, returns to the Crescent City airplanes over WWL.

# Program Reviews

EDST Unless Otherwise Indicated

## "String Serenade"

Reviewed Monday, 11:15-11:30 a.m. Style—Orchestral. Sustaining on WFIL (Philadelphia) and the Quaker Network.

Without any fanfare Norman Black (Nathan Schwartz) took over the musical directorship of the WFIL studio band. And with his brand of good music, he should find a deepening wave of enthusiasm as the folks discover him. No effort is made by the station to dress up the stanza, falling entirely upon the maestro to sustain interest. And with the musicianship evidenced over the loudspeaker, such is a cinch. As the program billing denotes, band is a string crew that cushions the listening, eight men paced by Black's stellar fiddle scratches.

Al Stevens makes the curt but polite announcements, and for the rest it's a mixture of the spirited and soulful of the more familiar classics and songs. It's more designed for a p.m. slot, but if a housewife with an ear for soothing melody catches it, it's a safe bet that little housework will be done.

Orodénker.

## 'Jim Donovan's Sports Quiz'

Reviewed Tuesday 6:30-6:45 p.m. Style—Sports quiz. Station—WHDH. Sponsored by Paul Bowser Wrestling Enterprises.

Donovan, who knows his sports, has a swiftly paced quiz program here that is easily listenable. Correct answers are paid off with ducats for wrestling matches at the Boston Arena. One correct answer is worth one ticket, and if two questions are answered okay, quizze gets a brace.

Quizze is asked his favorite sport and one of the questions deals with that sport while the other is generally about wrestling. Like Kay Kyser, Donovan practically feeds the answers. Handles plugs well.

Announcer Lloyd Staples, however, has too much of a sing-song delivery to do justice to the threats hurled at each other by the fakers. Kaplan.

## "You Sell Me"

Reviewed Monday, 6:30-7 p.m., CST. Style—Novelty. Station—Sustaining on WBBM, Chicago.

Like all Tommy Bartlett shows, the very essence of this one is a potpourri of nonsense. *You Sell Me* is the man-on-the-street whizzer stretched to the extravagant extreme, built as proof that the public will laugh more enthusiastically at moronic goofiness than at organized comedy.

Basic idea is to give away dough for some article owned by an audience participant, or for some ludicrous action he must perform. But first, too small for the idea. The patterns is pure whacky and undistilled, but does it go over! One fem seels him her purse with all its contents for \$25. A bow tie, Christmas cards, and what not pile up on the stage. Raw eggs are placed in a man's pockets. In either hand, in a derby, one fem has to roller skate four times across the stage. But it's worth it, because he receives three bucks for every egg unbroken at the end of his stint. A peanut-rolling contest, proposals for marriage—but why go on? There is no end to zanyness as long as the money holds out. And be- fore that time there will be a sponsor. Zounds! Modell.

## "Lit Brothers Store Family Show"

Reviewed Monday, 7:15-7:30 p.m. Style—Variety. Sponsor—Lit Brothers, Philadelphia. Agency—Placed direct. Station—WFIL (Philadelphia).

Lit Brothers, department store which once operated its own station (WLIT), since joined with WFIL, returns to radio with a family show along amateur lines, designed to attract store employees and customers. For its two weekly shots, other stanza heard on Fridays, talent is culled from the thousands of Lit employees auditioned by the store. Intent is to give all the talented employees a

chance and create a standing variety show. Opening shot promises plenty of talent blushing unseen behind a ribbon counter. Employees, designated only by their first names, also identify their working departments.

Outstanding was the baritone of Paul for *Water Boy*. Also worthy of attention was the mixed singing team of Armine and Al, giving their impressions of a radio audition, ringing in everything from opera to a tap dance. For change of pace, Barbara sang a ballad, *Only Power*, and Paul dispensed Freud's philosophy on home, God, and country.

Organist Milt Spooner provides musical setting, with Don Martin producing and announcing. Commercials institutional, emphasizing the "family" character of the store personnel. Orodénker.

## Ted Steele

Reviewed Tuesday, 6:15-6:30 p.m. Style—Music. Sponsor—Bathasweet. Agency—H. M. Kiesewetter Advertising Agency. Station—WABC (New York).

Ted Steele delivers a pleasant quarter-hour session for Bathasweet. His only company is "Nellie the Novachord," with whom Steele carries on a constant line of one-way chatter. Tunes include pops, standards, and requests from listeners. At program's beginning, Steele gives Novachord versions of different instruments, as Hawaiian guitar, cello, and harpsichord, but audience is not told which instruments were imitated until the end of the session. It is a mild, teasing quiz.

Steele does his own commercial spelling okeh, program shaping as good selling at a minimum cost. Ackerman.

## "The Married Life of Helen and Warren"

Reviewed Wednesday, 11:30-11:45 a.m. Style—Script show. Sponsor—Philadelphia Evening Bulletin. Agency—Direct. Station—WFIL (Philadelphia).

A long-standing feature of the women's page of *The Bulletin*, characters now come to life for the air audiences. Also mark the first time for the paper sponsoring a live show, heretofore using spot announcements on its time for space wags with stations. Script is typical home life dramatization, with capable crew of dramatic actors. However, instead of running in serial fashion, it's isolated incidents in the married life of Helen and Warren. Initial episode caught concerned a screwball artist trying to influence Helen and her friend with his Bohemian philosophy of life until shamed by Warren, a husband of practical business ways.

Series airs Monday and Wednesday, with the Friday shot given over to the audience. Also mark the first time Jane King portrays Helen, Jason Johnson is Warren, and the added characters on this sketch included Joe Levinson and Honey MacKenzie. Don Martin produces and Roy LaPlante announces, commercial plugs for the paper being institutional in character.

Requested for the female audience and with big following built by the newspaper for the feature, air stanza has an easy time hitting the mark. Orodénker.

## "Swing Serenade"

Reviewed Tuesday, 6:15-6:45 p.m. Style—Variety. Station WBZ (Boston).

This new five-times-a-week evening shot stacks up as entertainment value comparable to the *Breakfast in Bed* the early morning shot which was featured over same station last year.

Chet Gaylord, singing emcee, introduces Rakov and the WBZ orchestra and singer Kay Ivers. Miss Ivers is spotted on the program on Tuesdays and Thursdays. Eleanor Lane is featured vocalist on Mondays, Wednesdays, and Fridays. This lends variety to the singing chores. Both gals possess pleasing voices and click.

Rakov's ork does a smooth job with pop tunes, providing swell backing for the vocals. Gaylord does little actual work, but is good in what he does.

Participating plugs capably handled by Arch McDonald. Kaplan.

# Radio Talent

New York By JERRY LESSER

SEVERAL publishers have approached GABRIEL HEATTER with the idea of writing a book about the radio guests who have appeared on *We, the People*. HEATTER is considering the offer. . . . JACKIE KELK, juvenile on *Mother of Mine*, just graduated from the Professional Children's School and will pursue a theatrical career. He now has five regular radio shows to his credit.

HOWARD AND SHELTON fade from the *Pipe Smoking Time* show Monday (25). FRANK McMAHON has followed the old promise of something old (which is EDWARD O. ROECKER, baritone on the show), something new (which is FIELDS AND HALL), and something blue (which is the singing of WOOD GUTHRIE). Program continues Mondays at 8:30 p.m. . . . THE REVUEURS forward the fantasy about the tough agent who was about to have his appendix snipped. As he was being wheeled into the operating room the director told him he had a message. "Nothing doing," screamed the 10 percent. "Make it 70-30 or you can't have it."

DID you know that BOB BURNS was a peanut farmer in Oklahoma . . . that SHEILA BARRETT was a vaude stage star for EDIE CANTOR . . . that MEYER DAVIS was court reporter for *The Washington Star* . . . that PAUL HARTMAN was a truck driver . . . that LEIF ERICKSON was the soloist in TED FIO RITTO'S band . . . that XAVIER CUGAT was a cartoonist on *The San Francisco Chronicle* . . . that ALLEN Wood in the public library in Cambridge, Mass. . . . that JIMMY VAN HUSEN played professional baseball in Syracuse, N. Y. . . . that in LOUIS NIZER'S new book, *Thinking on Your Feet*, he says, "A great columnist must be a satirist who reveals the truth by casting a beam of bitterness upon it. He must be a humorist whose wit is as current and original as the news of the day. He must be a lyricist whose poetry

is unmusical and whose prose is musical. He must be a lexicographer who can invent new words which tickle the brain and surprise the eye. He must be a philosopher who disguises his profundity in slang in order not to appear pretentious." I'm glad I'm really a radio actor and not a columnist!

I HEAR that NELSON CASE, announcer who has been trying his wings as an actor lately, may soon have his big chance. IRENE BEASLY, the long-tall gal from Dixie, has strict orders never to gaze up at the balconies during a stage or radio performance. IRENE is so tall she has to aim down, as there's not a microphone in the business that could come anywhere near her if she kept her chin up. . . . BILL TUTTLE, producer of *The Shadow*, may soon renounce his bachelorhood. . . . Two CBS busboys, responsible for cleaning up the studios where *My Son and I* takes the air, have become so enthralled with that program that they reported to the studio on their Armistice Day holiday just so they wouldn't miss an episode. . . . THE SOUTHERNAIRES have some real competition in THE DEEP RIVER BOYS. . . . TOMMY RIGGS will do a quick repeat on the RAYMOND PAIGE Westinghouse program December 5.

SEEMS funny that MINERVA PIOUS, the mighty atom of comedy on the FRED ALLEN show, is just now getting that break. She is en route to Hollywood to make a picture with BING CROSBY and DOROTHY LAMOUR . . . that EDWARD WEEKS is being forced to change the name of his literary interviews. *Meet Mr. Weeks*, to *Meet EDWARD WEEKS* on NBC, because CBS in his absence from the airwaves, launched a comedy-drama titled *Meet Mr. Meek* . . . that too many actors are crying the blues at this time of the year, when things OUGHT to be humming.

# Chicago

By NORMAN MODELL

CY HARRICE married an Evanston, Ill. social worker. YVONNE MORRIS, November 2. . . . HUGH STUDEBAKER was set on *Bachelor's Children* by the WILLIAM MORRIS OFFICE. . . . WALLACE JORDAN, of that agency, has returned from Hollywood with GIL AND DERMING for *Showboat*. The vehicle has been revamped to make the movie comics co-captains of the river boat. Which means that CAPT. CARLTON BRICKERT is out. . . . CHARLES SEARS may be nixed on the *Your Treat* wargler in favor of the WAYNE KING faces in *Mary Martin* include MATT BRIGGS, of the *Male Animal* show; DAN SUTTER, REESE TAYLOR, and HUGH ROWLANDS. Sutter takes PAT MURPHY'S role. . . . ALICE HILL has connected with a role on *Backstage Wife*. . . . *Your Dream Has Come True* may soon be aired from a local theater. . . . JETHRO BOYS guested on the Alka Seltzer hay-thresher Saturday night.

ARTHUR SHELD, stage director and star of the Abbey Players, joined JOHN WAYNE and JOHN QUALEN on WGN's *In Chicago* Tonight last Thursday (21).

For the week ago Friday show of Wings cigarettes BOB TRENDLER had to assemble a pick-up band of NBC musicians and rehearse them in a bare half hour. . . . TOMMY BARTLETT has swung another commercial with the airing of *Celebrity Circle* for Dutch Mill Candy shops. Instead of just ordinary folks, this time he was interviewing celebrities. JANET LOGAN and CHARLES PENMAN were wearing dark glasses as the aftermath of an all-day session with photographers, who were taking pictures of the *Stepmother* cast for a fan mag article. . . . CARL NELSON, CBS announcer, underwent an emergency appendectomy November 15 at St. Bernard's Hospital. After we don't know how many guest appearances on the Barn Dance PAT BUTTRAM has finally been signed as a regular.

# Hollywood

By DEAN OWEN

ISABEL RANDOLPH taking time out from her Fibber McGee and Molly broadcasts to buy up some of that Duncan Phyfe furniture for her new manse. . . . JERRY COLONNA is practicing eating off the mantle since he took up riding as a hobby. . . . IRENE RICH was marooned out of the *Dear John* show when her plane was grounded in bad weather. FAITH CHANDLER carried

on in the leading role. . . . NAN GREY planned out for Frisco with her hubby, JACK WESTROPE. . . . ZIGGY ELMAN, of TOMMY DORSEY'S ork, was one of the first horn tooters in this vicinity getting one of those draft questionnaires out for a trip to Catalina. . . . VAUGHN DE LEATH finding that it's tough to vacation here with everybody trying to throw a party for her.

## WAML Sets Personnel

LAUREL, Miss. Nov. 25—With WAML now a member of the Red Network of NBC, General Manager Hugh Smith has named the following new set-up: Bill Tracy, program director; Granville Walters, Frank Hollifield, and Smith, announcers; Ruth Sanders, secretary; A. A. Touchstone, chief engineer; Klime Graves, engineer; Clyde Howell, staff musician, and D. A. Midson, assistant of Laurel Radio Station, Inc., operating firm.

Conducted by DANIEL RICHMAN—Communications to 1564 Broadway, New York City

# ORK PRICES ARE COMPLICATED

## Oversupply, Public Saturation, and Booking Office Competition Blamed for Lower Band Salaries

NEW YORK, Nov. 23.—Trade is taking notice of a new low ebb in prices which leading orks are getting in night clubs, hotels, theaters, and one-nighters, particularly as compared to the sturdy '30s, when bands could get 50-50 on the first dollar in theaters, walk away with \$1,500 on one-nighters, and draw figures commensurate with their popularity in hotels and night clubs.

Leading trade opinion blames the decline on three important factors—creation of new bands faster than the demand warranted; public saturation with the same thing over and over again, even with different faces, and cut-throat competition among booking offices, personal managers, and road managers.

That the field is taking a nosedive is indicated in the fact that ballroom owners currently are being educated to using cheap bands, on the theory that if a name band lays an egg, the loss runs anywhere between \$500 and \$700, while a band in the non-name class, drawing \$200 to \$300 for the date, can only hand the ballroom owner a loss of around \$50. One ballroom owner specifically adheres to this line of reasoning, and others are doing the same thing because recently, in ballrooms, many small bands have drawn as much as name bands, which shoots the profit margin higher.

No reasonable solution has been found for this situation, and in the opinion of some of those high in the trade, if one oracle did crop up with a sound solution it would be copied immediately, with the result that the same picture would obtain in the space of a few years.

But those discussing the subject reason that a closer co-operation between booking offices could help neutralize the problem. They are, however, far from optimistic that this alliance will ever come about.

In pre-1935 days, before the booking agencies became aware of a new style that the public was willing and capable of supporting, a band in the A variety could walk into a theater for \$7,500 a week or, if that sort of a 50-50 split of the box office. B bands were good for \$4,500 a week or a percentage arrangement, while C bands could get \$2,500 per week every week in the year.

Now, at what is described as the public saturation point, A bands have dropped into the B category and the B into the C, with the C bands now tough properties to book even for some. It started five years ago when houses, knowing the price of a certain property was in the neighborhood of \$5,000 to \$6,000 a week, listened to a fast sales talk from an agent who would cut the price for his property \$2,500. Then, when the manager of the band which drew top money came around to see the house booker, the theater man was wised up to the competition and was able to shave \$1,000 off the former price. Then it became widespread practice, and bands were formed by the busload and bookers and agents were knifing each other four ways to get the dates, to the point now where top money bands are drawing from \$3,500 to \$4,500, except in the cases of a prominent hall dozen or so. There are bands which still draw prices like the \$16,000 for a week which one band took recently at a New York theater. This, however, is a glaring, perhaps once-in-a-year exception, rather than the rule.

The one-night field, which provided the bulk of band revenue, is also fading, by comparison. The accepted price of \$1,250 to \$1,500 for top bands is dimming to from \$850 to \$1,000. Very few bands these days command top prices since dance promoters and operators have found that it's possible to make money with a lesser investment on orks that sell for \$350.

In the hotel and cafe field, instead of a band making money the rule now is to play a location job and lose anywhere from \$300 to \$500 a week. This does not apply in all cases, but its application in the majority is the rule, and even hotels

of lesser prominence outside of the key cities of New York, Chicago, and Los Angeles are rating attention from the agencies to fill in time for their top bands.

Bookers themselves, in the opinion of those guilty, are more responsible for this condition than any other single factor in the business. With razor-edge competition, hotel owners are offered all sorts of inducements to take bands with public draw, but the notable inducement is paying line charges and the cost of radio time for network remotes which they consider to be important to the buildup of the band. Hotel proprietors also consider this important for the prestige and advertisement of their hostilities.

But the band leader suffers, since he has to work for the same money that Joe Doakes would receive for the same engagement, and the entire trade knows about it, including other hotel owners. On top of that, the actual loss can only be made up on a one-night tour following the location. Not all of the tours succeed, however, and, after they're over, the band is back in the same boat of having to take a sub-standard job to keep working.

## Social Set Giving Up Parties (and Musicians) To Bundle for Britain

PHILADELPHIA, Nov. 23.—Unsettled European situation has slowed considerably the intake of the society bands among the blue bloods in this territory, always a gold mine for the Meyer Davis brand of music. Even the DuPonts from down Wilmington way buy music for their binges here. Social shindigs this winter are being held down to a minimum with all the society bookers reporting dates for coming-out parties and such as slim as the earlier depress years.

Money is still plenty along the main lines, but the dowagers have decided to give the money they usually spend on dances and parties to war relief agencies. And even where dances are being held the "relief" angle has practically taken the profit out of society dances. Proceeds going to this or that cause, sponsors are making the bookers shave down the price and are using fewer men on the dates. And in some instances the maestro has to cough up with a

## Very, Very Wrong!

HAZLETON, Pa., Nov. 23.—"Walking into a Mexico City barroom, Patrolman Uriel Prado loudly demanded to know who had been responsible for picking the song being played on a coin phone in the corner. It was 'The Woodpecker Song.' One Jesus Valenzuela was the offender, he was told. Thereupon he shot and killed Valenzuela."

The above is an excerpt from an editorial in the local newspaper, the *Standard Sentinel*, entitled "Music and Homicide," wherein the strange effect of some songs on some people is discussed. The editorial concludes with:

"When one such tune dies out, there is always another to take its place, and the history of such is marked by occasional tragedy, like that of the luckless Valenzuela. It was very wrong of Officer Prado to shoot him."

## Dances in Canadian Hotel

ST. JOHN, N. B., Nov. 23.—Saturday night dances have been resumed in the ballroom of the Admiral Beatty Hotel here, largest hostelry in the maritime provinces. Saturday dances were introduced three years ago, with Bruce Holder's orchestra of St. John, supplying the music. The group returned this season and will continue until late April.

contribution for the "cause"—and you can't appraise the charity-minded dames with a sawbuck.

Already two outstanding dances of the social set have been canceled this season. This week the committee of the December ball (which is held in January) decided not to give the ball "in view of world conditions." The equally prominent Benedicts' Ball, which was to have been held December 27 at the Ritz-Carlton Hotel, was canceled earlier.

Slump in society stands hasn't hit the musicians alone. It has also put a crimp in the pocketbooks of caterers, dressmakers, waiters, florists, and hotels. Only hope of the society tooters is that the Florida season will balance the books for the winter. There are plenty of dances slated at the Southern resorts. However, that depends largely on the weather. Party season in Florida last winter was blab because of the ice and snow freezing out the Miami moon.

## "Unity Ticket" Opposition Slate, Enters 802 Election

NEW YORK, Nov. 23.—First declared opposition to the Local 802 musicians' union, Blue Ticket (incumbent administration) in the coming election for candidates in December 19, took the field this week with the formation of the "Unity Ticket" which, its supporters say, is composed of candidates who never ran for office before, but which President Jack Rosenberg, candidate for re-election, says is a combination of opposition candidates in former elections operating with "new front men."

Heading the candidates on the Unity Ticket is Al Pearl, legit violinist and pit band contractor, for president; Richard Baravalle, musical comedy conductor, for vice-president; Eddie Davis, night club violinist, for secretary and Ross Gorman, radio saxist, for secretary. Candidate Pearl's first statement in the election was, "We are under no obligations to any individual or group, but to the entire membership at large."

Candidates for the executive board include Charlie Teagarden, Hyman Grossman, Salvatore Dell'Isola, David Gustoff, Fred Handels, John Leoncavallo, Jack Porter, Cesare Sodero, and Herman

Yorks. Those seeking election as trial board members are: Homer Greene, Artie Miller, Paul Mule, George Poliakin, John Rosado, Irving Solow, Jules Stephens, John Sylvestre, and Jack Wilson. Frank Fink is the candidate for delegate to the Hebrew Trades.

Unity Ticket candidates, who claim they were always Blue Ticket men and voted for the present administration in past elections, but are now determined "to clean up the mess they made," attacked the present administration in their platform, which includes a promise to alleviate the unemployment situation by conferring with all employers and opening new avenues of employment; fighting against canned music; restoring the Local's insurance to \$1,000 (it had dropped to \$500, but subsequently "leaked to 750") doing away with unnecessary political jobs and reducing the \$30,000 pay roll; abolishing the escrow department, which costs the local \$50,000 a year to operate; fighting to employ musicians on WPA at union wages; fighting the "monopoly control" of the booking agencies and doing away with "intimidation, threats, and steamroller

## Barnet To Get Back in AFM

NEW YORK, Nov. 23.—Restoration of Charlie Barnet into the American Federation of Musicians "is a question of when I want to take him back," said James C. Petrillo, AFM prexy, who stated that he had spoken to Barnet, who promised he would "behave," and that he would be accepted back into good standing in the union when all "details" are cleared. Barnet was expelled two weeks ago by the executive board of the AFM, which held that he had violated union rules in the face of an ultimatum that he abide by his contract with Consolidated Radio Artists or else face expulsion.

Expulsion was decreed, and Petrillo personally handled the details in Chicago while Barnet was playing at the State-Lake Theater. While Barnet was allowed to complete the State-Lake engagement, attorneys for both Charlie Green, of CRA, and the band leader got together to straighten things out. As a result, that Petrillo has allowed the band to work under Barnet's name, but not with Barnet, for the time being.

Petrillo, in accounting for his action in erasing Barnet from the union rolls, said, "I feel sorry for the poor kid because he was given a lot of bad advice, but he put me on the spot and I had to throw him out to show him that the musicians' union means business."

"After all," said Petrillo, "we're in business to protect people like Barnet, but we also need their respect." Petrillo further stated that the union has to do plenty of fighting about wages and conditions, and, "when people like Barnet fall out of line, it makes it all the tougher to deal with employers."

Meantime, while Barnet is in New York straightening out his affairs, his band is continuing to work on the road, which Petrillo said, "is the only fair thing to do because the dates the band is working were contracted for before the trouble started."

Since Barnet's contractual dispute with CRA was straightened out last week with the agreement to end his affiliation with CRA for a cash sum in settlement and a payment of \$8,500 to wipe out his past debts, the maestro is now operating as an independent agent.

No action will be taken on further affiliation until Barnet's card is restored to him. The deal with CRA was in no way predicated upon his being taken back into the union, but the thought was in everyone's mind.

HOTEL COLEMAN, Marinette, Wis., opened its cocktail lounge November 15, with dancing to the music of Buss Meyers orchestra. Hotel is offering dancing every Friday and Saturday.

tactics" against administration opponents.

Rosenberg, however, stated that this is the "same old bunch of politicians with a new veneer" and claimed the support of Sam Tabak in the background, with Billy Van allegedly acting as his go-between in issuing orders. When queried about Tabak, a radio pianist who originally came into office in 1934, as a member of the Rosenberg ticket, but fell out of favor a few years ago, Unity spokesman stated that he was merely "one of the workers" for the Unity Ticket. At a caucus meeting of the candidates, however, there was a complete denial that Tabak had anything to do with the slate.

The Unity spokesman said that they were "drafted" into running for office, that none of them were politicians with a motive, except that of "cleaning up the local." A Blue Ticket committee, however, said that Jack Porter and Jack Wilson, two Unity candidates, ran for office two years ago, and a ticket launched by David Freed, another ex-Blue Ticketer who squabbled with the administration.

Blue Ticket members state that the candidates on the Unity slate are for the most part legitimate theater violinists who have been losing jobs steadily in the past few years. They wanted the local to "judicially declare there was something wrong."



WEEK ENDING  
NOVEMBER 22, 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

TRADE WINDS. (9th Week) Bing Crosby.

MAYBE. (8th Week) Ink Spots.

PRACTICE MAKES PERFECT. (6th Week) Bob Chester.

ONLY FOREVER. (5th Week) Bing Crosby.

FERRYBOAT SERENADE. (5th Week) Andrews Sisters, Kay Kyser, Gray Gordon.

WE THREE. (4th Week) Ink Spots, Tommy Dorsey.

BEAT ME DADDY, EIGHT TO A BAR. (2d Week) Andrews Sisters, Glenn Miller, Will Bradley.

### COMING UP

DOWN ARGENTINE WAY. Bob Crosby, Shep Fields, Gene Krupa.

FALLING LEAVES. Glenn Miller, Jimmy Dorsey.

THERE I GO. Tommy Tucker, Will Bradley.

THE FIVE O'CLOCK WHISTLE. Glenn Miller, Erskine Hawkins, Ella Fitzgerald.

RHUMBOOGIE. Andrews Sisters.

TWO DREAMS MET. Mitchell Ayres, Tommy Dorsey.

YESTERTHOUGHTS. Glenn Miller.

## 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, Veezy Music Shop; Gale Music Shop, Boston; Boston Music Co.; The Melody Shop; Mosher Music Co., Inc. Buffalo; Whiteman Song Shop; Broadway Music Shop; Avenue Record Shop. Pittsburgh: Volkwein Bros., Inc. Philadelphia: Ted Burke, Inc.; Wayman 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: Birkel-Richardson; Southern California Music Co.; Hollywood House of Music. San Francisco: Schwabacher-Frey; Quarg Music Co.; Chicago: Sears, Roebuck & Co.; Marshall Field; Wurlitzer's; Lyon and Healy; Garrick Music Shop; Goldblatt Bros. Cincinnati: Song Shop; Willis Music Co.; Rudolph Wurlitzer Co. St. Louis: Miller's, Inc. Milwaukee: Schuster's; Record Library (Ed Dram); Broadway House of Music; J. B. Bradford Piano Co. Des Moines: Des Moines Music House; Davidson Co. Detroit: Wurlitzer's; Grinnell Bros. Kansas City, Mo.: Music Box. St. Louis: Acolian Co. of Music; Famous & Barr. St. Paul: W. J. Dyer and Bros.; Mayflower Novelty Co. Cleveland: Halle Bros. Co. Birmingham: Nolen's Radio Service Shop; E. E. Forbes & Sons; Monarch Sales Co.; Louis Plitz Dry Goods Co. Atlanta: Cox Prescription Shop. Raleigh, N. C.: James E. Thiem; C. H. Stephenson Music Co. Miami: Richards Store Co.; Burdine's, Inc. New Orleans: Louis Gruenewald Co., Inc.; G. Schirmer, Inc. Fort Worth, Tex.: McCrory's; Kemble Bros' Furniture Co. San Antonio: Thomas Acuna; Alamo Piano Co.; San Antonio Music Co.

NATIONAL		EAST		WEST COAST	
POSITION Last This Wk. Wk.		POSITION Last This Wk. Wk.		POSITION Last This Wk. Wk.	
1	1. ONLY FOREVER —BING CROSBY	1	1. Only Forever —Bing Crosby	1	1. Only Forever —Bing Crosby
2	2. BEAT ME DADDY (EIGHT TO A BAR) —WILL BRADLEY	3	2. We Three—Ink Spots —Tommy Dorsey	2	2. Beat Me Daddy (Eight to a Bar)—Will Bradley
7	2. BEAT ME DADDY (EIGHT TO A BAR) —WILL BRADLEY	2	3. We Three—Ink Spots —Tommy Dorsey	3	3. Trade Winds —Bing Crosby
2	3. MAYBE —INK SPOTS	10	4. Handful of Stars —Glenn Miller	2	4. Our Love Affair —Glenn Miller
6	4. TRADE WINDS —BING CROSBY	6	5. Beat Me Daddy (Eight to a Bar)—Will Bradley	7	5. Ferryboat Serenade —Frankie Masters
4	5. WE THREE —INK SPOTS	7	6. Maybe—Ink Spots	10	6. Only Forever —Tommy Dorsey
—	6. WE THREE —TOMMY DORSEY	8	7. Down Argentine Way —Leo Reisman	—	7. Five o'Clock Whistle —Ella Fitzgerald
—	7. FERRYBOAT SERENADE —KAY KYSER	9	8. Ferryboat Serenade —Kay Kyser	—	8. Scrub Me Mama —Will Bradley
—	8. POMPTON TURNPIKE —CHARLIE BARNET	—	9. Trade Winds —Bing Crosby	—	9. Two Dreams Met —Eddy Duchin
3	9. BLUEBERRY HILL —GLENN MILLER	5	10. There I Go —Vaughn Monroe	—	10. Blueberry Hill —Glenn Miller
—	10. HANDFUL OF STARS —GLENN MILLER	MIDWEST		SOUTH	
		1	1. Only Forever —Bing Crosby	1	1. Only Forever —Bing Crosby
		2	2. Maybe —Ink Spots	2	2. Maybe—Ink Spots
		3	6. Pompton Turnpike —Charlie Barnet	3	3. Beat Me Daddy (Eight to a Bar)—Will Bradley
		3	4. Trade Winds —Bing Crosby	3	4. We Three—Ink Spots
		10	5. Ferryboat Serenade —Kay Kyser	4	5. Blueberry Hill —Glenn Miller
		—	6. Down Argentine Way —Bob Crosby	—	6. Practice Makes Perfect —Bob Chester
		—	7. We Three —Ink Spots	5	7. Ferryboat Serenade —Andrews Sisters
		—	8. Celery Stalks at Midnight —Will Bradley	9	8. Trade Winds —Bing Crosby
		—	9. Five o'Clock Whistle —Glenn Miller	—	9. We Three —Tommy Dorsey
		—	10. Two Dreams Met —Tommy Dorsey	—	10. You Are My Sunshine —Wayne King

## 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. Kansas City, Mo.: Jenkins Music Co. Detroit: Grinnell Brothers. San Antonio: Southern Music Co. Fort Worth, Tex.: Aull Music Co. New Orleans: G. Schirmer of Louisiana. Atlanta: Cable Piano Co. Phoenix, Ariz.: Dawson Music Co.

NATIONAL		EAST		WEST COAST	
POSITION Last This Wk. Wk.		POSITION Last This Wk. Wk.		POSITION Last This Wk. Wk.	
1	1. ONLY FOREVER	2	1. Ferryboat Serenade	2	1. Ferryboat Serenade
2	2. FERRYBOAT SERENADE	1	2. Only Forever	1	2. Only Forever
10	3. WE THREE	4	3. We Three	6	3. Blueberry Hill
4	4. OUR LOVE AFFAIR	7	4. Our Love Affair	3	4. Our Love Affair
5	5. TRADE WINDS	5	5. Trade Winds	5	5. We Three
3	6. MAYBE	6	6. Practice Makes Perfect	6	6. Maybe
—	9. DOWN ARGENTINE WAY	7	7. Two Dreams Met	7	7. Trade Winds
12	10. PRACTICE MAKES PERFECT	8	8. Maybe	4	8. There I Go
7	11. I AM AN AMERICAN	9	9. Blueberry Hill	—	9. Dream Valley
—	12. TWO DREAMS MET	—	10. Dream Valley	11	10. Practice Makes Perfect
9	13. GOD BLESS AMERICA	—	11. I Give You My Word	9	11. I Am an American
—	14. DREAM VALLEY	—	12. Down Argentine Way	—	12. A Million Dreams Ago
14	15. HE'S MY UNCLE	—	10. 13. There I Go	8	13. God Bless America
		—	11. 14. When the Swallows Come Back to Capistrano	—	14. Down Argentine Way
		—	12. 15. Now I Lay Me Down To Dream	—	15. Two Dreams Met
		MIDWEST		SOUTH	
		1	1. Only Forever	1	1. Only Forever
		2	2. Trade Winds	2	2. We Three
		3	3. Maybe	3	3. Our Love Affair
		4	4. Ferryboat Serenade	4	4. Down Argentine Way
		5	5. Blueberry Hill	5	5. Two Dreams Met
		6	6. Our Love Affair	6	6. He's My Uncle
		—	7. I Am an American	7	7. Blueberry Hill
		—	8. God Bless America	8	8. Five o'Clock Whistle
		—	9. There I Go	6	9. Maybe
		—	10. We Three	10	10. Practice Makes Perfect
		—	11. When the Swallows Come Back to Capistrano	11	11. A Million Dreams Ago
		—	12. Looking for Yesterday	8	12. Trade Winds
		—	13. Down Argentine Way	9	13. I'll Never Smile Again
		—	14. He's My Uncle	14	14. Ferryboat Serenade
		—	15. I'll Never Smile Again	13	15. I'm Nobody's Baby

## SONGS WITH MOST RADIO PLUGS

The following are the 20 leading songs on the basis of the largest number of network plugs (WJZ, WEA, WABC) between 5 p. m. and 1 a. m., weekdays, and 8 a. m. and 1 a. m. Sundays for the week ending Friday, November 22. Independent plugs are those recorded on WOR, WNEW, WMCA, 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
1	1. THERE I GO	BMI	22 17
6	1. NIGHTINGALE SANG IN BERKELEY SQUARE	Shapiro-Bernstein	22 9
—	2. LET'S BE BUDDIES (M)	Chappel	20 8
4	3. FERRYBOAT SERENADE	Robbins	19 13
8	3. SO YOU'RE THE ONE	BMI	19 7
5	4. TRADE WINDS	Harms	16 16
11	4. TWO DREAMS MET (F)	Miller	16 14
7	4. WE THREE	Mercer	16 14
2	4. PRACTICE MAKES PERFECT	BMI	16 4
—	5. DOWN ARGENTINE WAY (F)	Miller	14 14
3	5. DREAM VALLEY	Feist	14 14
4	6. YOU'VE GOT ME THIS WAY (F)	BVC	13 19
12	6. A MILLION DREAMS AGO	ABC	13 16
10	6. I GIVE YOU MY WORD	BMI	13 12
9	7. ONLY FOREVER (F)	Santley, J. & S.	12 25
12	8. MAYBE	Robbins	11 14
—	8. YESTERTHOUGHTS	Witmark	11 6
5	9. I'D KNOW YOU ANYWHERE (F)	BVC	10 9
10	9. MOON OVER BURMA (F)	Paramount	10 8
—	10. FRENESI	Southern	9 15

# Chi Ballroom Circuit Notable For Playing Same Orks; Due to Scale, Interlocking Ownership

CHICAGO, Nov. 23.—Noticeable is the tendency of Chi ballrooms to re-book the same orchestra year in and year out. When a deviation from this practice occurs, the band hired is generally one that has built a following in another local dance. Reasons for this situation are chiefly three: (1) interlocking ownership of dance halls, (2) limitation to local bands by virtue of the fact that C and B union rates prevail in most ballrooms, and thus exclude name or semi-name traveling aggregations, which cannot afford to accept a date at \$7 or \$8 per man, and (3) habit of terpers to travel almost any distance in the city to listen to a favorite band.

Outstanding cases in point are those of Merry Garden, Paradise, and Casino Moderne ballrooms. The Merry Garden is owned by Harry Rice and Herbert Byfield. The latter is part owner of the Paradise with Herbert Shuter, who owns the Casino Moderne. It is never a surprise to see either Emil Flindt or Jimmy Jackson's name in the Paradise ads. Currently Flindt is playing this stand, while Jackson holds forth at the sister dance, Casino Moderne. Merry Garden, a Class B Spot, has for a long time been linked with Ace Brigode's band. This season Brigode was snatched by a competitive Class B dance, the Marigold, which reopened four months ago as a Dwight Nichols promotion, with plenty of kale behind it. Spot had been cultivating sports entertainment in recent years. Band preceding Brigode was Eddie Neibaur, a familiar leader in Windy City terperies—in fact, at one time a stand-by for the Casino Moderne. Merry Garden, unable to obtain Brigode, recalled Freddy Daw, who proved an attraction last spring.

### Long Bookings

The Solovy Brothers comprise another team owning a trio of Class C ballrooms, Granada, Green Mill, and Paradise. Also these halls do not interchange bands, bookings are lengthy and orks repeat. Al Lehman is at the Granada, Milt Spitzel at Green Mill, and Carl Schreiber

### PHOTO REPRODUCTIONS

All sizes, glossy prints, from 4c. in quantity, 100 prints, \$x10, \$5.50. 50 prints, \$3.25. Divors even lower! Reference: MCA, RCA Victor, Wm. Morris, G.R.A., etc. Write for price list. MOSS PHOTO SERVICE, 155 W. 48th, N. Y.

at the Pershing. Andy Anderson, owner of the Chateau, formerly had a second ballroom, the Park Casino, which he closed after it proved unprofitable. The Chateau, however, has had Harvey Klyde on the stand for about a year now, with no promise of a change, Anderson believing that he has more to gain by continuing to hold the following built up over that period of time by Klyde than he would thru the variety of a switch.

In the higher-admish class come the Trianon and Aragon, founded by the late Andrew Karzas. These ballrooms are not limited to local bands, having at one time or another engaged every top-notch band in the business. Standard fare here, however, is semi-names, generally on the way up, such as Dick Jurgens at the Aragon and Lawrence Welk at the Trianon. The Karzas ballrooms also have found it pays to bring back favorites, and not only do they repeat bookings, but they interchange bands regularly. Among the oft-used orks at the Aragon are Jurgens, Ted Weems, Griff Williams, and Freddy Martin, and at the Trianon, Welk, Jack McLean, Freddy Martin, Baron Elliott, and Bill Carlson.

### Local Bands Used

Carlson's popularity with the Trianon patronage is undoubtedly one of the reasons the Verderbar Brothers are bringing him to their Willow Springs ballroom. Oh Henry, which pays Class A rates. Within the last year this spot has used bands unknown to Chicago, that is, Chuck Foster and Earl Mellen. Another spot which pays Class A rates sticks to local bands: Melody Mill, owned by Ben Lejar, tho it has featured Tiny Hill and Boyd Raeburn, and of late has used such local maestri as Henry Senne, George Jean, and Gay Claridge.

White City Ballroom, operated by H. M. Fox, rated as Class C, has featured a local band, Jack Russell, since spring. Before that stand was occupied by Louis Panico, who played at a Loop restaurant, Oriental Gardens. At present, Carl Sands, Hal Grayson, and Dick Carlton, all local leaders, play various nights at White City. Understood that Russell left when cancellation of air time was threatened, a statement which proves that even in the local situation radio remotes are closely weighed by band leaders as an asset helping to offset small income received on local ballroom dates.

# Orchestra Notes

By DANIEL RICHMAN

### Broadway Bandstand

OPENING date for WOODY HERMAN'S return to the Hotel New Yorker's Ice Terrace bandstand, where he did sensationally well at the end of the summer, is definitely set for December 20. . . . It'll be about a four-month stretch this time for the Woodchoppers. . . . Bob Chester has replaced Dolores O'Neill, who took over the stand leaving the band high and dry a week ago in the middle of a date, with BETTY BRADLEY, former chirper with Gray Gordon and Johnny McGee. . . . Chester is due to make a short for Paramount December 2-3. . . . EDDIE MELSER, manager of the Eskimo Hawkins combination, is taking Lucky Millinder and his band out on the road for a two-week tour. . . . following the junket, Melser returns to his duties with Hawkins. . . . trombonist RAY NOONAN takes the place of Russ Brown with the Tony Pastor aggregation at the Hotel Lincoln's Blue Room, with MAX KAMINSKY set to take over the trumpet chair of Vinne Badale in a couple of weeks. . . . with Joe Sullivan coming uptown to bring boogie-woogie rhythms into the Famous Door. . . . ALLEN'S new band goes on the stand at the downtown Cafe Society Tuesday (26). . . . ork lists among its personnel J. C. Higgenbotham, trombone; Sidney Catlett, drums; Billy Taylor, bass; Edmund Hall and Ken Kersey.

### Midwestern Murmurs

JIMMY JOY gets the call for New Year's Eve at A. J. (Toots) Marshall's Castle Farm, Cincinnati. . . . AL KAVELIN plays the spot November 30, and BEN POLLACK comes in December 7. . . . JACK WILDE, just out of Florida, is the new attraction for a lengthy string of one-nighters in New York State and Pennsylvania with his 14-piece combo, including two canaries, Mildred Davis and Betty Murray. . . . ALBERT FHRAPP replaced Bob Howlett on trombone with Hal Kemp's band. . . . DICK BARRY will have five weeks at the Jefferson Hotel, St. Louis, beginning November 29. . . . BOBBY RAMOS, vocalist, who has been entertaining at the Colony Club, Chicago, for months, has blossomed out as a full-fledged maestro with a new ork now dispensing rumba and conga rhythms at the Colony. . . . JOE VERA

celebrated his second anniversary at the Glass Hat, Congress Hotel, Chicago, Wednesday (20) . . . and at the Ivanhoe in the Windy City. AL TRACE marks the completion of a year of bandstand service. . . . GRIFF WILLIAMS has added a new voice, that of trumpeter JULES HERMAN, to his battery of vocal artists, which also includes Walter King, Bob Kirk, and Charlie Gaylord. . . . JOE RIGDON, second pianist with Williams, is back with the band after a couple of weeks' absence.

### Penn-Jersey Patter

GENE LOMAS, former Fox Theater concertmaster in Philadelphia, has dotted-lined-it with ARTIE SHAW. . . . HARRY GIEDLIN gets the call at Geneva Restaurant, Trenton, N. J. . . . EARL SMITH set at Windsor Castle Inn, Reading, Pa. . . . BENNY GOODMAN, IVA RAY HUTTON, and JOE FRASETTO set for the opposing bandstands at Philadelphia's Convention Hall on New Year's. . . . DANY DEVLIN gets the dance call at Paddock International, Atlantic City. . . . DUKE NORMAN and His Barons of Swing at Pleasanton Hotel and JOE KRATING at Ace of Clubs, both Reading, Pa., stands. . . . FRANK POIST puts up at Veterans' Grille, Chester, Pa. . . . WILLIAM REAGAN answers the call at Lakeview Inn, Allamoneson, N. J. . . . Bombay Gardens, Philadelphia, gets ARNOLD WIAND and MAI SCHRAEDER for the dancing with Crystal Ballroom bringing in FRANKIE DAY. . . . ALICE FORKER and her girls at Bonanni's Cafe, Trenton, with STANLEY BAKER coming to Crescent Tavern in the same Jersey town. . . . HOWARD BRYANT brings his boys to Arcadia Hotel, Eddystone, Pa. . . . AL DARTZ, former trumpeter for Philadelphia's Del Regis Band, takes over the arranging chores for VAUGHN MONROE up in Boston.

### Larry Funk's \$610 on Three Nights at Turnpike Casino

LINCOLN, Neb., Nov. 23.—Larry Funk gathered up \$610 on three nights at the Turnpike Casino here (15-17), two nights of which the gate charge was 55 cents per person, and the last night 45 cents. Sunday business was hyped by the growing gag, "Sing for Your Money" which is a cash giveaway handled in quiz style by R. H. Pauley, the manager. Funk's gate would have been considerably larger had it not been for the football team being away that week-end (Pittsburgh).

## Sheet Music Sales Tax Proposed by Mass. Legislature

BOSTON, Nov. 23.—A new sales tax of 3 per cent will be suggested to the Massachusetts Legislature when it reconvenes for the second biennial session in January, and musical instruments and sheet music will be among the items suggested as taxable. State Tax Commissioner Henry Long said this week that he will present the bill to the Legislature in an effort to devise means of raising an addition \$12,000,000 for State revenue.

Long said musical instruments and sheet music were among the many items which will be suggested for taxation. It is believed that the tax may be extended to phonograph records.

Proposals for sales taxes have been rejected by the Legislature at each session for the past few years.

### Cecil Golly Draws a Nice \$747 at Ritz, Bridgeport

BRIDGEPORT, Conn., Nov. 23.—Cecil Golly, who clicked around these parts last season, necessitating several rebookings, came in here at the Ritz Ballroom last Sunday (17) for a one-nighter, and drew an attendance of 1150 persons. Price of admish was slashed to 65 cents, making a gross of \$747.50. Ray Herbeck in tomorrow (24).

Matinee jam sessions on Sunday afternoons are steadily building, with Cass Carr handling the music assignment at two bits admish.

BRIDGEPORT, Conn., Nov. 23.—Artie Mayo and his newly augmented orchestra of 12 men open the winter season at the Swiss Village, local nitery, this week, with Elise Menn handling the vocals.


## Famous Door, Cradle of Swing, Going in for Boogie-Woogieism

NEW YORK, Nov. 23.—Boogie-woogie music will be honored in 52d Street's Famous Door starting Tuesday (26) when Joe Sullivan and his combination, long an attraction at the downtown Cafe Society, open an engagement. Booking marks another departure in the policy of this nitery since it was reopened by Teddy Powell, band leader, this fall.

Latest policy will compete with the boogie woogie set-up at the uptown Cafe Society, which was opened by Barney Josephson early in October. That spot has been doing remarkably well, and is beginning to get as much repeat trade as Josephson's downtown hideout. Colored talent in both places achieved fi-

nanacial success for the operator, and the entertainment budget is way below the cost of the full-sized band and show that had been used originally in the Powell-managed Famous Door.

Powell used his own band and a show which included Al Siegel and Connie Russell, the Ross Sisters, and Sid Tomack and the Reis Brothers. Frances Faye and George Hall and Dolly Dawn were succeeding attractions. In addition, name bands were also sandwiched in during the regular outfit's night off. But the turnouts, while better than in most of the smaller 52d Street spots, were not productive of any juicy profits.



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BLUEBIRD RECORDING, "NORFOLK FERRY"  
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PLACE."

IF YOU PROFITED FROM "TUXEDO JUNCTION"  
I AM SURE "NORFOLK FERRY" WILL PROVE  
EQUALLY SUCCESSFUL.

**ERSKINE HAWKINS.**

# On the Records

A critical analysis of the latest record releases, stressing their commercial value to record retailers and music market 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

## DINAH SHORE (Bluebird)

Yes, My Darling Daughter—V. Down Argentine Way—V.

WITH all the radio plugging and publicity the song on the A side of this recording has received of late, it ought to be a natural winner on the coin phonographs. Miss Shore is the featured singer on the Eddie Cantor commercial, and she has repeated this number several times on the show since its popular reception when she did on the initial broadcast of the series. It's hard to see how a lot of people won't put a lot of nickels into a lot of music machines to hear her do it again as they've heard her do it on the air. Added to that is the fact that the song itself makes terrific listening, not only per se but in Dinah's finest vocal style. The minor melody (adapted by Jack Lawrence from an old Hebrew theme), the amusing lyrics, and the general catchiness of the whole thing—again not forgetting Miss Shore's way with the song—should account for large sales for this disk. *Argentine Way* is just as effective in Dinah's hands, with its excellent rumba rhythm, which gives way to a bit of swing in the middle before going back again to the South American tempo. Miss Shore's talents have been amply demonstrated before; this adds another medal to her growing collection.

## CLAUDE THORNHILL (Okeh)

The Bad Humor Man—FT; VC. I've Got a One Track Mind—FT; VC.

THORNHILL, former arranger for Maxine Sullivan, makes his recording debut as a band leader with this double, and the disk acts as the showcase for an extremely smooth, musicianly style that makes this band a welcome newcomer to record ranks. Using four saxes and two clarinets in a nice blend, with five capable brass for solidity, Thornhill knocks out for his star the two of the tunes from Kay Kyser's new picture, *You'll Find Out*. The straight songs don't give the maestro enough danceable smoothness and ear-arresting touches—not the least of which is Thornhill's liquid piano—are in evidence here to insure some exceedingly nice wax product from this outfit in the future. All of it is sold, but none of it is noisy; it's saleable, but not highly commercial, because of the leader's lack of name strength at the moment. With more disks of the quality of this one, however, he should overcome that handicap and build nicely in record-buyers' affections.

## EDDY HOWARD (Columbia)

Stardust—V. Old-Fashioned Love—V.

COLUMBIA tries a noble experiment here, and the fact that it comes off as well as it does is a credit to the imagination of the minds that conceived the idea. Howard is strictly a singer of sweet songs and has been established in disk purchasers' minds as such thru a series of straight ballads backed by Lou Adrian's suave strings and muted brass accompaniment. Howard here does a sharp right turn, and finds himself backed up by some of the most revered names in hot jazz. Considering his ballad background of the past, it's an eye-opener to discover names like Teddy Wilson (piano), Bud Freeman (tenor sax), Benny Morton (trombone), Edmund Hall (trumpet), Bill Coleman (sax), Charlie Christian (guitar), Billy Taylor (bass), and Yank Porter (drums) supplying the instrumental backing. The disk has much appeal to lovers of both sweet and hot as a result, containing as it does some of the acceptable Howard ballads (on the A side) and the fine jazz of its accompanying personnel. The swingy vocalizing on *Old-Fashioned Love* isn't exactly Howard's forte, but that isn't noticed too much in the generally fine set-up of the disk and its shrewd merchandising possibilities.

## DOLLY DAWN (Okeh)

Hep-Tea-Hootie (Juke Box Jive)—FT; VC. So You're the One—FT; VC.

MISS DAWN and Her Dawn Patrol come back to the record wars after a lengthy absence, which ought to be good news to many people who have always favored Dolly's excellent swing music. Taking the eulogy to the coin phones on the A side for her first on this label, Miss Dawn does it up in her usual solidly effective style, even tho' the swing melody of the ditty is not all it might be in effortless ease. Tune is too forced and at times gets itself too tied up in knots to take any honors as a better-than-average riff number, and it's to Miss Dawn's credit that she manages to make it sound as free, easy, and swingy as it does here. First side is practically all vocal, side B giving over only the middle and the last half chorus to Dolly. Song itself is weak, and again the singer helps matters considerably with her natural ability to sell this sort of rhythm wordage. Miss Dawn's name carries plenty of weight, which ought to result in nice sales for this double.

## CRAY GORDON (Bluebird)

Oh! They're Making Me All Over Again in the Army—FT; VC. I'll Take You Home Again, Kathleen—FT; VC.

With patriotic songs cropping up all over the place, it's a welcome relief to hear something like the A side here, which has timeliness without being maudlin about it. Oh, How I Hate to Get Up in the Morning was a training camp product of the last war that hit the heights, and this new soldier ditty has its chance of doing the same today. Art Perry and the ensemble sing the swingy and not-so-militaristic words amusingly and well, and the whole adds up to a good potential seller, particularly in music machines. Reverse is the well-known Irish ballad, done nicely by Perry in his previously displayed Molly Malone style.

## JIMMY DORSEY (Decca)

You've Got Me This Way—FT; VC. The Bad Humor Man—FT; VC. Falling Leaves—FT; VC. A Handful of Stars—FT; VC.

Jimmy's first records in several weeks cover three picture tunes, and the *Falling Leaves* number, which is Frankie Carle's latest endeavor in his *Starline* *Swordie* vein. And, as is customary with J. Dorsey records, each side is well worth listening to. A superior brand of arranging and instrumental execution is always in evidence on these disks, and these two are no exception. With the exception of *Leaves*, the songs don't lend themselves too admirably to studio effect, but the effective orchestration, but

# On the Stand

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

## Jay McShann

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

MC SHANN'S is the newest colored band, cradled in the Kansas City swing alley which produced many other great ebony jivists. It's a youthful outfit, oldest music being 23 plus a couple of 18-year-olds.

Pride of the gang is the rhythm section, with McShann on piano, Gene Ramey on bass, and Gus Johnson working out on the drums. This threesome, prodding each other on, drives the other eight instrument bearers (four brass and four sax), and they knock themselves out with foot-pounding music. McShann's piano is a beauty and he colors up his delivery expertly.

William J. Scott is the arranger, writer, and principal in the reed department. Band features several of his originals, and they're all streamlined for dancing. Harold Bruce, specialist in trumpet flip-rap marathons, is another highlight. Joe Coleman sings whenever the band slows down.

McShann's organization, put together and handled by Joe Tumino, has jumped from its kick-off in April to being contracted for a couple of Decca record dates in December. Jay can handle sweet, but everybody would rather swing, so that's what happens. *Oldfield.*

## Earl Hines

(Reviewed at the Rainbow Ballroom, Denver)

WITH practically everything new except the piano gyrations of the "father" himself, Hines is out with a mouth-old outfit that includes three new trumpets, one trombone, three saxes, and two rhythm newcomers.

As always, the predominant feature is Hines' piano work and he is one of the top septa ivory mixers in the business. Hines works six brass, five reeds, and four rhythm to a constant solid front, which, altho leaning to the gaudy side at times, will probably smooth out as the boys keep working together.

Vocal department is headed by Billy Eckstein, a youthful hi-de-ho-er who handles his live in a selling manner. Leroy Harris turns in a nice job in the ballad department. Madeline Green, with a rather high-pitched voice, is well adept in selling her type of number.

Hines keeps everything up to tempo that is plenty jivey. Working each number at the keyboard, he has little time for baton waving, but manages to be on his feet at the end of each number.

*Trackman.*

## Louis Gress

(Reviewed at Park Casino, Philadelphia)

GRESS makes for another welcome comer to the dance-band ranks. However, he can hardly be classified as a newcomer, being an old hand at conducting Ziegfeld and similar musical ex-

travaganzas from a pit position, and having for three years bateded the Eddie Cantor air shows. With such a background it's easy to understand how Gress can get so much out of the musicians behind him. Altho it's Tin Pan Alley stuff instead of a musical comedy score, Gress still conducts. Instead of just leading with the downbeats. Moreover, he interprets each selection and makes the boys interpet.

As such, he is able to bring out tonal colorings one hardly suspects exist in a simple pop tune. It's music magic that he gives or the dancing, fit for any lush or plush salon.

Instrumentation takes in three saxes, one doubling on fiddle; two trumpets and single trombone, and the conventional four rhythm, pianist doubling on accordion for the Latin lullabies. Gress makes the polished front man, belonging to the Leo Reisman and Phil Spitalny school of conducting, with the emphasis, however, on shading the music to make it outstanding for itself rather than depending on musical arrangements for the flashes.

Plenty of vocal force on tap, song-selling assignment split among the boys in the band: saxer Ed Schaefer, pianist Eddie Weber, and the romantics of guitarist Bill Shannon. A fem decor for the stand would make it complete.

*Orodenker.*

## Vincent Burns

(Reviewed at Madura's Danceland, Whiting, Ind.)

PLAYING the Midwest for the first time, Burns found acceptance at this danceland primarily because his music is danceable and he is a salesman. Musically speaking, the band won't draw raves in its present condition, neither the individual ability of the side men nor their combined product showing polish.

Instrumentation takes in three brass, three rhythm, and four reed. In the last department a seed of originality is combined with an imitation of the Glenn Miller pattern. The originality consists of harmonizing a flute with three clarinets. The Miller take-off, utilizing only four instead of five reeds, follows arrangements for three saxes and one clarinet. Without a doubt the reed section is the band's best feature. Imperfections in quality, not so noticeable when the reeds play in section, show up badly during solos. The brass department when it takes the lead sounds a bit too harsh.

Notwithstanding these criticisms the band still does a good job and is well liked, and that is the immediate measuring rod. Burns puts on a kind of show for the tempo solos. The brass berserk occasionally—not like Krupa, but it sells. Sax man gets some good laughs on male strip tease. Burns and his fem vocalist knock out a rumba on the stand. As a climax, and incidentally an example of good ballroom showmanship, embryonic singers were given a chance to step up front and solo with the band.

Vocalists Buddy Wayne and Bette Glenn just get by. Wayne has a nice voice but puts too little effort into personalizing his vocals. Miss Glenn offers plenty of eye-appeal. *Model.*

## That'll Hold 'Em!

PHILADELPHIA, Nov. 23. — Eddie Heller, manager of Rex Alexander's Royalist Orchestra, has devised the perfect solution to the gal singer situation. After having so many of the band's song sellers lifted by others, with Betty Williams now joining the crew, canary will be billed as "Jeannie With the Light Brown Hair."

Heller figures there's little profit in building a singer only to have another band take her away, with the result that Miss Williams or any other vocalist who joins the band in the future, with Betty Williams now joining the crew, canary will be billed as "Jeannie With the Light Brown Hair." Moreover, four identifying bars of Stephen Foster's familiar *Jeannie* ditty are being written into all the band's arrangements to serve as the musical interlude as "Jeannie" steps up to the mike to sing a song.

# 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

## Ella Fitzgerald

(Brunswick Hotel, Boston, Mass., NBC Red Network, Wednesday 20), 11:15-11:30 p.m.)

DISPLAYING sock showmanship efforts on her late sustainer, Ella Fitzgerald is the dominant factor in the session with an infectious singing style. And the band delivered a zingy set of tunes on an outstanding 15 minutes of rhythm. Band struts thru in a subdued but solid manner, contributing vocal choruses and vocal solos, supplementing Ella's tonsting and leading the band. Very much in the style of her record, Ella does a job and a half with *Five o'Clock Whistle*, spotted properly in the program to make it the best remembered of the bunch. Ed Wallace turns in a neat job on the male vocal end.

## Vincent Lopez

(New Kenmore Hotel, Albany, N. Y., CBS Network, Wednesday 20), 12:05-12:30 a.m.)

THE piano playing maestro, with a half hour to sell his wares to the public, does a workmanlike job of same with the program on evenly divided job of presenting smartly arranged rhythms that include pops, oldies, ballads, and Latin style songs.

Lopez's nimble fingers are always heard throughout in his forte as piano-maestro on both solo and full band numbers. Delivery is so arranged to build on songs and ultimately to send them steaming across. Vocals are nicely interspersed with full-bodied orchestral numbers, showing an effort to contrast struts and songs, which are done successfully.

*America's Newest Dance Band Sensation*

*Teddy* **POWELL**

**AND HIS ORCHESTRA**

— FEATURING —

**RUTH GAYLOR**

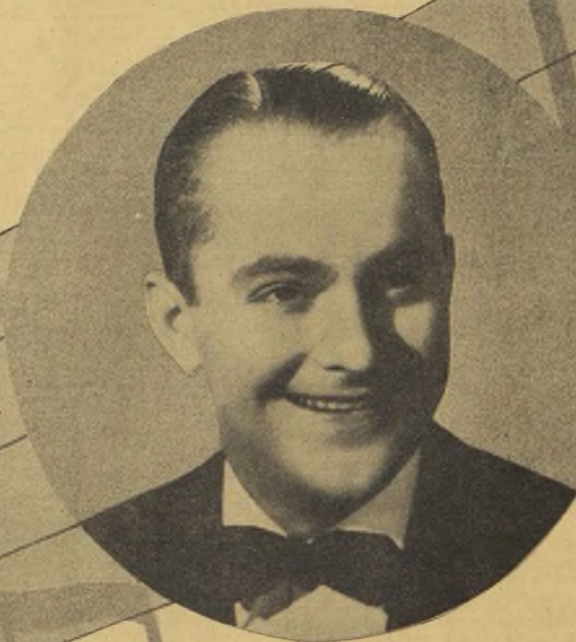
Sweet and Rhythmic Songstress

**JIMMY BLAIR**

Romantic Ballads

**PETER "SCAT" DEAN**

Rhythm Rapsallion



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

A
Abb. Vie (Stuyvesant) Buffalo, h.
Alkin Jr., Bill: (Antlers) Colorado Springs, Colo., h.

B
Bach, Richard: (20th Century Tavern) Phila., h.
Baldy, George: (Wilson's) Phila., h.

C
Caldwell, Ernest: (Harry's New Yorker) Chi., h.
Carr, Ed: (Mill Club) Ogden, Utah, h.

D
D'Amico, Nick: (Cafe Du Nord) NYC, h.
Damerel, George: (Colonial Inn) Singac, N. J., h.

E
Elliott, Baron: (Trianon) Chi., h.
Elliott, Baron: (Trianon) Chi., h.

F
Faber, Fred: (Sloppy Gray) Miami, Fla., h.
Fessler, Fred: (Fairway Yacht Club) NYC, h.

G
Gardner, Al: (Electric) Waterloo, Ia., 28 p.
Gardner, Al: (Electric) Waterloo, Ia., 28 p.

H
Harris, John: (Governor Clinton) NYC, h.
Harris, John: (Governor Clinton) NYC, h.

I
Ivan, Andy: (Walkie's) NYC, h.
Ivan, Andy: (Walkie's) NYC, h.

J
James, Harry: (Orpheum) Minneapolis, h.
James, Harry: (Orpheum) Minneapolis, h.

Orchestra Routes

Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.
ABBREVIATIONS: a—auditorium; b—ballroom; c—cave; cb—cabaret; cc—country club; h—hotel; mh—music hall; n—night club; p—amusement park; ro—road house; re—restaurant; s—showboat; t—theater.

Fisher, Mark: (S100) Chi., h.
Fisher, Freddie: (Blatt's Palm Gardens) Milwaukee, h.

G
Gardner, Al: (Electric) Waterloo, Ia., 28 p.
Gardner, Al: (Electric) Waterloo, Ia., 28 p.

H
Hall, George: (Famous Door) NYC, h.
Hall, George: (Famous Door) NYC, h.

I
Ivan, Andy: (Walkie's) NYC, h.
Ivan, Andy: (Walkie's) NYC, h.

J
James, Harry: (Orpheum) Minneapolis, h.
James, Harry: (Orpheum) Minneapolis, h.

K
Kahn, Dick: (Astor) NYC, h.
Kahn, Dick: (Astor) NYC, h.

L
Lamb, Drexel: (Roseland Inn) Jackson, Mich., h.
Lamb, Drexel: (Roseland Inn) Jackson, Mich., h.

M
McCollough, John: (Tally-Ho Tavern) Albany, N. Y., h.
McCollough, John: (Tally-Ho Tavern) Albany, N. Y., h.

N
Nolan, Bert: (La Conga) Hollywood, h.
Nolan, Bert: (La Conga) Hollywood, h.

Johnson, Duke: (Jim's Lob Cabin) Pleasantville, N. J., h.
Johnson, Duke: (Jim's Lob Cabin) Pleasantville, N. J., h.

K
Kahn, Dick: (Astor) NYC, h.
Kahn, Dick: (Astor) NYC, h.

L
Lamb, Drexel: (Roseland Inn) Jackson, Mich., h.
Lamb, Drexel: (Roseland Inn) Jackson, Mich., h.

M
McCollough, John: (Tally-Ho Tavern) Albany, N. Y., h.
McCollough, John: (Tally-Ho Tavern) Albany, N. Y., h.

N
Nolan, Bert: (La Conga) Hollywood, h.
Nolan, Bert: (La Conga) Hollywood, h.

O
Oger, Bill: (Hilcrest) Toledo, h.
Oger, Bill: (Hilcrest) Toledo, h.

P
Parker, Paul: (Hunter's Inn) Albany, N. Y., h.
Parker, Paul: (Hunter's Inn) Albany, N. Y., h.

Q
Quattell, Frank: (Colosimo's) Chi., h.
Quattell, Frank: (Colosimo's) Chi., h.

R
Ramos, Ramon: (Drake) Chi., h.
Ramos, Ramon: (Drake) Chi., h.

Malneck, Matty: (Ambassador East) Chi., h.
Mandella, Frank: (Armando's) NYC, h.

M
McCollough, John: (Tally-Ho Tavern) Albany, N. Y., h.
McCollough, John: (Tally-Ho Tavern) Albany, N. Y., h.

N
Nolan, Bert: (La Conga) Hollywood, h.
Nolan, Bert: (La Conga) Hollywood, h.

O
Oger, Bill: (Hilcrest) Toledo, h.
Oger, Bill: (Hilcrest) Toledo, h.

P
Parker, Paul: (Hunter's Inn) Albany, N. Y., h.
Parker, Paul: (Hunter's Inn) Albany, N. Y., h.

Q
Quattell, Frank: (Colosimo's) Chi., h.
Quattell, Frank: (Colosimo's) Chi., h.

R
Ramos, Ramon: (Drake) Chi., h.
Ramos, Ramon: (Drake) Chi., h.

S
Sachs, Coleman: (Pickwick Club) Birmingham, h.
Sachs, Coleman: (Pickwick Club) Birmingham, h.

T
Tamm, Harry: (Beverly) Detroit, h.
Tamm, Harry: (Beverly) Detroit, h.

U
Unger, Fred: (Sloppy Gray) Miami, Fla., h.
Unger, Fred: (Sloppy Gray) Miami, Fla., h.

Bands on Tour—Advance Dates

JIMMIE LUNCFORD: Royal Theater, Baltimore, Md., Dec 27 week; Howard Theater, Washington, Jan. 3 week; Strand Ballroom, Baltimore, 10; Keith's, Rock, Baltimore, 11; Murray Casino, Norfolk, Va., 13; Armory, Charlotte, N. C., 14; Auditorium, Winston-Salem, N. C., 15; Mosque, Richmond, Va., 16; Auditorium, Columbia, S. C., 17; New Auditorium, Raleigh, N. C., 20; Armory, Florence, S. C., 21; New York Club, Jacksonville, Fla., 22; Bathing Cookman, Washington Beach, Fla., 23; Manhattan Casino, St. Petersburg, Fla., 24; Orlando Coliseum, Orlando, Fla., 25; Rockland Palace, Miami, 26; Willard's Auditorium, Palatka, Fla., 27; High

School Auditorium, Charleston, S. C., 28; Municipal Auditorium, Savannah, Ga., 29; City Auditorium, Macon, Ga., 30; New City Auditorium, High Point, N. C., 31.
McPARLAND TWINS: Raynor Ballroom, Boston, Nov. 27; Ritz Ballroom, Bridgeport, Conn., 28; Armory Hall, Lancaster, Pa., 30.
BOB CHESTER: Colonial Theater, Detroit, Dec 6 week.
JAN SAVITT: Hippodrome Theater, Baltimore, Md. Dec 12 week; Metropolitan Theater, Providence, R. I., Dec 20 week.
TOMMY DORSEY: Paramount Theater, New York, Dec. 25 week.

(See ORCHESTRA ROUTES on page 25)



# Tavern Music Side of ASCAP, BMI Battle Aired Pro and Con

### Paine, ASCAP general manager, warns tavern ops on BMI "dangers"

### Attorney Abraham J. Levinson advises support of BMI from taverns

PHILADELPHIA, Nov. 23.—John G. Paine, general manager of ASCAP, has taken pen in hand to combat the gains made by BMI in this territory in support from ASCAP-licensed operators of taverns, taprooms, and night clubs, all using some music and already having gone on record as sympathetic to the cause of BMI, which has promised the use of its music without any license fees at the present time. Since the operators are impressed by the "free" music offered, Paine warns the ops that there may be a "catch" to it.

"Any intelligent business man knows," wrote Paine, "that nobody gives away anything of value for nothing. A tavern keeper doesn't give food or beverages to the public for nothing. Why should a music publisher give its music? So there must be a catch in it somewhere. Maybe it's not apparent now. But it could crop out later—perhaps when it's too late for the tavern man." Paine intimated that if BMI gets a complete monopoly of music there is no assurance that the taverns will continue to get the music at terms as low as ASCAP's. BMI has promised that when it's ready to charge fees the cost will be arbitrated instead of being arbitrarily set.

Paine also raises the question of the kind and quality of music being offered for nothing, warning that the music will fill the needs of orchestras, whether it will please patrons. He points out that ASCAP's present fees for taverns, night clubs, restaurants, and similar public places are "most liberal." Taking \$60 as an average yearly license fee, Paine figures it amounts to less than \$1 a week, 18 cents a day for the use of an average of 60 or more musical numbers daily, also there is no limit on the amount that can be played. "Yet for 18 cents a day," writes Paine, "ASCAP gives these tavern owners the best music of its past and present, the future works of practically all our successful composers. And ASCAP must divide that 18 cents among 43,000 composers, authors, and publishers, here and abroad."

Paine added: "There is one more important point for tavern owners to consider. In about a year of activity, BMI has turned out fewer song hits than there are fingers on one hand. In spite of all the financing and plugging facilities provided by the radio chain. What's more, the BMI songs have sold very little sheet music and few phonograph records—which proves you can't force the public to accept songs they don't like."

As a parting shot, Paine advised that in accepting BMI music free, "consider carefully (1) what you are getting, (2) what you may lose, and (3) what you are letting yourself in for. In short, beware of broadcasting barons bearing gifts."

PHILADELPHIA, Nov. 23.—Local tavern and taproom operators who have paid a fee for playing music have been urged to interest themselves in the ASCAP-BMI feud by Abraham J. Levinson, local attorney and an authority on liquor laws and regulations, whose writings are featured in taproom and liquor trade journals. Tavern men have a stake in the outcome as well as the radio industry, according to Levinson, and, after reviewing arguments presented by both music camps, he addressed the liquor industry thru the local *Tap and Tavern*, advising that the support of the industry go to BMI.

"To encourage use of BMI music by licensed establishments, BMI's present policy is to 'permit taprooms to play our music without charge for a substantial period.' When the organization feels it necessary to impose charges it agrees to arbitrate the charges with legitimate and representative organizations in the event that agreement cannot amicably be reached upon a reasonable basis of charge.

"This should be good news for the licensees. ASCAP's policy has been a 'take it or leave it' one so far as the licensees are concerned. In 1936 this column advocated 'collective bargaining' as the only possible method of dealing with ASCAP's demands.

"We stated that 'as long as ASCAP continues to be legally recognized, retail licensees must act collectively in dealing with the society. Accurately stated, that it is willing to negotiate and arbitrate with license organizations at once remove one of the principle difficulties met in dealing with ASCAP. The offer of free music for the present, negotiation and compromise for the future, must bring to BMI a hearty welcome from all licensees."

## Lively Local 77 Election War Soon

PHILADELPHIA, Nov. 23.—Even if Charles McConnell does win out next month in the local election as president against the incumbent, Frank P. Luzzi, it will be empty glory as far as his financial returns are concerned. As music contractor for the Stanley-Dwerner theater circuit here, McConnell draws down a yearly pay check of \$5,000. As Local 77 prez, the best he can hope for is the allotted \$3,500 a year.

"Herb Woods, dance maestro, bows out as vice-president on the election ticket, giving way to drummer Ralph Kirsch, who will battle it with ballots against Romeo Cella, one-time prez, linked on McConnell's ticket.

For secretary it will be a three-way tussle. Incumbent A. Rex Riccardi matched against McConnell's Lewis Ingber and the independently running Glen Cooldige. Joe Bossie is unopposed for the umpteenth year as treasurer, local members unanimous each year in their implicit faith in "Uncle Joe's" financial wizardry.

## Krupa Pulls Capacity Crowd To Exclusive Princeton Prom

PRINCETON, N. J., Nov. 23.—Gene Krupa, playing last Friday (15) for the Prince-Tiger Prom at Princeton University here, the gayest week-end of the season's fall social season, accounted for a sellout, with 400 dancing couples in attendance. Prom, sponsored by the *Princetonian* and *The Tiger*, the two rival campus publications, is one of the school's most exclusive dances, with only 400 couplets of duets available.

Dance was held at the school gym, transformed for the occasion into the synthesis of New York niterites, Stork Club, 21 Club, and the like being imitated by the decorating committee. Hubert Finlay, septa trumpet ace, and his band alternated with Krupa in providing music for the collegians until 4:30 Saturday morning.

## Music, Maestro, Please

NEW YORK, Nov. 23.—Sammy Kaye has had plenty of celebs and celebrities step up to conduct his ork during his "So You Want To Lead a Band" sessions at the Hotel Commodore here, but the topper came last week when the winner of a lucky stub was Otto Klemperer, internationally known symphony conductor. Klemperer, the topper, who had just finished a concert and was still in talls, was a good sport about it. He came up on the stand and led the Kaye band thru, of all things, *Practice Makes Perfect*.

## Savitt Helps Mass. Ballroom to Top Biz

SPRINGFIELD, Mass., Nov. 23.—Jan Savitt climaxed a three-day holiday program at the Butterfly Ballroom here November 11 when 1,312 people danced to his music. Benny Larkin opened the holiday on Saturday (8), and the Melody Kings played for an Armistice Day dawn dance that started at midnight. Mitchell Labuda, owner of the Butterfly, was more than pleased at the turnout.

Larkin drew 863 customers at 44 cents a head for a take of \$385, an all-time high for Saturday night at the ballroom. The previous high was 600 customers, Labuda said. Dawn dance saw well over 1,000 people flocking in to hear the music of the Melody Kings, popular around here.

The 1,312 people who heard Savitt at 75 cents apiece left \$984 in the cash drawer to wind up one of the best holiday week-ends in the spot's history.

SPRINGFIELD, Mass., Nov. 23.—More than 700 people, at 44 cents a head, left \$325 at the Butterfly Ballroom here last Saturday (16) to dance to the music of Perley White. Mitchell Labuda, ballroom owner, announced that previously arranged plans for Bob Chester to play here Thursday (21) had to be canceled due to route changes which sent Chester in the opposite direction. Johnny Messner filled the spot for Chester.

## Harrisburg Dantsant Starts New Season

HARRISBURG, Pa., Nov. 23.—Gene Otto has opened the season at the Madrid Ballroom here, now operating as the Club Madrid, and is scheduling "student dances" each Monday night thruout winter, along with special events.

For Christmas week Otto has Jimmie Lunceford, Count Basie, and Andy Kirk coming in on separate nights.

Madrid is only ballroom in this vicinity to offer public dances on a regular schedule. Various organizations frequently promote dances at the Zumbo Temple, with name bands on the stand.

## RCA-Victor Record Sales For Oct. Set 17-Year High

CAMDEN, N. J., Nov. 23.—Phonograph record sales during the month of October set a new 17-year high, it was announced by RCA-Victor here, manufacturing the Victor and Bluebird labels.

Total sales of all classifications topped every similar period since 1923 with a large share of the increase due to the drop in price for the higher priced records and the extreme activity in the Red Seal classical line, where "album sets" are going like single records," officials said. In particular, *The Heart of the Symphony* album has broken every existing album sales record for the first month and a half.

## Wisconsin Dantsant Guttred By Fire; \$5,000 Damage

MADISON, Wis., Nov. 23.—Fire of undetermined origin on November 10 destroyed the Edwards Park Dance Pavilion on Lake Waubesa near here, with a loss estimated at over \$5,000. The building was owned by Oscar Harrison, who plans to rebuild, and has been operated for the last nine years by Joe Maes. By a coincidence, Tony Savitt, who played the spot night before, was the first as well as the last musician to play for old-time dances in the pavilion. Salverno had played the pavilion when Maes took charge of the redecorated ballroom nine years ago.

## Music Items

**Songs and Such**  
THE theme song of the Hungarian film *Ecstasy*, which skyrocketed Hedy Lamarr (then Hedy Kessler) to her present fame, has been given a set of English lyrics and tabling down *The Gypsy Trail*. Words were supplemented by Walter Hirsch. Song had its debut over the air by Sammy Kaye, who also recorded it for Victor. Foreign and Domestic Music Corporation publishing.

Roy Harris, Mills contract composer, received an airing of his new collaboration at the Golden Jubilee of the Chicago Symphony Orchestra, conducted by Dr. Frederick Stock at Carnegie Hall, New York, last week.

Will Skidmore, founder of the old Skidmore Music Company, now living in El Paso, Tex., has taken a new collaborator, Jack Haggerty, since the death of his old partner, Marshall Walker. Pair placed "Fix Up the Spare Room" (Mother Dangling), a comedy song, with Broadway Music.

Betty Barton of the radio team of Betty and Buddy, debuted as a songwriter with *What Do You Hear From Your Heart?* Buddy Arnold and Jack Gould collaborated.

Mary A. Keith and Al. J. Karigraf partnered a new patriotic tune, *Thank You, America*.

**Publishers and People**  
MR. AND MRS. CLARENCE WILLIAMS are celebrating their 19th wedding anniversary at their home in Jamaica, Long Island. Williams is the composer pianist president of a music firm bearing his name, while Mrs. Williams is known to radio as Eva Taylor. Excelsior Music is concentrating on two new numbers, *Little Tattletale* and *A Little Jive Is Good for You*.

**Philly Pickings**  
LIGHTS AND SHADOWS and Dancer *L* at the Fair make for the new tunes fashioned by Johnny Portis, arranger for Meyer Davis, society maestro.

On the New Jersey shore the State is close to acquiring an official song, movement started to adopt *My Garden State*, the pen work of LeRoy Hinkle, of Dover, New Jersey.

Duke Morgan collabs with tune publisher Frank Capano and Maestro Billy Hays to produce *Hannah From Heaven*.

## WLS Runs BMI Test

CHICAGO, Nov. 23.—WLS devoted this week to BMI tunes in an effort to test both listener and sponsor reaction. Every program aired, both sustaining and commercial, with the exception of NBC shows, was void of ASCAP music. No complaints were registered either by listeners or advertisers. Harold Safford, program director, said he was surprised at the amount of usable non-ASCAP material he unearthed when forced to dig into his library for suitable material.

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Dance was held at the school gym, transformed for the occasion into the synthesis of New York niterites, Stork Club, 21 Club, and the like being imitated by the decorating committee. Hubert Finlay, septa trumpet ace, and his band alternated with Krupa in providing music for the collegians until 4:30 Saturday morning.

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**America's Craziest Band**  
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AND HIS MONARCHS OF MONKEYSHINES  
Currently Sloppy Joe's, Minneapolis

## Detroit Legit Down To A Single; 'Rocket' Opens to Weak Start

DETROIT, Nov. 23.—Detroit's epidemic of legitimate simmered down to one house this past week, with the Wee Leventhal production of *Rocket to the Moon* opening to poor business at the Lafayette. The basic Detroit's stand-by legit house, was dark for the week only, slated to reopen tomorrow with *Pins and Needles*.

The Shubert musical season at the Wilson closed Saturday after five weeks, with *Blossom Time* grossing an estimated \$9,000 for the second week, enough to keep it on the profit side but not enough to justify further productions for the Motor City in the judgment of the Shuberts. Rumors were current that the house will reopen shortly with a road-show of the new Chaplin film, *The Dictator*.

At the Lafayette, *See My Lawyer*, dropped to around \$3,500, indicating that the play was probably held a bit too long for this town, two and a half weeks.

*Rocket* got off to a poor start, and was rather roughly handled by local critics. An arguer that the one week slated for it will be enough. Current production is announced as using the original Broadway cast, including Ruth Nelson, Eleanor Lynn, Art Smith, and Gregory Robbins, but with Guy Robertson as the lead role of Ben Stark, the dentist. Tempo of the production opening night was painfully slow, largely because Robertson and perhaps others, forgot their lines for long stretches.

## Goldman Acquires Philly Erlanger; To Buck Shuberts

PHILADELPHIA, Nov. 23.—Shuberts, operating the Forrest and Locust Street theaters, get their first real competition since the Garrick was converted into a parking lot, with William Goldman entering into the legit ranks by taking over the operation of the \$2,500,000 Erlanger Theater. Goldman, who operates a chain of independent movie houses in Eastern Pennsylvania, closed a long-term lease on the 2,000-seat house this week with the Pennsylvania Company, trustees under the first mortgage issue.

Erlanger, in recent years operated by Sam Nirdlinger with bookings few and far between, first opened in 1927. Under the Goldman aegis house lights up November 25 with *The Mask and Wig High as a Kite* show. Goldman hopes to line up a full course of legit shows for the house for the remainder of the season.

## Chorus Equity Employment Up

NEW YORK, Nov. 23.—Employment among paid-up members of Chorus Equity Association matches the peak record set last November when contracts numbered 514 in legit. Ruth Richmond, executive secretary, says that this week that she had not completed the employment count, but that already the report indicated that last year's mark will be upped.

Despite the loss of employment from the New York World's Fair, CE membership has been obtaining jobs in other branches of the trade. Jobs are more plentiful so far this month than they were last January, Miss Richmond explained. January is usually the year's employment peak.

## John Barton's Half-Century

MILWAUKEE, Nov. 23.—John Barton, the Jeeter Lester of the *Tobacco Road* Company which opened November 10 for a week's stand at the Davidson Theater here, celebrated his 50th anniversary in show business November 11. Barton entered the field at the age of 13 in his father's theater in Baltimore.

During the 60-mile gale which swept the city November 11, a skylight over the Davidson stage crashed, splintering glass on the dirt of Jeeter's "stage." Because it was impossible to clean up the glass immediately, the cast, which usually goes thru the acts barefooted, was compelled to wear bedroom slippers.

## Record

PHILADELPHIA, Nov. 23.—Post-election hangover was too much for the Hedgerow Theater customers apparently, for not one seat was occupied at curtain time Wednesday (6) at the Mowbray-Rose Vaudeville playhouse. Two prospective patrons arrived 15 minutes later, but decided they'd be too lonesome and made reservations for another night. The Hedgerow actors took a busman's holiday, calling off the performance and going to near-by Chester to take in a movie.

## Dayton's Record Season

DAYTON, O., Nov. 23.—Definite booking of Alfred Lunt and Lynn Fontanne in *There Shall Be No Night*, December 2, gives Dayton the greatest array of top stars ever brought here in so short a space.

Tallulah Bankhead in *The Little Fozes* and Katharine Hepburn in *Philadelphia Story* have already played to packed houses, and Gertrude Lawrence in *Skylark* did the same November 14.

Each play gives two performances, matinee and night.

## FROM OUT FRONT

# Hollywood on Broadway

By EUGENE BURR

LIKE the Worm Ouroboros, the theater is eating its own tail. Or, in case that should be misconstrued, let's say the theater is eating its own flesh, including the other show-business fields that are appended to it. For of the few new plays presented so far this season, three in a row fed on Hollywood and picture-making for their material. In addition, Lawrence Riley's *Return Engagement* (for some reason the title always starts to write itself out as *Personal Reappearance*) dealt with summer theaters, the Spewacks' new comedy *Out West It's Different* is another with Hollywood background, and, as tho that weren't enough, Lee Tracy has just opened on the Coast in *Every Man for Himself*, which also has to do with the film colony. It won't surprise me if Eugene O'Neill's latest, for which the Theater Guild is waiting with bated breath, turns out to be a comedy about Hollywood.

Of the three successive Hollywood comedies seen so far, just three were terrible. This, of course, is nothing surprising. Films, like radio, are so fantastic in themselves that they pale the efforts of their own satirists. It takes a *Boy Meets Girl* or *Once in a Lifetime* (a somewhat prophetic title) to do justice to the gargantuan ginnerecks of the Gold Coast or to give the cinema's unbelievable stupidity enough point to make it amusing even on a stage. Less gifted authors are on a spot; if they play down their subject they fall to do it justice; if they offer merely an authentic record no sane theatergoer can believe in it for a moment.

The same thing holds true for radio. Its mad events, dull and silly on the stage, become believable only when they happen in a studio.

INCIDENTALLY, the three plays about Hollywood, not content with using identical backgrounds, have managed to hit on practically identical plots. They all have to do with philandering husbands, worried wives, and third-act marital clinches. If the authors are to be believed, it's hard to figure out how Hollywood manages to get time to make occasional pictures between their teeming jousts of infidelity. All three comedies indicate that motion pictures play a very minor part in the life of the film colony, serving chiefly as pegs on which to hang the serried scapels of ravished maidens. Well, anyhow, of ravished women. And it would seem that every Hollywood wife should be provided with a shotgun with which, each hour or so, to shoot predatory females from off her doorstep.

Despite the fact that six authors (two to each play) concur in these observations with almost alarming unanimity, I suspect that the inference isn't quite true. Hollywood wives may be providing their husbands with good plays, but there are simply too many of them to be made during hurried trips from couch to couch. And it's this unanimous over-emphasis of what is, I suspect, really a very minor phase of Hollywood life that is probably one of the chief weaknesses of the three plays under discussion. They've all hit on a somewhat sensational and much-publicized angle of the film colony (an angle that is far more acute in gossip columns and pulp-sheet novelettes than it is in California) and have played it up almost to the exclusion of those legitimate insanities of the actual business that might have provided them with material for good plays.

The deceived wife, the philandering husband, and the ultimate clinch was hardly a new plot in the days when Euripides was way uptown. As a matter of fact, it was probably the argument of the first play presented by the Neanderthal Dinosaur-Hunting and Dramatic Club. Building a sound stage around it doesn't make it any fresher.

On the other hand, take the two truly successful Hollywood plays. Neither *Once in a Lifetime* nor *Boy Meets Girl* laid much emphasis (or anything else) on the bounding beds of lubricity; they concerned themselves with the mammoth madness of the business of making motion pictures for America's morons. And they were hilariously funny.

THE three sets of authors involved in the more recent plays evidently believed that theatergoers are titivated by the same vicarious itches that excite the readers of dime magazines. And so they all rushed enthusiastically in the same wrong direction. In *Quiet Please* the wife is a big star; in *Glamour Preferred* the husband is a big star; and *Beverly Hills* hit on the astounding innovation of making the husband merely a writer and having him an unwilling rather than an enthusiastic party to his extra-marital parties. But essentially they all have precisely the same plot. Partly, it's because the authors, Coast people themselves, probably felt that Broadway goes for the same sort of cheap and sentimentalism favored by the two-or-three-a-weekers of the Coast's own intimate flesh-and-blood theaters. Partly their inattentiveness was probably bounded by the inattentiveness of the movies themselves. Partly, I imagine, they gravitated to the oldest of plots first, and then decided to give it film-colony background merely because of the sort of mass Narcissism of West Coast residents, who consider Hollywood the most desirable and glamorous hunk of real estate this side of El Dorado.

Meanwhile, we still have *Out West It's Different* and *Every Man for Himself* to reckon with. This column devoutly hopes that they will be peopled with bachelors and spinsters exclusively.

## Pitt's Dark Christmas; Sparse Shows' Big Takes

PITTSBURGH, Nov. 25.—Nixon may be dark during Christmas and New Year's week for first time in years unless one of present tentative bookings is definitely scheduled, moaned Manager Harry Brown. Pencilled in are *The Man Who Came to Dinner*, *Life With Father*, *Du Barry Was a Lady*, *Too Many Girls*, and *Twelfth Night*, but only possible show, before January is the Kaufman-Hart show for December 23, according to outlook.

First three plays in sparsest season of last decade each grossed above average. Flora Robson in *Ladies in Retirement* topped \$15,000; Eddie Dowling in *Time of Your Life* neared \$17,000; and the Lunt-Fontanne *There Shall Be No Night* was one of heaviest takes in years for straight legit, above \$30,000. All were American Theater Society subscription plays.

## "Skylark's" SRO Finale

WILMINGTON, Del., Nov. 23.—*Skylark* played to standing room at the Playhouse here Saturday night, concluding its successful tour. Gertrude Lawrence made a brief curtain speech, thanking Wilmington and the American public generally.

## Copley Quits 30G in Red

BOSTON, Nov. 23.—Copley Productions, Inc., suspended operations last week after presenting three of the scheduled six new productions. Outfit reportedly lost \$30,000 during the six weeks it was in operation.

Horace Schmidlapp and Joseph M. Gaites were behind the idea to produce plays in the Hub. Each vehicle was to have a new cast and director and would be sent to Broadway if successful here. First offering was St. John Ervine's *Boyd's Shop*. Enthusiastically received by the Boston press, the show cut its Hub stay three days and was taken to Broadway, where it opened with the title changed to *Boyd's Daughter*. It ran one night. During its Hub run, piece took in a total of \$9,000 at the 1,061-seat house. Tickets were scaled at 55 cents to \$1.65.

Second offering was Lawrence Riley's *Return Engagement*, also well received by critics. The show managed to scrape together \$15,000 in two weeks, on the strength of the name value of the show, and was taken to Broadway for an early demise.

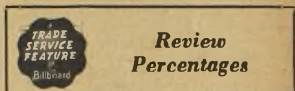
For the third (and last) presentation, Copley Productions revived George Oppenheimer's *Here Today*, had a few new lines added, brought in Ruth Gordon to play the lead, and hoped for the best. Doubtfully dated, the piece was nostalgic if nothing else. Competing with pre-election campaign and several good offerings at downtown theaters, it drew an estimated \$12,000 for the two-weeker and then left. House was shuttered, with no announcements as to the future.

Schmidlapp, who reportedly dropped \$80,000 last year on *Three After Three* (later retitled *Walk With Music*), was not available, and it was said he had taken a vacation. Young entrepreneur lost more than 100 Gs within a year.

## Dowling's Rep Plans

CHICAGO, Nov. 23.—Eddie Dowling, producer and star of *The Time of Your Life*, now at the Erlanger, was announced that he is planning to produce a repertory of plays during his Chicago run. He is now making ready to stage *Purple Dust*, by Sean O'Casey, and also may revive Philip Barry's *Here Comes the Clowns*. No date has been set for *Purple Dust*.

*The Male Animal* will close its engagement at the Selwyn tonight, moving to the American Theater, St. Louis. *Pygmalion*, with Ruth Chatterton, opens at the Selwyn November 24.



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

- "Glamour Preferred"—11%  
YES: None.  
NO: Coleman (*Mirror*), Watts (*Herald-Tribune*), Kronenberg (*PM*), Atkinson (*Times*), Whipple (*World-Telegram*), Brown (*Post*), Anderson (*Journal-American*).
- NO OPINION: Lockridge (*Sun*), Mantle (*News*).
- "Twelfth Night"—94%  
YES: Mantle (*News*), Watts (*Herald-Tribune*), Coleman (*Mirror*), Anderson (*Journal-American*), Lockridge (*Sun*), Whipple (*World-Telegram*), Brown (*Post*), Kronenberg (*PM*).
- NO: None.  
NO OPINION: Atkinson (*Times*).



## Pittsburgh Clubs Booking Ahead Due To Improved Biz

PITTSBURGH, Nov. 23.—Business pickups at most of bigger spots have been reflected in advance bookings. Instead of waiting until few days before changes to select bands and acts, clubs are booking ahead.

William Penn plans to bring Lang Thompson orchestra back Christmas week. Units Club has tentatively scheduled string of bands to follow Joe Saunders tonight. Cyril Moscov, Nixon El Chico, and Yacht Club are penciling in acts.

Reception of Cuban rhythms is mixed. El Chico, presenting Spanish-type talent exclusively since its opening two months ago, has been turning crowds away week after week. Night police in Leather atmosphere with mixed acts is making money. Nixon Restaurant has dropped the auxiliary rumba band it tried for a month, and retained Al Marsico's straight dance rhythms.

## Miami Gambling a Problem, as Usual

MIAMI, Nov. 23.—Another head appeared among those interested in night club gambling this winter. New face is that of Edgar Dudley, defeated Republican candidate for sheriff. Thru his attorney, Claude M. Barnes, Dudley named the newly opened Tepee Club and asked for an injunction to prevent alleged gambling.

Dudley says the suit against the Tepee is only the first of a contemplated series of actions against 30 spots. The suit against the Tepee will be heard before Judge Ross Williams here November 27.

## Novelties for Edgewater

CHICAGO, Nov. 23.—The Edgewater Beach is leaning heavily to novelty acts for its early winter shows in the Marine dining room. For the show opening tonight, Bobby Belmont and his puppets and Martels and Mignon, novelty act, will be featured. For week of December 7, Claire and Hudson, hand-balancing act, has been set by the David P. O'Malley office. Same office has set Hector and Pals for Christmas week and the Four Collegians for New Year's week.

## New Atlantic City Club

ATLANTIC CITY, Nov. 23.—Al Tege Grill resumed last week at a new site in the Chelsea sector. Al Williams, with Mr. Tege Williams, operates the niter, and was at the New York World's Fair all season with Billy Rose's *Aquacade*.

## Maisie & Hazy Plan To Sue Their Managing Office for Nonsupport

Dear Paul Denis:

OUR fourth week with CHISEL office and not a job. Not even an audition. Our former agent, Joe Pursent, always got us an audition or two, when jobs were scarce. But this CHISEL office says "We never force our acts to give auditions." But I think, Paul, that maybe they never force their acts to take jobs either.

It's awful how cynical I'm becoming. Paul, I'm beginning to think that maybe we ought to sue CHISEL for nonsupport. They're not even supporting us in the style to which we were accustomed—and that was simple enough: We averaged a half week a month when Joe Pursent was our exclusive agent.

HAL just came in and says Mr. Fahrway, president of CHISEL, has fired Jim Mann, who is the gentleman who signed us up and brought us into the office. It seems that Mr. Mann was fired because he had his nervous breakdown ahead of schedule and also because he forgot to sell a supply of paper napkins to the Ritzy-Ritz Hotel when he sold it a band, a complete floorshow, a p-a. sound system, and a new bandstand.

It's a shame, because Mr. Mann really worked hard for CHISEL. He even sold the headwater of the Ritzy-Ritz Hotel some new material, and had persuaded the bus boys to buy new swallow-tailed jackets. The truth is that he even convinced us that we needed new costumes, and we spent \$105 at a dress shop run by Mr. Paul. He absolutely convinced us that we owed him commissions on jobs Joe Pursent got for us a year ago. Hal and I were positive that we had paid all commissions necessary when we paid Pursent his 20 per cent. But Mr. Mann showed us how we were mistaken. And instead of demanding 20 per cent on these dates, he was nice enough to accept only 10. Wonderful man.

WELL, we just met Paddy McGoon and His Refugees from 802, a terrific hot swing combo playing in lownown New Rochelle, and Paddy says he has just signed a management contract with National General Standard Theatrical Corporation. It's for 25 years, with options on 20 more, and guarantees Paddy at least four weeks' work a year, with the commissions starting at only 20 per cent and going up to 40 per cent.

Maybe Hal and I ought to leave CHISEL and sign with National. MAISIE.

## This Club Warns 'Em

CAMDEN, N. J., Nov. 23.—Most unusual night club ad to appear in local papers is being used by George R. Eulo, of The Bungalow, roadhouse at 1001 Lamb's Terrace. Offered as a "warning," the confessional reads: "Count your change before leaving our bar—we are the biggest cheats in the business."

"Don't ask for our food unless you have a good constitution and a strong stomach."

"Don't kick about the prices—we are not in business for our health."

## Majestic Acts Still Hold Bag

NEW YORK, Nov. 25.—American Guild of Variety Artists is after Evans & Lee, bookers and operators of the Majestic Theater, Brooklyn, which folded 10 days after opening with a vaude policy. Still unpaid are the Three Stooges, Dinah Shore, Al and Freddie, and Jack Denny's band. Musicians' union closed the house when Denny was not paid nightly as per agreement. Evans & Lee stated that the money due Denny was being held for General Amusement Corporation, which booked Denny on the date, under an irrevocable court order.

Lee claims that the house suffered only a \$500 loss at the end of the first week, and when house was forced to close Sunday (17) 400 admissions had to be refunded. Another employee said to be holding the bag is Spencer Hare, press agent, who allegedly was paid with a check amounting to \$70, which bounced.

## Adler's IG in Chi

CHICAGO, Nov. 23.—Columbia Artists, Inc., which set Larry Adler to double at the Ambassador East and the Sherman, denies that Adler's release from the Majestic, Chicago, which was announced in last week's issue. According to Robert M. Hafter, head of the local CAI office, Adler had asked \$750 per week for the Pump Room, but finally accepted Ernest Byfield's offer of \$500 for each room.

Adler has been booked for a return engagement on Libby-Owens-Ford Design for Happiness program January 26. For a half hour on this network shot, plus rehearsals, he will receive \$750.

## Columbus N. C. Poll

COLUMBUS, O., Nov. 23.—Joe Mills, amusement editor of *The Columbus Star*, has introduced a weekly night club poll.

Mills selects the best dance act, novelty act, and specialty line, together with the club they are playing, and labels them *All-Star Revue of the Week*.

## National Drive for Co-Operation With South America Booms Latin Employment, Motifs in All Fields

(Continued from page 4)  
Lopez, which has been contracted to play at the Royal Palm in Miami.

### Latin Orks in Demand

Employment of Latin orchestras is not only a "must" in the better clubs and hotels but permeating rapidly in the neighborhood entertainment places, where the craze for rumbas, tangos, and congas is as prevalent as it is downtown. Latin musicians today are no longer content to play by ear only. Many of them read music, many orchestra leaders have added American instruments to their repertoires, and many are finding themselves useful during American dance sessions when necessary, and most of them attempt to be as commercially entertaining in front of Yankees as possible.

The popularity of the conga is reaching nationwide proportions, as shown in the presentation in many pictures released recently. The chief conga good-will ambassadors from Hollywood include Metro's *Strike Up the Band*, in which the conga line is directed by Mickey Rooney and Judy Garland; *Down Argentine Way*, in which the rumba is danced by Betty Hutton, Eddie Thomas, and Catherine Dowling, among others, and the finale of *Too Many Girls*, featuring Desi Arnaz and Ann Miller.

### Films Push Trend

Hollywood, generally, is playing an important role in making the masses conscious of Latin entertainment. Major studios currently have high budget films with Latin backgrounds or Latin scenes in the stages of shooting and preparation. This trend has created a new Hollywood demand for Pan-American acts and American performers known for South American dance routines. Lou Brock and Harry Cohen, respective heads of RKO-Radio and Columbia, spent several weeks in New York looking over talent and testing the better candidates.

While Cohen has not as yet decided on doing a big Latin picture, Brock has selected Eddie LeBaron, who is appearing in *The Met in Argentine*, which will feature Diosa Costello and Desi Arnaz. Frank Veloz, of Veloz and Yolanda, has been set as dance director for this picture, and Music Corporation of America will pick several Latin specialties for the film. Among those wanted are warblers, Cleo Shannon, who does several Pan-American numbers.

Universal was satisfied with the results turned in by *Argentine Nights*, and now has on the market *A Night in the Tropics*, featuring Allan Jones, Abbott, and Costello, and Eddie LeBaron. LeBaron, who has done many New York niteries and before she left for Hollywood, fronted a Latin band at the Stork Club. Twentieth-Fox is now preparing another Latin picture to feature Carmen Miranda, who appeared briefly in *Down Argentine Way*, and Columbia is using its Blondie cast in *Blondie Goes Latin*, which also carried jobs for Tito Guizar and Ruth Terry.

Before leaving for Hollywood Arnaz picked up an engagement at the Versailles in New York and is currently heading a two-week Latin revue at the Roxy. Miss Miranda, since she has returned from South America, is featured for six weeks at the Chez Paree in Chicago.

### Publicized Teams

Among the current big publicity getters in New York are Rosario and Antonio (known in Rio de Janeiro as Los Chavalillos Sevillanos), who are touring the States in a definite run at the Waldorf-Astoria. They work in costume and their act is augmented by a Latin announcer (who acts as their manager) and a Latin orchestra leader. Americans who saw them work in Mexico City recommended them. They have since signed a management contract with Music Corporation of America.

An example of the work available for the more popular South American acts is contributed by William Kent, who manages Raul and Eva Reyes, dancers. The team played the Paramount, New York, four years ago and, according to Kent, made no money. Recently they returned to the Paramount five weeks after playing for two weeks at the neighboring Roxy and proved a big success. They are now set until the middle of March. Following their current five-week theater tour, winding up November 28, they go into the Hollywood

(Fla.) Hotel for a month (December 1-31), then into the Roney Plaza Hotel, Miami Beach (January 1-31), and move into Rumba Casino, also in Miami Beach (February 1-March 15). Team also plays the Statler Hotel in Detroit three times in seven weeks, for a total of 15 weeks, and appeared in such New York spots this year as the Beachcomber and the Starlight Roof of the Waldorf-Astoria.

### Other Latin Acts

A brief list of other major Latin acts that are working consistently: Elsie Houston, Juanita Juarez, Elviro Rios, Rostia Ortega, Eva Ortega, Rostia Rios, Medrona and Donna, Monna Montes and Jose Fernandez teamed for the Rainbow Room, where they are playing a repeat engagement; Carlos and Corita, and Sergio Orta, among others.

It would be guess-work to give the number of Latin combinations, but it is a fact that they are employed all over the country, in many spots hold the dominant bandstand positions, and their popularity has not only increased employment for South American musicians but for American men as well. The popularity of Latin music is noticed by the popular American bands, which have many tangos and rumbas and the inevitable conga in their libraries. Predominant among the Latin bands, nationally, are Xelito, Gato, Curie Madrona, Eddie LeBaron, and Pancho LeBaron, who started as the alternate band at the Rainbow Room, finished head man and is still there in that capacity.

More and more clubs are switching to Latin atmospheres and exclusive Latin entertainment policies. Monte Proser recently opened the first East Side Latin dance in New York, the Copacabana. It draws class trade. Other Pan-American spots in New York include La Conga (booked by Henri Gine), Havana-Madrid, Club Gaucho, Cuban Casino, and El Chico. The latter name, incidentally, is currently used for spots in Pittsburgh, Miami, and Chicago.

On a comparative basis, not many Latin acts are spotted in Broadway shows. Conchita has a role in *Panama Hattie*, Rico De Sierra, Cuban singer now at the St. Mortiz Cafe de la Paix, goes into the forthcoming musical, *Crazy With the Heat*.

### Radio, Too

All three radio networks—Mutual, Columbia, and NBC—are promoting good will among the Pan-American countries with short-wave broadcasts and personal tours on the part of executives. John F. Royal, vice-president of NBC in charge of international relations, stated that, starting January 1, the chain will allow 20 hours of Latin acts from South America to pick up and rebroadcast free of charge the company's Latin-American programs, which will include news events. Mutual is appointing a South American representative to be stationed in Buenos Aires, who will negotiate with radio and government officials to put out affect the exchange of a series of programs. The facilities of WRUL, Boston, an international short-wave sending station, and Press Wireless, a short-wave receiving station located on Long Island, will be utilized. Among Mutual's sustaining Latin shows is one featuring Rostia and the Chibays. Similar plans are under way at Columbia. Its president, William S. Paley, recently returned from a good-will tour in South America and made arrangements for the exchange of numerous programs.

Pan-American unity nights are now special features in New York spots, among them El Chico and Commodore Hotel. A different country is honored each week, with food typical of that land being featured.

## Cops Going Too Far

PHILADELPHIA, Nov. 23.—Raiding of night clubs by the politically motivated police is going to drive the operators, says one, to join the WCTU in a fight for a return of prohibition and speakeasies, so they can again operate without being annoyed.

Chez Paree, Chicago

Talent policy: Show and dance band and relief band; floorshows at 9, 12, and 2 a. m. Management: Joe Jacobson and Mike Fritzel, operators; Fred Evans, producer; Bob Curley, publicity. Prices: Dinner from \$2.50; drinks from 50 cents; minimum, \$2.50 weekdays, \$3.50 Sundays.

New Chez Paree offering is very good but falls just a bit short of equalling the last two previous shows. Tamara and the Chandra Kaly Dancers are the outstanding features and offer splendid entertainment. Joe E. Lewis is back with his sometimes funny incoherencies and as his first appearance was given a reception by his many local admirers.

The Robinson Twins have been held over from the previous show and have a new routine of lively dances that are solidly entertaining.

Bob Bromley has a marionette act that is sure-fire entertainment, his little figures performing with astonishingly life-like movements. His opera singer, Negro tap dancer, and ice skater were fine, but topping them all was his strip-tease artist who disrobed as she promenade to show-stopping applause.

Tamara, of Smoke Gets in Your Eyes fame, received a hearty welcome back to the Chez. Beautiful in a black dress with ostrich plume trimmings, Tamara did a grand singing job with Down Argentine Way, Nightingales Sang in Berkeley Square, and Don't Let It Get You Down, then responded to insistent calls for Smoke Gets in Your Eyes.

The Chandra Kaly Dancers are making their first appearance at the Chez Paree and they were an instant hit. The male of the trio goes thru an amazing routine of bizarre movements and the entire offering has a primitive orgiastic touch that fascinates. Early show featured South American dances, but it was the Hindu dances of the late show that won greatest acclaim. The Snake Charmer, Water Carriers, and Karshna and the Shepherdess are picturesque in the extreme and held the audience spellbound.

Joe E. Lewis closed the show with his familiar jokes and song parodies and, of course, the inevitable Sam, You Made the Paris Too Long. He's a tremendous favorite here and after responding to insistent calls for "more" he had to beg off amid loud applause.

The Chez Paree Adorables have several colorful ensemble numbers, and Emil Coleman continues to furnish magnificent music for both show and dancing. Nat Green.

mum, \$2.50 week nights, \$3 Saturdays and Sundays.

The new show is one of the best this popular spot has had in long time. It has plenty of good talent (new and old) which is used to good advantage in a speedy, breezy floor production. The club continues to be the leader on 62d Street, not only because of its more costly shows but also because it operates on a very sound policy. Food is excellent, reasonably priced, and the service is quite hospitable.

The 10-girl line, seen in an opening dance novelty which is a cute curtain raiser, returns for an Egyptian routine which serves as a background for Leticia's nude specialty and winds up with the apparently still popular audience participating Booms-a-Daisy. Kids are good lookers and lively dancers.

Walter Donahue emcees the show and works hard thruout. On his own he starts off with some personality singing acts on 'You Can't Brush Me Off' and goes into his intricate tap-dancing routines, which are cleverly designed and executed. A bright personality.

Donette DeLys, expert contortionist, is on early with a novel presentation of her hand-getting routine. She opens as a strip teaser and continues her parade until stripped to her working costume. Thruout her body-bending offering executed on a wide drum, she retains a winning, tasteful appearance.

Judy Ellington, swing warbler, is an alert bundle of rhythm with plenty of showmanship. Good to look at and her sharp voice metes out justice to such songs as Born To Swing, I Could Make You Care, and The Man I Love.

Leticia, first of two nudes, works to Egyptian music. Her interpretative offering includes several acrobatic tricks which heighten the effect of the act. A tall, well-shaped girl.

Rulson, Morgan, and Bero are a comedy dance trio who do one lengthy number, winding up with shredded clothes and in a stage of near exhaustion. It is broad comedy stuff that serves as light relief in a show of this kind. The women-and-a-girl rough play is familiar but amusing.

Charlotte Vogue contributes one of the most original nude displays around. In her act appear two Russian wolfhounds who dress up the act in an unusual way. Her own turn has taste and charm, and to her winning personality, shapely body, and salesmanship.

Lou Martin's band plays the music for the shows and main dance acts.

Eddie Davis, co-owner and the club's featured entertainer, did not work this show. He was away doing a benefit for the Canadian Red Cross.

Myrtle Sylva's Pan-American combination dishes out the rumbas, tangos, and congas. Sam Honigberg.

Nut Club, Miami Beach, Fla.

Talent policy: Band for show and dancing; floorshows at 9, 11, and 3. Management: Lew Mercer, owner; E. Ray Redman, press agent. Prices: Dinners from \$1.25, with a chef's special at \$1; no cover.

Third bow-in of the new night club season was accompanied by a taste of winter weather. Despite the bad weather Lew Mercer reopened to a good crowd. Policy remains the same as last year's. Entire format of decoration, show, and general atmosphere is a bit on the raw side, but without being crude. Room is not very large, but by crowding the dancing space to postage-stamp size allowance is made for plenty of tables.

Show is good, individually. Patter is consistently good, clowning is clever, tho the pacing could be picked up.

Individually, every performer is clever. The Bishop Brothers (Joe and Murray) dish out slick palaver. Minskyesque in content, but sparkling and fast. James Paddy Buchanan emcees and fills the bill more than adequately. His handling of the crowd is masterful and funny, but he would do well to delete or rebuld his "Brenda," female impersonation skit. Reggie Dvorak and Charles Adams have clever routines and were well received.

The show is definitely all that it is billed, "It is nuts, it is wacky." Only point that sticks out like a second left hand is that two performers use the same theme, a Durante take-off.

Season's advance should see an increasingly zany and entertaining performance. The people in the show have the material and the ability.

Ray Walker, with four helpmates, turns out a surprisingly good quality of music for the size of the outfit. Fred J. Gobbelle.

recent successful new swing nitery. This show was caught during Teagarden's one-nighter. He substituted for George Hall and Dolly Dawn and, as far as swing hounds are concerned, turned in a mighty good job. His hand plays solid swing, blues, and swell dance rhythm. It was much too loud for the narrow confines of this room, but the dyed-in-the-wool fitterbug didn't mind. His instrumentation includes seven brass (Teagarden's trombone among them), five reed, and three rhythm. Song specialists are David Allen on ballads; Butch Stone, sax, on comedy material, and Teagarden himself on lowdown blues.

Show itself had two outside acts. Lynn Russell and Marlon Farrar, two good-looking blondes, specialize with original, smartly written songs delivered with taste despite their double meaning content. Act is highly suitable for smart and intimate rooms.

Shavo Sherman, mimic, did Ted Lewis, Hugh Herbert, Stan Laurel, Charles Butterworth, and Jimmy Durante impersonations in an authentic and entertaining style.

During intermissions the piano and vocal work of Velva Nally, recently from Detroit, is a passable feature. Sam Honigberg.

Yacht Club, Pittsburgh, Pa.

Talent policy: Variety floorshow; house orchestra. Prices: Drinks 50 cents up, dinners \$1.25 up. Management: Nick Andolina and Sol Heller, with booking by Heller.

Maybe it's competition, maybe it's more money on pay nights, maybe it's better business. Whatever the reason, Yacht Club shows have become better and more varied layout is proof.

Five-act bill opens with quintet of Yeomanettes in fast-paced routine, acceptable particularly because girls don't look yet as tho they've banded around niteries for years.

Torchbearer Beverly Bennett, supported by the Three Yachtsmen, who harmonize while twanging on bass and guitar, adds lilt with languid pop tunes spiced here and there by the girl's fill-ins.

Blond Joan Brandon, decollete-gowned for her 10 minutes of patter and magic, wins hand with standard but effective wand - waving - without - visible - support and pick-a-lighted-cigarette-out-of-the-air tricks. Winds up with drink mixing to customer requests.

Peak of show are Three Playboys, minor league editions of the Ritz Brothers, who should move into faster circuit with partially new material to support present stock and more incisive presentation of business that's already keen. Mixture of dialog, novelty songs, and hokum winds up with socko take-off on Highland fling.

Next-to-closing spot is reserved for Jackie Heller, brother of Co-Manager Sol Heller, who traditionally tenors couple of current hits and couple more audience requests while tossing badinage at customers who love it. Jackie also emcees swapping memories with ringside patter.

Garb changed, line closes. Nelson Maples' band handles show neatly, turns out satisfactory dancapation, too. Spot has nightly ailing over KDEA.

Ship motif, brushed up when Heller and Andolina moved in over year ago, still sets great mood for crowd. This is the only spot in town where hostesses are available for bending elbow with singles. Mort Frank.

Gray Wolf Tavern, Masury, Ohio

Talent policy: Dance and show band; floorshows at 9, 11, and 1. Management: Pete Meyer, owner-manager. Prices: Dinner from \$1; drinks from 25 cents; no cover except Saturday (55 cents).

Sally Rand discovered that she had more fans than she knew of in Youngstown district when she opened a three-day engagement at Pete Meyer's tavern, near Youngstown, November 10. Heads her own unit, which came in from a theater tour. More than 3,000 persons paid 65 cents cover charge to lamp the fan dance. Attendance at the three shows Sunday, set a record for this nitery, which has been dishing out top-notch talent consistently for many months.

As yet unusual for Miss Rand to work so close to her audience, but she made the blue lights a little bluer and danced in a smaller space, handling the situation very well. Her supporting show was well received and included Harger and Maye, dance team; Ross and Stone, comics; Valya Valentimoff, ballet dancer; McNeill, songs, and Mabel Nelson.

Walter (Mousie) Rowe, with his comedy band, has supplanted Billy Yates' orchestra here and has caught on. Powell just completed a lengthy stay at Tom Jones's 37 Club, Columbus, O. Meyer plans to book other names in the future. Rez McConnell.

Famous Door, New York

Talent policy: Dance and show band; shows at 12:30 and 2 a. m. Management: Tom Powell, operator; Ben Fiermont, manager; Martin J. Sherman, host. Prices: Drinks from 60 cents; \$1.50 minimum weekdays, \$2.50 Saturdays, and holidays.

Since taking over this well-known 52d Street address, Powell and his cohorts have been weighing entertainment policies, and it appears that additional changes are to be made.

First policy was Powell's band and a costly show. Then the show budget was reduced, but the bandstand reputation maintained (George Hall followed Powell). In the meantime, during the regular band's night off, a good name band was employed (Jack Teagarden one of them). On Tuesday (26) Joe Sullivan and his boogie-woogie combination, featured at the downtown Cafe Society, will come in. Spot is apparently Society's first show which has been crowding the uptown Cafe Society, a

Leon and Eddie's, New York

Talent policy: Production floorshows at 8, 10, 12, and 2, staged by Bobby Sanford, dance and show band; Latin relief band; costumes by Fettes Costume Company. Management: Leon Enken and Eddie Davis, owners; Dorothy Gullman, press agent. Dinner from \$1.50; mini-

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CHICAGO

### Palmer House Empire Room, Chicago

Ray Noble's superb music and the graceful dancing of the Lathrop Brothers and Virginia Lee highlight the new Merrie Abbott *Holiday Revue*. Noble is now in his 22d week here and his danceable music, much of it his own compositions, continues to please the discriminating audience. Popular, too, are his vocalists, attractive Maxine Tappan and Larry Stewart and the Lathrop Brothers and Virginia Lee are truly tops in taps. Four years ago they made their debut in the Empire Room and since then have moved into the top brackets. Merrie Abbott saw them at Club Martinique, New York, two weeks ago, secured their release from their contract and they flew to Chicago to rehearse for the new Empire Room show. Their high-hat routine, *Walk With Music*, is the acme of grace and rhythm and surpassingly fine entertainment.

Gary Stone has been retained as emcee and continues to do a dignified and effective job. Frank Fairs is an accomplished puppeteer and gives a pleasing performance with his little people, representing Vera Zorina, Mickey Rooney, and other characters.

Franklyn D'Amour and his personable unblinded feminine partner present a clever comedy acrobatic routine, as well as some difficult straight acrobatics. Merrie Abbott, as usual, presents some beautiful production numbers. At the 10 o'clock "Little Show" Beverly Allen presents a Gay '30s dance dramatization, *After the Ball*, and Larry Stewart and Maxine Tappan offer several excellent song numbers. Nat S. Green.

### Rainbow Inn, New York

**Talent policy:** Production shows at 8:30, 11:30, and 1:30 a.m.; dance and show band; *Latin Rites* band. Management: Joe Rosen, owner; Charles W. Zerweck, publicity. Prices: Dinner from \$1; drinks from 50 cents; \$1.50 minimum Saturdays and holidays.

One of the oldest spots on the lower East Side that flourished with the rise of the Yiddish theater. And while the Yiddish stage has suffered an almost fatal setback in the last few years, this cabaret is holding its own due to the repeat trade developed in the last decade since it's been in the hands of Joe Rosen. Good percentage of the business is composed of business people weekdays and parties week-ends. Prices are reasonable and the atmosphere neighborly.

Budget for shows is obviously small, but with the aid of a producer and an

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### HOLIDAY GREETINGS TO MY FRIENDS'

### JACK MIDDLETON ATTRACTIONS

608 Bell Block, 6th & Vine Sts., Cincinnati, O.

enterprising emcee long shows are whipped in shape with few acts. As a rule, three singles are used, in addition to the emcee and line of eight girls. The girl angle is given a prominent play, the management being certain that is what the customers want.

Acts are changed every five weeks. Shows are produced by Chester Doherty. His girl routines are flashy but ordinary. At this viewing they included a swing opening, parade number, and an audience-participation finale (*Booms-a-Daisy*). Girls fair lookers.

Irving Berke, emcee, works in a friendly manner. His forte is the singing of Jewish songs in an Americanized fashion. They are enjoyed here by young and old. Singles are Jacqueline Mignac, good can-can and acro exponent; Linda Marshall, blues singer, and Marion Miles, talented ballet dancer who displayed some good high kicks and turns in Hungarian Gypsy and musical comedy concoctions. Miss Marshall sings pops whose arrangements are hackneyed.

Joan Miller, stripper, joined the show this week.

Rosen, years ago, was owner of the Actors' Inn on the lower East Side.

Show and dance music by Irving Wynn's alert combination. Latin rhythms are dished out by Ramon Torres and his rumba band.

Sam Honigberg.

### New Kenmore Hotel, Rainbow Room, Albany, N. Y.

**Talent policy:** Dance and show band; floorshow. Management: Robert P. Murphy, room manager. Prices: Dinner, \$1 to \$1.50.

Dominant this week is Vincent Lopez and his 25 musicians and singers who were at Billy Rose's Aquacade at the New York World's Fair all summer. Lopez, piano playing maestro, has surrounded himself with meritorious singing talent. One of the band's outstanding musical numbers was *Fifteen Minutes Intermission*, a popular swing tune.

Sunny Skyler, male vocalist formerly with Paul Whitemen's orchestra, is a singer of marked ability and was warmly received here. Anne Barrett, who does jitterbug singing, added greatly to the entertainment. Marsha and Rena, dancers, presented an unusually attractive number. George W. Herlick.

### Hotel Sherman, Panther Room, Chicago

**Talent policy:** Show and dance band; floorshows 9 p.m. and 12 midnight. Management: Ernest Byfield and Frank Bering, managers; Howard Mayer, publicity. Prices: Dinner from \$2; drinks from 50 cents; minimum, \$1 weekdays and \$2 Saturdays.

The Harlem note that has prevailed in several of the Hotel Sherman's shows this year continues in the new show that opened Friday (14). "Pats" Waller and his boys are on the bandstand and the way they whoop up the Harlem rhythm sets the jitterbugs agog. Waller is an accomplished showman and his mugging and ivory tickling are swell entertainment. On this trip Waller has brought with him Kay Perry and Kitty Murray, both artists in their line. Miss Perry has an appealing voice and scores solidly with her singing of *I'm Nobody's*

### More Draft Serial Numbers

of those who gave *The Billboard* as their permanent address will be found in the Carnival Department of this issue. Also in the same department appears a list of names of those having Selective Service mail in the various offices of *The Billboard*.

Baby and other sentimental ballads. Kitty Murray, a buxom brownskin gal, brings down the house with her grotesque dancing.

Mardoni and Louise, held over, continue to garner laughs with and applause for their feats of magic, seasoned with comedy.

The Malo Trio offers some highly entertaining dance creations that range from Viennese waltzes to clever comedy numbers.

Bob Zurke, formerly with the Bob Crosby outfit, is now on his own and he pleases with his original compositions, among them *Hobson Street Blues*, *Nickel Nodder Blues*, *Tom Cat on the Keys*, and *Eye Opener*, as well as such numbers as *Little Rock Getaway* and *Honkytonk Train*.

Waller offers many favorites, including *Bond Street*, *What a Pretty Miss*, *Ain't Misbehavin'*, and *Your Feet's Too Big*. Nat Green.

### Club Colonial, Wilkes-Barre, Pennsylvania

**Talent policy:** Dance and show band; floorshows at 11:30 and 1:30. Management: Jimmy Mack. Prices: Drinks from 25 cents.

Dancer Betty Keeter was feature of the show, which opened here November 19. Her tap specialty was refreshing and the toe-tap number was received even better.

Jackie Williams got many laughs with his comical get-ups as emcee, coming out first in a shopworn raccoon coat and oversized suit. He showed signs of having something on the ball, but his gags were a bit off-color, altho that did not seem to bother the patrons.

Jack Kearns, who plays the ukelele, and his wife were somewhat on the corny side with their routines and renditions of *My Man Is Such a Handy Man*, *Shine On, Harvest Moon*, and a hillbilly tune. Their sleepwalking routine was fair.

Singing waitress Kate McManus was enjoyable in her renditions of *I'm Nobody's Baby* and *I'm Stepping Out With a Memory*.

Jimmy Mack is the genial host. Milton Miller.

### Rapp Club Now 3 Days

CINCINNATI, Nov. 23.—Barney Rapp, whose Sign of the Drum nitery here has been on a six-nights-a-week basis since its opening two years ago, last week trimmed operation to Friday to Sunday only.

Rapp, whose orchestra has been working out of the club on one-nighters for the Stan Zucker office, this week signed with General Amusement Corporation. Deal was set thru Mike Nidorf and Mike Schribman, of GAC.

### Beverly Is Reported Sold To Clevelanders for 200G

NEWPORT, Ky., Nov. 23.—Altho it was announced here Monday that Sammy Schraeder, Cincinnati, and Murray Cook, manager of The Willows, Ashtabula, O., had acquired an interest in Beverly Hills Country Club, owned by Pete Schmidt and managed by his son, Glenn. It is reliably reported here that the spot has been purchased by members of a Cleveland syndicate headed by John Croft, of Ohio Villa, Cleveland. Charles L. Lester, attorney representing the Schmidts, denies that the deal has been finally consummated.

Deal, besides Beverly, is said to include 28 acres and the \$50,000 home recently constructed on the grounds by Pete Schmidt. The Cleveland men are reported to be paying \$200,000 for the entire set-up. Miles Ingalls, now booking the spot, will be out under the new arrangement, reports say. Glenn Schmidt, it is said, will remain on as manager until Croft can arrange his affairs to assume the duties.

Beverly Hills is the ace night spot in this area, consistently using name talent and name bands.



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EXPLANATIONS OF SYMBOLS

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

Abbott Dancers (Palmer House) Chi, h. Adler, Larry (Sherman) Chi, h. Adorables, Six (Princeton) Newport, Ky, cc. Adria & Chas (Broadway) New York, N. Y. Allen, Jacqueline (Hi Hat) Chi, nc. Allen, Beverly (Palmer House) Chi, h. Alvarez, Fernando (Columbia) NYC, nc. Arden's Artists' Models, Don (Lookout House) Covington, Ky, nc. Aristocrats of Rhythm (Gyn Club) La Fayette, Ind. Arnold, Desi (Roy) NYC, t. Arnez, Three (Capitol) Washington, D. C., t. Arini & Consuelo (Broadway) NYC, nc. Atkinson, Betty (Earle) Washington, D. C., t. Auld, Aggie (St Francis) San Francisco, h.

Dubrow, Herb (Walton) Phila, h. Duggan & O'Key (St Louis) Chi, la, h. Dumas Twins (Book-Cadillac) Detroit, h. Dumont, Marie (Crisis) NYC, nc.

Ellington, Judy (Leon & Eddie's) NYC, nc. Elling, Julian (Diamond Horseshoe) NYC, nc. Elvira & Santos (Club Nomad) Atlantic City, nc. Emerald Sisters (Capitol) Washington, D. C. t. Emmy, Carlton & Mad Vases (Capitol) Washington, D. C., t. English, Margaret (Stevens) Chi, h. Enrico & Novello (Benjamin Franklin) Phila, h. Ernest & Tella (Pal) Columbus, O., t. Estela & Papo (Havana Madrid) NYC, nc. Estes, Del (Minut) Chi, nc. Evans, Fred, Girls (Music Hall) NYC, nc. Evans, James (Versailles) Boston, nc.

Facoll, Norbert (Savoy) NYC, h. Fawc & Jordan (Havana) Reno, nc. Fay, Gloria (La Belle) Chi, h. Faye, Frances (State) NYC, t. Payne & Foster (Philadelphia) Phila, h. Fennard, Lou (Old Harbor House) Boston, nc. Fernando & Fair (Philadelphia) Phila, h. Fike, Dwight (Savoy Plaza) NYC, nc. Floreta & Boyetas (Moonlight Gardens) Saginaw, Mich., nc. Folds, Lew (Ray-Old) Niagara Falls, nc. Foster, Dan & Jane (Colosseum) NYC, nc. Foster, Gae, Girls, Sixteen (Earle) Washington, t. Frankwith, Mike (Pal) Cleveland, t. Freddysons, Seven (Lyric) Indianapolis, t. Froman, Jane (Versailles) NYC, nc.

Galante & Leonardo (Stater) Detroit, h. Galpin, Don Dancers (Roy) NYC, t. Gale, Alan (Storck Club) Phila, nc. Galt, George (Lafayette) Phila, nc. Gardner, Darlene (Earle) Phila, nc. Gearhart, Livingston (Brevoort) NYC, h. Geary, J. & J. (Pal) St. Louis, h. Georges & Jaina (Cocoanut Grove) Los Angeles, nc. Gerrits, Paul (State) NYC, t.

Gilbert, Ethel (Gay 90's) NYC, nc. Gilbert, Billy (State-Lake) Chi, nc. Givot, George (Curly's) Minneapolis, c. Glover & LaMae (St Moritz) NYC, h. Golden Gate Quartet (Cafe Society) Uptown NYC, nc. Gomez, Vicenta (Rainbow Room) NYC, nc. Gomez, Joe & Christina (Pal) NYC, nc. Gordon & Sawyer (Harry's New Yorker) Chi, nc. Gordon, Grace (Stamp's) Phila, nc. Gorman, Ed (Diamond) NYC, nc. Gregey & Graham (Commodore) NYC, h. Gregory, Raymond, & Cherie (Tower) Kansas City, t. Grey Family, the (Lyric) Indianapolis, t. Grey, Jon (Chez Maurice) Montreal, Que. nc. Grieve, Andrew (Music Hall) NYC, t.

Night Club and Vaude Routes must be received at the Cincinnati offices of later than Friday to insure publication.

Haakon, Paul (Plaza) NYC, h. Hays, Cliff (Pal) Columbus, O., t. Harden, Zeim (Cat & Fiddle) Cincinnati, nc. Harms, Angelita (Congress) Chi, h. Harris, Claire & Shannon (La Congo) NYC, nc. Harris, Katherine (Music Hall) NYC, t. Harris & Burns (Fountain Square) Cincinnati, h. Holland, Dick (Glen Barin Casino) Williamsport, N. Y., nc. Hayward Seabee Revue (Broadway) Fayetteville, N. C., t. Carolina) NYC, 20; (Gem) Kennaposs 29; (Carolina) Lumber 20; (Paramount) High Point Dec. 2. Heat Waves, Three (Slam) Phila, c. Herzogs, The (State) NYC, t. Hilliard, Harriet (Strand) NYC, t. Hoffman, 'Tina & Drip' (Pal) Columbus O., Hollingsworth, Buck, Hawaiians (Lynn's New Yorker) Chi, nc. Honey Family (Latin Quarter) Boston, nc. Honnert, Johnny (88's) Chi, nc. Hovick, Josephine (Pal) NYC, nc. Houston, Elsie (Rainbow Room) NYC, nc. Howler, Willie, Dancing Darlings (Harry's New Yorker) Chi, nc. Howard Marguerite (Evergreen) Phila, nc. Hubert, Frank & Jean (Pal) Columbus, O., t. Hutton, Betty (La Martinique) NYC, nc. Hyde, Vic (Beverly Hills) Newport, c. Heers, Frankie (Club 18) NYC, nc. Hyton Sisters (Pal) Columbus, O., t.

Ies, Steven (Wayline) NYC, h. Irnagard & Ayn (White) NYC, h.

Jackson & Nedra (868) Chi, nc. Jafee, Pat (Sutton) NYC, nc. Jaffe, Deane (Hollenden) Cleveland, h. Janesky, Four (Webb's Hofbrau) Phila, nc. Jovan, Ventriloquist (Seven Seas) Chillicothe, O., nc.

John, Ventriloquist (Seven Seas) Chillicothe, O., nc.

Barclay, Irene (Barnes Gallants) NYC, nc. Ballard & Rae (Colosmo's) Chi, nc. Barnes, Blinnie (Pal) Cleveland, t. Barret & Barclay (Stamps) Phila, c. Barnett, Martin (Fremont) Chi, nc. Barrett, Roy (Famous Bar Store) St. Louis. Barry, Prince & Clark (Park Central) NYC, h. Bartley Lee (Verona) NYC, nc. Bates, Lulu (Gay Nineties) NYC, nc. Batzko, Yasha (Cafe Continental) NYC, c. Baudino, South American (Soyouth) Boston, c.

Bell's Hawaiian Follies (Fargo) De Kalb, Ill., 29. (Lorain) Chicago, Ill. (Indiana) Indiana Harbor, Ind., 29-30, t. Belmont Bros. (Lyric) Bridgeport, Conn., t. Belmont, Bobby (Edgeview Beach) Chi, h. Belmonte, Gloria (La Fayette) NYC, nc. Belton, June (Village Barn) NYC, nc. Belton, Pappy (Sutton) NYC, c. Belf, Alphonse (Pal) NYC, nc. Bergez, Jerry (The Top) Montreal, nc. Bernard, Ben (Gay 90's) NYC, nc. Bernier & L'Etire (Fremont) Toledo, nc. Birch, Magician (McConnellsville) O., 27; Marysville 28; Rossville 6; Perryville, Mo. 27. Bird, Edwidge (Pal) NYC, nc. Birdsburg, Ill., 5; Central City, Ky., 6; Evansville, Ind., 9.

Bishop, Joe (Oriental) Chi, t. Blake, Arthur (Chez Ami) Buffalo, nc. Blanchard Jerry (Mon Paris) NYC, nc. Black & White (Fremont) St. Louis, h. Bolger, Ray (Chicago) Chi, nc. Bowley, Kay (Old Heidelberg) Milwaukee, nc. Bradley, Iorns (Cat & Fiddle) Cincinnati, nc. Brantley, Rosemary (Music Hall) NYC, t. Brett & Young (Old Harbor House) Boston, nc. Bromley, Bob (Chez Paree) Chi, nc. Brown, Evans (Witter) Wisconsin Rapids, Wis., h. Bructelos, Six Sensational (Follies Bergere) Mexico City, nc. Buckmaster, John (Versailles) NYC, nc. Burnell, Billie & Buster (Club Royale) Detroit, h.

Burnett, Martha (Coo Rouge) NYC, nc. Burns & Swanson (Evergreen Casino) Phila, nc.

Callahan Sisters (Hi Hat) Chi, nc. Campbell, Loring (Davenport, N. Y., 27; Oberkirk 30; Greenville 25; Saratoga Springs 30; Ballinger's) NYC, t. Gloverville 3; Fort Plain 4; Herkimer 5; Johnson 6. Carson, Frankie (Oriental) Chi, t. Carlton, Kay (McGee's 15 Club) Phila, nc. Carroll, Janet (Latin Quarter) Boston, nc. Carr, Jack & Jill (Harry's New Yorker) Chi, nc. Carr, Billy (606) Chi, nc. Carr, Edwin & Topaz (Earle) Phila, c. Carr, Bobbie (Southland) Boston, c. Celinda (El Chico) NYC, nc. Charleston, Milton (Earle) Washington, t. Charley Beverly (Pal) St. Louis, h. Claudet, Marguerite (Miami) Dayton, O., h. Claudette (Oodites on Parade) Norfolk, Va. Chas, George (Lafayette) NYC, nc. Coates, Marie (Sawdust Trail) NYC, nc. Cole, Jack (Rainbow Room) NYC, nc. Coleman (Henry's) NYC, h. Collette & Barry (Bismarck) Chi, h. Collins & Wanda (Philadelphia) Phila, nc. Collins, Thelma (Emsey's) NYC, c. Conrad, Maxine (Earle) NYC, nc. Conway Everett (Cat & Fiddle) Cincinnati, nc. Cook Leonard (Stamps) Phila, c. Cook, Joe, Jr. (Pal) NYC, ch. Copp James, III (Cafe Society) NYC, nc. Cortes, Arturo (Havana-Madrid) NYC, nc. Corro & Reed (Wagon Wheel) NYC, nc. Crackersjacks, Five (Southland) Boston, c. Crosby, Anne (Pal) Columbus, O., t. Cuddimus, Robert (Wagon Wheel) NYC, nc. Curly & Coral (Gaucho) NYC, nc.

D'Amour, Franklin (Palmer House) Chi, h. DeLo, Colosmo (NYC) Chi, nc. Dagney, Sigrid (Hollenden) Cleveland, h. Dale, Carlotta (Philadelphia) Phila, h. Dalton, Jack (Russell's Silver Bar) Chi, nc. Daniels, Billy (Stater) NYC, nc. Dare, Jay (Monte Cristo) Chi, nc. Dare, Danny, Girls, Ten (Earle) Phila, t. Darc, Copacabana (Cocoanut Grove) Beachcomber Providence R. I., nc. Davis, Yasha (Cafe Continental) NYC, nc. DeLo, James (Pal) NYC, Chi, h. DeLo, Eddie (Leon & Eddie's) NYC, nc. Davis, Roy (Strand) NYC, t. DeLo, Martin (Earle) NYC, Chi, t. Du Bois, Wilfred (Riverside) Milwaukee, t. DeLo, Magician, Marysville 27; Bell Center 28; Ridgeway 29; Richmond Dec. 3; Waldo 28; Crestline c. DeLo, Dorothy (88's) Chi, nc. DeMarco, Isabel (Algoni) Chi, nc. DeLo, The (Earle) NYC, Chi, nc. DeMillo & Marr (Jennings) Niles, O., nc. DeVily, Donette (Leon & Eddie's) NYC, nc. DeWent, Mary, Mary (Embassy Club) Phila, nc. Del Rio, Jose (Fremont) NYC, nc. Delahanty Sisters (Edgewood Club) St. Joseph, Mo., nc. DeLo, Harry (New Yorker) Chi, nc. Delmar, Josephine (Stater) Cleveland, h. DeShon, Maxine (606) Chi, nc. DeLo, Dolores (Pal) NYC, nc. Dickinson & Gloria (The Top) Boston, ch. DiMarco, The (Yacht Club) Phila, nc. DiMuro, Gays (Café) NYC, nc. Donahue, Walter (Leon & Eddie's) NYC, nc. Dore, Effie (Cuban Casino) NYC, nc. Dorsay & Diane (American Grill) Montreal, c.

Drake, Blue (Bertolotti's) NYC, nc. Drum & Kings Atlanta, Ga. Dryden, Elsie (Queen Mary) NYC, re.

Mildred & Maurice (Lookout House) Covington, Ky, nc. Morrison & Morris (Cat & Fiddle) Cincinnati, nc. Montaner, Rita (Havana-Madrid) NYC, nc. Moody, Linda & Roy Benson (Walton) Phila, h. Moore, Charlie, & Susie (Riverside) Milwaukee, nc. Moore, Lea (Capitol) Washington, D. C., t. Moreni, Benito (Emerald Lodge) Studio City, Calif., nc. Morlarty & Dell (Gibson) Cincinnati, h. Morley, Virginia (Brevoort) NYC, h. Morton, Albert (Broadway) NYC, nc. Moyer Twins (Henry's) Atlanta, h. Mulvey, Chick (Lido-Venice Cafe) Phila, nc. Murray, Ken (Earle) Washington, D. C., t. Murry, Wynne (Earle) Washington, D. C., t.

Neller, Bob (Riverside) Milwaukee, t. Nelson, Steady (Oriental) Chi, t. Nightingales, Three (Park Central) NYC, h. Nixon, Will & Andre (Silver Lake Inn) Phila, t. Nolan Bros & Troy (Open Door) Phila, c. Nordstrom Sisters (Continental) NYC, c. Norman, Karyl (Club Francos) Detroit, nc. Normande Bouys (Abraham Lincoln) Springfield, Ill., h. Northway Mounties, Four (Gibson) Cincinnati, h. Norton, Johnny (Benson's) Atlantic City, nc. Note-Wham (Broadway) NYC, h. Nunn, Claire (St. Francis) San Francisco, h.

O'Brien, Virginia (Pal) Cleveland. Oceanaires, The (Seaside) Atlantic City, h. O'Brian, Rita & (Empire) Omaha, t. Omwah, Prince, & Co. (Maryland) Cumberland, Md., h. O'Connell, William (Pal) Cleveland, t. Oria, Sergio (Havana-Madrid) NYC, nc. Ortega, Eva (Mounts) Cleveland, nc. Ortega, Rosita (Havana-Madrid) NYC, nc.

Page, Virginia (The Top) Boston, ch. Paige & Jewett Midgets (Chateau) Rochester, N. Y., t. (See ROUTES on page 88)

DRAMATIC AND MUSICAL (Routes are for current week when no dates are given)

All in Fun: (Shubert) Boston. After Tomorrow: (Curran) San Francisco. Bankhead, Tallulah: (Auditorium) Denver, Colo., 27-28; (Capitol) Salt Lake City, Utah, 30. Chatterton, Ruth: (Selwyn) Chi. Dante Portland, Me. 25-30. DeBary Story: (Shubert) New Haven, Conn., 28-30. DuBarry Was a Lady: (National) Washington. Ellis, John, Rip Van Winkle: Playing Chicago. George, Gladys: (Harris) Chi. Hellzapoppin: (Erianger) Buffalo. Heppner, Katharine: (Pabst) Milwaukee. Hlys, Geylen (Bushnell Aud.) Hartford, Conn., 28-30. Ladies in Retirement: (Louise St.) Phila. Lure & Central: (Hartman) Columbus, O., 25-27; (Taft Aud.) Cincinnati 28-30. Male Animal: (American) St. Louis. Man Who Came to Dinner: (Orpheum) Milwaukee, 25; (Majestic) Peoria, Ill., 27. Dubuque, Ia., 25; (Orpheum) Springfield 28; (Fischer) Danville 28; (Mars) Lafayette 28. Man Who Came to Dinner: (Chateau) Rochester, Minn., 25; (Occit) Mason City, Ia., 26; (Auditorium) St. Paul, Minn., 27-30. Meet the Top: (Grand O. H. Chi. Mornings at Seven: (Hanna) Cleveland. Night of Love: (Forrest) Phila. Off the Record: (McCart) Princeton, N. J., 30. Pins & Needles: (Cass) Detroit. Roman Holiday: (Hartman) Columbus, O. Time of Your Life: (Erianger) Chi. Tobacco Road: Waterloo, Ia., 25; (Auditorium) Davenport 26-27; (Municipal Aud.) Kansas City, Mo., 28-30. Tonight at 8:30: (Geary) San Francisco. Slouts, L. Verne, Theater Workshop: Denver, Colo., 28. Kildare: (Grand O. H. Chi. 28; Robinson, Ill., 4; Decub, Ky., 5; Sikes-ton, Mo., 6.

Leon, DeLo (Grand Dothan, Ala. 28-28; Marlianna, Fla. 25-30; Panama City Dec. 2-4. Leonard, Eddie (Diamond Horseshoe) NYC, nc. Lester & Irma Jean (Lake) Salt Lake City, t. Lewis, Joe E. (Chez Paree) NYC, nc. Lit, Bernie (Silver Dollar Supper Club) Baltimore, nc. Lloyd, Kelly's (Cincinnati) nc. Lloyd, Nellis (Samovar) Montreal, Que. nc. Lucas, Nick (Lookout House) Covington, Ky., nc. Lunn, Nick (Club Cuba) NYC, nc. Loomis, Maxine (Club 18) NYC, nc. Lord & Janis (Primrose) Newport, Ky, cc. Lott & Pepito (El Club) Pittsburgh, nc. Lum & Abner (Tower) Kansas City, Mo., t. Lyette, Don & Betts (The Top) Milwaukee nc. Lyette, Collette (Chez Maurice) Montreal, Que., nc.

McCabe, Sara Ann (Beverly Hills) Newport, Ky, cc. McDonald & Ross (Harry's New Yorker) Chi, nc. McKay, DeLoyd (Club Bell) Phila, nc. Mack, Eric (Village Nut Club) NYC, nc. Mack & Tette Le Verne (The Top) Boston, ch. McGoldrick, Ed (Minstral Tavern) Phila, nc. Magley, Pearl, Girls (Kelly's) Cincinnati, nc. Maguire, Alexander (Continental) NYC, nc. Maschino's, The (Little Rialto) Phila, nc. Mangan Troupe (Colosmo's) Chi, nc. Mardone (Sherman) Chi, nc. Martin, Ricky (The Yari) Chi, nc. Marlow, Don (Music Box) Hollywood, t. Marva (606) Chi, nc. Marquis, Magician (Aztec Theater) Edinburg, Tex. 28-29; (Tivoli) Theater Laredo 30; (The Park Aud.) Harlingen Dec. 2; (City Aud.) Brownsville 5; (Adu. Mercedes 4; Aud.) McAllen 5. Matels & Mignon (Edgeview Beach) Chi, h. Mayo, Tommy (Book-Cadillac) Detroit, h. Martin, Gladys (Club Candace) Syracuse, nc. Martinez, Helena (Carroll's) Phila, nc. Martin, Ed (Pal) NYC, nc. Marx, Carl (Sherman) Chi, h. Mater Bros. (Chez Ami) Buffalo, nc. Matz, Emmet (Broadway) NYC, nc. Maurice & Cordoba (Hurricane) NYC, nc. Maurice & Maryes (Burdwick's) Tuckahoe, N. Y., nc. May, Marty (Club Bell) Phila, t. Maychelle, Billie (Harry's New Yorker) Chi, nc. Mayne, Marlyn (Yacht Club) Phila, nc. Mazzone-Abbot Troupe (Palumbo's) Phila, nc. Melbourne, Maurice (Music Hall) NYC, t. Merrill, Joan (Pierre) NYC, h. Merritt, Miss Revue (State) Middletown, N. Y., 26-27; (Majestic) Paterson, N. J., 29-Dec. 2; (Garrick) Norristown, Pa., 3-4; (State) Harrisburg 5-7, t.

BURLESQUE (Hirst Circuit Shows)

Burlesque Parade: (Lyric) Bridgeport, Conn., 25-30; (Empire) Newark, N. J., Dec. 1-7. Fads & Fancies: (Garrick) NYC, Dec. 27; St. Louis 23-29; (Castino) Pittsburgh Dec. 1-7. Follies of Pleasure: (Colonial) Utica, N. Y., 30-29-Dec. 1; (Palmer) NYC, Dec. 27. Funz a Fire (Gayety) Norfolk, Va. 24-30; open Dec. 1-5. Funz a Fire: (Lyric) Washington 24-30; (Gayety) Norfolk Va. Dec. 1-7. Heart Breakers: (Orpheum) Reading Pa. 27; (Lorain) Trenton 29-30; (Trocadero) Phila. Dec. 1-7. Hindu Belles: (National) Detroit 29-Dec. 5. Hit Waves: (Pal) (Casino) Pittsburgh Pa. 24-30; (Orpheum) Reading Pa. 4; (Lyric) Allentown 6-7. Naughty Nitties: (Oon Howard) Boston 25-30; (Lyric) Bridgeport, Conn. Dec. 27. Night Hawks: (Empire) Newark, N. J., 24-30; (Colonial) Utica, N. Y., Dec. 6-9. Peek a View: (Orpheum) Philadelphia 24-30; (Hudson) Union City, N. J., Dec. 1-7. Scramblers: (Gayety) Baltimore 24-30; (Gayety) Washington 27-28; (Lyric) Allentown 28-29; Speed & Sparkle: (Hudson) Union City, N. J., 24-30; (Gayety) Baltimore Dec. 1-7. Streets of New York: (Mayfair) Dayton, O., 22-28; (Garrick) St. Louis Dec. 6. Strip, Strip Away: (National) Detroit 22-28; (Mayfair) Dayton, O., 28-Dec. 5.

# Break for Talent As Miami Beach Builds 41 Hotels

MIAMI BEACH, Fla., Nov. 23.—Indications are that this area is expecting the greatest influx of visitors in years. In this city alone 41 hotels are being rushed to open December 16. The current building program involves \$15,000,000. About \$100,000,000 has been spent in new buildings in the last seven years.

It is estimated that more than half of the 41 new hotels will have some sort of entertainment policy. Nearly 200 apartment hotels and hotels have been completed in recent years. An oddity of the financing of the new hotels is the influx of Cuban, French, and Belgian backing. The political situation abroad is responsible for the French and Belgian backing, while the Cuban coin is said to have been obtained in the hope of opening gambling casinos in many of the new spots.

Lou Walters, of Boston, has set a name show to open the Latin Quarter in Spot, formerly known as the Palm Island Casino, will open December 20.

Emile Boreo is set as emcee. Other acts include Henri Therrien, Frank Mazzone, and the Abbott Dancers, Grishca and Brauna, Yvonne Bouvier, Lela Moore, and Charles.

# Vaude, Broadcast Resume in K. C.

KANSAS CITY, Mo., Nov. 23.—The *Brusch Creek Follies*, only local weekly stage show, opened a new season here Saturday (16). The *Follies* are held Saturday night thru the winter. Karl Koerber, president of local EMBC, is director and producer.

Several new acts made their local debuts opening night. Two vocal and instrumental quartets, the Oklahoma Wranglers and the Harvest Hands; Rocky and Rusty, hillbilly singers; Scrappy O'Brien and Kenny Carlson, ventriloquist act, and Judy Allen, songstress, are newcomers to the troupe.

Other members of the *Follies* include Hiram Hilsby, emcee; Kit and Kay, song twins; Colorado Pete, cowboy singer; Penny Linn, ballad singer; Smoky Parker, cowboy yodler and singer; the Midland Minstrels and the Rhythm Riders, vocal and instrumental quartet; George Washington White, blackface comedian, and Reuben Wintersuckle, rube comedian.

Amateur contests will be a feature of the *Follies* this season.

The two-hour stage show is transcribed and broadcast over local KMBC at 10 p.m. Saturdays.

# Roxy, Atlanta, Sold

ATLANTA, Nov. 23.—Roxxy Theater was taken over by Lucas & Jenkins circuit Sunday (17).

The Roxxy is Atlanta's only vaudeville house, but the stage show policy may be discontinued.

L. & J. may also close their Capitol Theater next door to the Roxxy. L. & J. cut out vaude at the Capitol about a year ago.

# More Acts Sail for Rio; Titan Trio Gets 25 Weeks

NEW YORK, Nov. 23.—The Lime Trio, Emmett Oldfield and Company, and Caesar, Roxxy and Pancho sailed Friday (15) for six-week engagements in Rio de Janeiro. Opening date for all is November 29, Lime Trio going into the Urcia and Oldfield and dance trio into the Atlantic. The Novelle Brothers, who sailed earlier, opened yesterday at the Urcia.

big click this season is the Titan Trio, which stayed for 17 weeks at the Urcia and is currently filling a four-week run at the Casino Sao Vicente in Santos. Will follow with a month's run at the Casino Metropolis, summer resort in Rio.

All acts set thru Hal Sands, New York.

# New York:

KAREN COOPER, singer, has been added to the Rainbow Grill show. She will appear by Gail Gail December 3.

MARY SAWYER, dancer formerly of Allan Trent, and Sawyer, is rehearsing a single. . . COLLEITE AND BARRY have opened at the Beachcomber.

LOLITA MOYA has returned from a cruise to the West Indies. Went into the Beachcomber Monday (18).

PETER RANDALL, emcee, went into the Bal Tamarin last week. . . JANIS ANDRE nude dancer formerly featured at the old Paradise, is the new partner for Gene Seville (Rosalean and Seville).

MARCIA HARRIS, dancer, has gone into Tyrolean Hofbrau, West Hempstead, L. I.

ADRA COOPER, dancer, Gaby Delys and two other girl singers, and a six-girl Bothwell Browne chorus sailed Saturday (16) for Colon, Panama, where they open at the Atlantic Club on a four-month contract. Angie Reed, representing the club, accompanied the show, booked thru Harry Pearl of the Al Davis office here. Performers get round-trip tickets and room and board.

GARRON AND BENNETT, ballroom team, are back in town from Montreal.

PAUL HAARON will be held over at the El Chico Club at a gala party.

CHARLES RICKIE is Matre D'Hotel at the La Conga, and not George Rickie as listed in the review of La Conga in last week's issue.

RAMON SERRANO and Gloria Belmonte have split after eight weeks as a team. Belmonte is doing a single at the La Conga while Serrano is rehearsing a new act with Aida Alvarez. . . HENRI GINE is putting together a line of dancers for the Beachcomber. . . KAY THOMPSON in town organizing a new singing act. Signed with A. and S. Lyons.

LOU HOLDEN is set for the Village Barn for four weeks starting December 10. . . CAPELLA AND BEATRICE, before going into the Rainbow Room January 15, are set for the Club Royale, Detroit, November 29, and the Netherlands Plaza Hotel, Cincinnati, December 25.

HARRIS, CLAIRE, AND SHANNON set their engagement at the Copacabana in Rio de Janeiro back to January 10 to enable them to appear for an additional six weeks at the La Conga here and to complete negotiations for a part in a Columbia picture.

# Chicago:

YVETTE succeeded Gracie Barrie at the Drake's Camellia House Friday night (22).

THREE LOOSE SCREWS are in the new show at the Samovar Door, where Huk O'Hare former orchestra leader, is host. BETTY BENNETT and HOPE LAWRENCE, singers, have opened at the Tropics in the Hotel Chicagoan. . . Tom Kettering now has under management AVE KENT, EVELYN FARNEY, HERTA DORE, and WINIFRED BERRY.

THE MLO TRIO, dancers, have been added to the Panther Room show at the Hotel Sherman.

THE MALO TRIO, now at the Hotel Sherman, have been set by the David P. O'Malley office to open at Colosimo's

# Vaudeville Notes

THREE LE BRUN SISTERS have signed a management contract with the Chicago office, Charles Allen, vice, New York. They are scheduled for vaude in Freeport, Jamaica, and Foughkeepsie, N. Y. . . TINY BRADSHAW'S ork is set for the Apollo, New York, week of November 29. . . TED AND ETHEL WALKER opened this week at the Capitol, Portland, Ore., after a week at the Beacon, Vancouver, B. C. . . PAIGE AND JEWETT are at the El Patio, Mexico City, until December 7. . . FRADAY DANCERS will open at the Chicago, Chicago, December 6, and follow with the Palace, Cleveland, December 30, and the Palace, Columbus, O., November 27. . . LIME TRIO are set to tour America to open at the Casino in Rio de Janeiro, Jack Davies set the date thru Hal Sands, New York.

FRANK ROSS and Anita La Pierre have been signed for a year by Charles Yates, New York. Will work individually. Ross to concentrate on theaters and shorts and Miss La Pierre on night clubs and radio. Ross goes into the Brandt houses, New York, (Flatbush, week of December 5, and Windsor, week of De-

December 19. . . BEVERLY ALLEN, of the Merriell Abbott Dancers at the Palmer House, has a solo in the new show which opened Thursday (21).

THE DUFFERS, dance act, who have been playing local club dates, opened at the Chez Maurice, Montreal, November 25. . . Entire cast of *Meet the People* was entertained November 14 at Billy Stearns's La Conga, the occasion being Stearns's birthday. . . AL VERDE has been set by Ray Lyte, of the David P. O'Malley office, to open at Colosimo's December 19. . . JORDAN TRIO has opened at the B-Bar-H Ranch Room of the Bismarck Hotel.

# Philadelphia:

KELLER SISTERS and Bea Sachs set at 1523 Club. . . KAY AND RAE added at Park Casino. . . DELLOYD MCKAY returns to Club Bail, with Gomeh and His Beachcombers the spot's new conga-rumba troupe. . . BETH CHALLIS starts her second year at Evergreen Casino Saturday (30). . . FRANKIE RICHARDSON and Lillian Fitzgerald open at Lexington Casino. . . HELEN DOYLE at Manoa Inn. . . BETTY SCOTT at Di Pinto's Caf. . . ALMAN and ROWLAND hold over at Kalliner's Little Rathskeller.

# Cincinnati:

NICK LUCAS has been held over for the new show which opened Tuesday (26) at Jimmy Brink's Lookout House, Covington, Ky. Lucas last week followed in Belle Bar, who is slated to return to Lookout House thru the holidays. . . JEAN MONA is current at the Kenmore Hotel, Albany, N. Y., after winding up at the Mount Royal Hotel, Montreal. . . MAE MACK is in her 10th week of her fourth return engagement at the Lookout House, Covington, Ky. Miss Mack has been the Lookout House's strolling pianist, off and on, the last five years.

BOBBIE CORRY, after two weeks at the Primrose Country Club, Newport, Ky, moved on to Louisville, Ky, for a week at the Silver Slipper. She's working southward toward Florida, where she plans to work clubs this winter. . . HARRIS AND BURNS, strollers, opened in the Alpine Room of the Fountain Square Hotel, here, November 25, for an indefinite stay, after 11 weeks at the Fort Meigs Hotel, Toledo, O. MCA booked BETTY KEAN, after closing Thursday (21) at Beverly Hills Country Club, Newport, Ky, headed east to join the new musical *Crazy With the Heat*. . . SARA ANN McCABE heads the new show at Beverly Hills, with Ted Weems new on the podium.

# Here and There:

GARRON AND BENNETT opened at the Arlington Hotel, Binghamton, N. Y., Friday (22) for two weeks. Set by MCA. DANNY RICHARDS, emcee, opened Monday (25) at the Ritz Club, Des Moines, Ia. Set by Irving Grossman. SET FOR a mid-January opening at the El Chico Club, Miami, by Johnny King. Chic agent, are Ralph (Cookie) Cook, the Lytell Dancers, and Marion Foster.

# More Vaude Added to N. Y. Bookers' Lists

NEW YORK, Nov. 23.—Harry Kalchelm, Paramount booker, will book split weeks at the Beach Theater, Miami Beach, and the Olympia, Miami. The shows will be routed to play both houses. Starting date will be around Christmas Day.

Last year the Olympia played solid attractions such as Dorothy Lamour, Phil Spitalny, and Buddy and Vilma Eusen. The houses will again get high-priced talent.

NEW YORK, Nov. 23.—The Stanley, Chester, Pa., will have a stage show for the first time in years Thanksgiving Day, which in Pennsylvania will be celebrated November 28. Gray Gordon's hand will be on the boards.

Harry Mayer booked the show from New York.

NEW YORK, Nov. 23.—The Skouras' Embassy Theater, Port Chester, N. Y., started a spot vaude policy Thanksgiving Day (21). House will operate Thursdays to Sundays.

Initial bill had Patricia Ellis, Morey Anderson and Mabel Tread, Nash and Evans, Four Kanawzas, and Whitey's Lindy Hoppers.

Arthur Fisher books.

NEW YORK, Nov. 23.—Holiday vaude bills were added Thanksgiving Day (21) to the Jamaica Theater, Jamaica, and the Hempstead, Hempstead, L. I. Both are operated by Skouras. Five acts on each bill.

There is a possibility that spot vaude bookings may become the policy of both houses.

# 2 Atlanta Vaude Shows Competing

ATLANTA, Nov. 23.—For the first time this fall vaude was offered at two local theaters at the same time, the Andrews Sisters and Bunny Berigan at the Roxy and Lum and Abner at the Paramount.

Good crowds greeted the opening performances Sunday at both the Lucas & Jenkins theaters, despite cold weather.

The Andrews Sisters drew much praise. The *Atlanta Constitution* calling them the best performers to appear here this fall. They drew so many encores the house finally had to pull down the curtain to get them off.

Lum and Abner presented a skit which seemed to please, but which appeared more an advertisement for their forthcoming movie, which plays the Paramount next week. L. K.

# New Unit in the Making

CINCINNATI, Nov. 23.—Ed Gardner, unit producer, accompanied by Roy Bowen, stopped off here last week to report they were en route to Detroit where they will organize a 30-people unit to play T. D. Kemp houses in the South, opening December 5.

# Springfield Club Adds Ork

SPRINGFIELD, Mass., Nov. 23.—Ken Roberts and orchestra, with Irma Serra, soloist, have been added at the Windsor Court Restaurant.



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ember 12) with Blue Barron's band and Bea Wit.

THE TIVOLI, Jasper, Ind., is picking up one-day Gus Sun units on and off. . . HARRY RICHMAN and Sophie Tucker received congratulatory wires from Eddie Cantor when they were at the State, New York, recently, indicating hard feelings induced by the APA-Four A's fight a year ago had worn on them.

HARRIS, CLAIRE, AND SHANNON go into the Romy, New York, January 9, following their current run at the La Conga in that city. . . BOB HOPKINS, mimic, closed with Harry Clark's unit in Norfolk, Va.

DAVE LIPTON, former Sally Rand press agent, who has been on the Universal publicity staff in Hollywood for the last three years, leaves that outfit to become head of the publicity and advertising for Columbia. He will be stationed in New York after December 15.

BETTY AND BENNY FOX, "Sky Dancers," had their Roxxy, New York, opening postponed until their return from their Cleveland engagement of 10 days with Shaffer's *Highlights of the New York World's Fair*.



## Loew's State, New York

(Reviewed Thursday Evening, Nov. 21)

State played to good business Thursday evening. James Teagarden band plus strong vaude layout doing standing room business at the supper show. Pic is good second run, *Arise My Love*.

Five Herzogs, all-fem trapeze act, opened. Girls pose and do stunts on both ropes and swinging trapeze. Nice work. Back comes during close of act, when girl plant expresses desire to get on trapeze. Comedy angles here, with girl tangling in rigging to many laughs. Finally gets going for thrilling finale.

Frances Faye, night club warbler, in the dance spot, with most of "The stuff is dandy" lyrics. Now a fixture in the realm of swing. Miss Faye unburdened herself of a few torrid tunes, including *Rhumboogie* and *Hello Joe*, also a dialect novelty on the risqué side. Usual click.

Paul Gerrits intersperses his skating routines with gags. Tells his stories with an air of being above it all, depending upon understatement for laughs. Varies his routines with juggling, sometimes doing gags, skating, and juggling simultaneously. Has much sketching, and skating routines are very polished.

Jack Teagarden band, a very solid outfit, is completely in the groove, but always in good taste. Brassy, but never annoyingly so. Specialties include nut comedy singing by Butch Stone, good work by Duke Peterson, and a drum feature by Paul Collins.

With the band is Burton Pierce, tap artist. Pierce's technique has much whirling, free motion, suited to interpretive work. Did two numbers, his best depicting a colored boy finding a load of money. Uses pantomime to great effect. Paul Ackerman.

## Lyric, Indianapolis

(Reviewed Friday Afternoon, Nov. 22)

After a long run of band shows the lyric this week reverts to a variety program, and the show stacks up as a welcome change.

Headlined is the Adrian Rollini Trio, musical group whose unusual style of playing gained the warm approval of the Lyric audience. With vibraphone, bass viol, and guitar, and occasionally a few notes on a set of chimes, the boys make piquant music that has uncommonly good rhythm.

From the audience's standpoint, the hit of the show was the dancing-talking act of Timmie and Freddy, colored pair. The boys are in line with their dancing, but with their patter. So good is their eccentric tap routine that their energy makes one tired just to watch.

The bill also includes the Six Grays, presenting dancing, singing, and incredibly swift costume changes by the five girls; the Fredsons, grand feature-band performers with one thrilling stunts; Adriana and Charly, whose antics on the trampoline are quite amusing; and Bunnie Pierce, local amateur winner, who sings.

House nearly filled for first show. Pic, which will be a help, is *Dispatch From Reuters*. H. Kenney Jr.

## Oriental, Chicago

(Reviewed Friday Afternoon, Nov. 22)

A good bet for a show band is the young swingers, Woody Herman, whose work gives satisfaction to both ear and eye. Instrumentation is four rhythm, five brass, and five reed, with Woody blowing a slick clarinet. Especially fine work is done by the featured trombone trio. The audience also was wildy appreciative of the soothing brass choir. Band does Class A work in both the swing and sweet departments, but it's when the boys wax hot that Woody struts his showmanship.

Drummer Frankie Carlson does a smart job on his skins. In addition, band offers the funny screw-pan singing of sax man Bob Shop, a well-timed feature by the leader himself, and the expressive warbling of a sock thrush, Kitty

Lane, whose selection of tunes provides good contrast, the first being *Rhumboogie*, with body movements, the second, *Only Forever*.

Three vaude acts make the bill even better. Don Rice draws a steady rain of chuckles, mixing the new gags with the oldies. Style is fast, technique on the burly. His drunk bit is tops.

Vince and Anna, tap duo, work in close unison. They go big on their ropeskipping tap and their boogie-woogie number.

The Three Freshmen wind up the show with acre comedy. Stunts, which are executed with grace, are effective less as feats of skill than as vehicles for some clever foolishness.

Pix is *Dance, Girl, Dance*.  
Norman Modell.

## Roxy Theater, New York

(Reviewed Thursday Evening, Nov. 21)

Since the picture, *Down Argentine Way*, played at this house a few weeks ago, F & M probably figured it would be a good idea to present a full stage-show on the same order, with the result that this show is completely in the class with. Consists of South American performers, with the exception of Ben Yost's singing troupe and Walter Dare Wahl, who were all dressed like gauchos.

Opener is Gil Galvan's San Souci dancers (three boys and three girls) who come out on a full stage that remains in the class. Excellent opener, however. Entire set-up is very flashy, musical and colorful, but the talent efforts were a combination of excellent and weak.

Galvan's torso shakers didn't work up to any sort of spirited climax until the close, which they did with a fast rumba routine. Decent opener, however, held down the applause. Ben Yost's eight male singers, as gauchos, did their own songs and comedy bits, also worked in production scenes, and went over so-so.

Walter Dare Wahl started off with a punch, and with the aid of his stooge didn't let up, doing all of his familiar tricks of acrobatics and comedy. Good for two showstoppers.

Headlining the show is Desi Arnaz, former conga line leader at La Conga, who scored in the legit show and picture version of *Too Many Girls*. (The picture is now playing at a rival house.) Arnaz, a Cuban glamour boy, is introduced in a fanfare of feminine flourish and sings with eight chorus girls in back of him in patronizing poses. Arnaz has plenty of savage pep and personality, but his vocal talents are nil. He sang three songs, one with a faked guitar, and failed to register on any. His patrolling a conga and rumba session with the Gae Foster girls and the Galvan dancers, however, was plenty hot and flashy. Went over big.

Sandwiched in between the Arnaz efforts are Vicente Gomez, guitarist, who recorded the biggest showstopper of the evening, but was only permitted two numbers despite the torrent of applause. Gomez's strumming entails intricate finger work which, with tapping on the sounding board, produces eloquent music.

*Tin Pan Alley* is the cinema fare. A three-quarter house for the Thanksgiving opener. Sol Zatt.

## Buffalo, Buffalo

(Reviewed Friday Afternoon, Nov. 15)

While a snowstorm prevented the house from being well filled for the first show, audience reaction to the thoroughly entertaining, fast-moving Xavier Cugat-Ray Bolger show was gratifying. Replete with sparkling South-of-the-Border musical and visual flash, the Cugat-congregation holds attention thruout. Bolger sold himself solidly, garnering several encores with ease.

Show opens with a colorful band number embellished by slick Lena Romay's catchy singing. Constant action keeps

the Cugat band from being just another smooth musical show. Miguelito Valdez comes out front for a rumboso drum-song rhythm solo, which is somewhat reminiscent of Cab Calloway's technique.

Paul and Eva Reyes execute two routines which show fine control and vivacious Cuban stepping. Act sells okay. Big mistake is made when Adele Mora, fast Spanish stepper, is brought on immediately after the Reyes, her number fell flat. She does a nice castanet bit that might have gotten better reception later in the show.

Max and his four canines provide pleasant relief in the song and dance layout. Juggling and tumbling exhibitions by Max, and well executed acrobatics by the dogs brought a richly deserved hand.

From the moment Bolger comes on, the show is practically his, also he restricts himself to bantering and emcee work until Carmen Castillo (Mrs. Cugat) displays her scintillating personality and Spanish singing. Full benefit across a song solo by a bandman, violin quintet led by Cugat, who ends by jolting trickily and impressively, are highlights.

Bolger scores with his nimble, trigger-fast dancing-pantomime. Take-off on adagio ballroom team was marvelous. Closes a variety of dancing styles had swell comedy appeal.

Lena Romay chirps a peppy *Rhumboogie* and a throaty sentimental *Only Forever*. In a rumba satire, she and Bolger add a final comedy punch to the show. A conga chain of the cast lends itself to a fitting finish.

Pix, *Moon Over Burma*, is very mediocre. Eva M. Warner.

## Strand, New York

(Reviewed Friday Afternoon, Nov. 22)

Current bill is set for two heavy weeks, altho Ozzie Nelson will stay an additional fortnight. Film, *The Letter*, is a big draw. Show caught had staudes waiting in the lobby.

Nelson's crew dishes out a pleasant bit of banter that goes better with the evening trade than with the matinee clientele, and is especially suited to the adult audience that the current flicker will draw. Nelson's personality also goes a long way in getting audiences on his side. Crew didn't have a chance to do much on its own, because of a crowded calendar of talent. With Nelson vocalizing the ork did a novelty on the kind of numbers selected on the coin phones, in which Roseanne Stevens, band chirper, did a bit of jittersbugging with the bass player, and Sylvia Shore did a small solo.

Miss Stevens is a likable disc, and new to the band with *Rhumboogie* and *A Bee Gazint*. Uses j.b. mannerisms and dress.

Ray and Trent do a competent turn of comic ork after a tap dance opener. At show caught, their closing trick was sloughed, but their previous good impression gave them a big hand. They were a little hesitant about giving an encore, but did.

Roy Davis, with a phonograph on stage, makes lip movements suiting the words on the platter. In this vein he offered Jerry Colonna singing *Sonny Boy* and an impression of an English music hall singer calling for audience participation. Record got terrific laughs. Encored with a *Bonus Baker* war.

Harriet Hilliard clicks solidly with *That's for Me, To a Little Boy*, and *Ain't Got Nobody*. As encore, she reprised the last number.

Harris and Shore provided a sock with their ribs of ballroom dancers. Did a waked set terrific laughs, and encored with a *Footnote*. They are still among the top ballroom spoofers in the business and clocked a high percentage of laughs. Walked off to a tremendous hand.

Joe Cohen.

## Fay's, Philadelphia

(Reviewed Friday Evening, November 22)

Flesh fare here is high in entertainment quotient, full of femininity, and stacks up as a bright package unit for any board. Rag splits on the 16 Roxyettes (in their second week) for a colorful rumba-conga routine topped by Pearl Robbins scintillating in a toe-tap turn to a Spanish dance beat.

The Three Dennis Sisters offer a harmonizing session pleasingly patterned in a swing setting. Get off nicely with *Do It Follow* with a drawn-out medley of Strauss waltzes, singing it straight and

## Close Out

NEW YORK, Nov. 23.—Shavo Sherman, mimic who is planning to change his act in a couple of months, says he will write agents and bookers a "closing out" of the old Shavo Sherman act" announcement, and will mention reduced prices for steady engagements and club dates for the months of December and January.

then in torrid tempo. Make up for lost ground with *Ferry Boat Serenade*, which leaves the best impression.

Wally Brown is plenty big with comedy patter. Garbles the words with a slight double-talk, as he relates about things and stuff ranging from a tobacagie slide to Hollywood. It's expert and funsome and stamps Brown as reel comedy timber. Hitting into a song cues the come-on for his giggling feminine foil, Annette Ames, of middle proportion, who sings *I'm Nobody's Baby*, with Brown joining in for some fancy heel and toe hoofing for the finish.

Dennis Sisters back for a collegiate lullaby to bring on the line for a campus setting to match their stepping, again capped by the stylized shoe-work of Barry and Raye, mixed team. Offer three rhythm routines, including a rousing finish with a slap-stick apache-tap. Jean Mode, blond beauty, follows with a subdued strip to make for the epidermis display. Works in good taste, giving the show that dash of daring that has meant so much at this house.

Johnny Burke, still wearing the same soldier suit and telling the same war stories, still has an easy time of it, building his monolog big. Roxettes tap it out to the tune of *William Tell Overture* to ring down the rag. Harry Kahn's ork makes the pit music *Scatterbrat* on the screen. Biz big when caught. M. H. Oradenker.

## Music Hall, New York

(Reviewed Thursday Evening, Nov. 21)

Noel Coward's *Bitter Sweet* (MGM) on the screen, in technicolor and dripping with sugary music and singing, is accompanied on the stage by a show in the same vein. It is called *In the Blue*, staged by Florence Rogge, and is composed of five scenes bathed in blue light and color.

Moody engendered by the softly-lighted blue-bathed show could put you to sleep, but shrewdly spotted, lively specialties make that impossible. The opener is an applause-getter. It has a huge blue china set come to life, the ballet girls unfolding from positions that appeared to be set in place by the blue light, this stepping out of a plate decoration to do a toe-tap on and near a flight of stairs. A punchy, well-executed number.

Then comes a *Blue Hour* scene which has Mauricette Melbourne, a young woman, whistling in lovely bird tones while the blue club boys, which has a good novelty idea *Bluebells of Scotland* brightens up the scene as Neal Kennedy and Andrew Grieve play the shrill bagpipes and the Rockettes strut and dance in bright red kilts. They tap and kick to a swingy version of the venerable Scottish music.

Drummer man Jack Powell has a solo spot, staying on long but clicking all the way. He plays drums in his usual marvelous manner and gets light comedy effects by drumming on chairs and pots and pans. Drew applause and the act, impressed the club but never.

Closing number is *Blue Danube*, a musical with *Bitter Sweet* on the screen. It starts off with the shimmering foreground turning out to be a huge silk manipulated by the ballet girls. Rosemarie Brancato, radio singer making her Music Hall debut, lends her lovely coloratura soprano to the scene which has a Viennese waltz ballroom scene in the upper background and some of the MH cast sitting in the ramp boxes as Viennese theater patrons.

Show as a whole is a visual delight. The symphony orchestra performs selections from *Boheme*, playing the drum with meticulous technique and winning generous applause.

Next film in will be *The Thief of Bagdad*. Paul Denis.

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Just Concluded 5 Weeks—HARRY'S NEW YORKER, CHICAGO  
(Thanks to Sol Tepper)  
Direction: Billy Coldie

# Reviews Of Units

## "Studio Scandals"

(Reviewed Thursday Evening, November 14, at the Columbia Theater, Alliance, O.)  
 The three-a-day unit playing movie theaters is still bringing out a degree of talent and flair for novelty that can be the best variety program. This is the case with *Studio Scandals*, Joe Karston's new musical unit. His newest offering is not only beautifully mounted, but is replete with talent. Karston himself handles an effective newspaper campaign ahead.

An eight-girl line, the *Lucky Girls*, directed by old-timer Mitzie Bruggen, contributes much to the unit's success. They are expertly drilled, possess luck and versatility. Everyone does a specialty. Wardrobe is spic and span. Line is on for a jockey handicap routine that gets the program off to a fast start. Bob Morton's six piece band on stage, and its one of the most capable seen here in months. The six sensational Cardovas, teterboard troupe, nearly stop the show with their fast tricks, which bring continuous applause. For a sock finish, one member, blindfolded, leaps backward from an 18-foot pile of tables and is lowered into a knife-edged barrel on the stage. It's a swell turn.

Radio Jesters, a youthful male team, get laughs with their impersonations of movie and radio stars before the mike. Eabs Flannery does a toe tap that is plenty tough, and Evelyn Willard an exciting dance novelty that is outstanding. Edison and Louise are a team of old-timers who, with the assistance of wire-haired fox terriers, a piano and several musical instruments, bring back memories of the good old days. Both are sure-footed musicians and they use a lot of rare-fire hot items.

Five Lybberettes bring applause with their slow motion acrobatic novelty. These accomplished misses perform an amazing routine of acrobatic control in perfect unison. Three Youman Brothers stop the show with their musical novelty offering, violin, clarinet, and accordion. They clown before the mike and do take-offs on some of the nation's best known dance and radio bands' theme songs, their best being Wayne King, Shep Fields, Shaw, Kyser, Goodman, and Tew Lewis. A plenty good turn for a troupe playing the sticks. Line gives an excellent account of itself with a Russian number and later a waltz novelty. For a rousing military finale, the line taps thru a fast routine, four of them doing a specialty atop large drums. A waving American flag on the screen sends the customers away in good spirits.

Unit is set, according to Karston, until February. A large crowd in months was on hand for the last stage show.

Good entertainment is *Wildcat Bus* (RKO).  
 Rex McConnell.

## "Pardon Us, Please"

(Reviewed Saturday Evening, November 16, at the Variety Theater, Lincoln, Neb.)  
 When caught here this unit was still in its early stages, having considerable trouble jelling its acts into a smooth whole, and still needing a great deal of cap. Unit is Charles Seidner production, claims Hollywood origination, and plus its biggest boost on Oolova (Marguerite Cole), dancer, who did some work at MGM and Warners in shorts.

Medley and Dupree, the act with the

## JOE WAKE SMASH HIT

Just completed two weeks at Strand Theater, New York, with

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bombastic gramophone, is the only recognizable turn for the great days of vaude. Girl sings several numbers, while Medley curls up the act with all manner of tomfoolery. It's the only laugh portion, and arrives late in the show to do what it can to save it. Oolova, the other feature, is a girl of nimble and expressive muscle, clothed in revealing attire, and always gives impression she's about to shed, but never does. She is on early, which leaves a big midway hole in the unit which the other acts can't seem to fill.

Tappers are Don and Johnny Reddings. They mix legit footsteps with a little orchestra and work in the blackouts. Monte and Rochelle, dance team, are over-labored, appearing about four times with numbers that change but little. Both these turns are nothing forte, and would be better if worked down to the best they have to offer. Bill Robb Jr., the show's high light, is a comedian who missed some of the high notes, and Ann Collard, a looker, works in a couple of bits. Orchestra is fronted by Bill Gardner, and his drummer, Joe Vernon, carries the dancing, but is a little too loud about it.

Line has but six girls (Lois Dunn, Gretchen Kimmel, Pat Patterson, Dolores Joyce, Jane Gardner, Jewell Harris) and they're not much better matched than trained. They do four numbers, a couple production and a couple of curtain-waltz type.

Business here was fair, and the picture *Sam's Double Trouble* (RKO) wasn't much help. Barney Oldfield.

## Miss America Dates Sponsored by Bread Co. in Wilmington

WILMINGTON, Del., Nov. 23.—New act built around Miss America of 1940 (Frances Marie Burke) provides considerable entertainment. Crisp beauty contributes a dose of personality to her patter and one song, duet with Bob Russell, emcee, whose several solos stamp him as a singer worthy of attention.

Audiences at two nabe film houses, the Park and Strand, Wilmington, Del., on a rainy Thursday afternoon (14) were swayed by this act.

Act, in one, opens with a walkon by Russell, who tries out the mike and then goes into couple of gags, including one about alleged Wilmington school days, which wins the juve trade. Continuing patter, Russell launches into colorful description of Atlantic City beauty pageant and naming the runners-up and then trotting winner, Miss America.

While pianist (traveling with the act) plays *Pretty Girl Is Like a Melody*, Miss Burke enters in coronation costume for interview with Russell, and then retires offstage for her costume change.

Russell goes into the first of his songs, in all of which he clicks solidly. *Wrap Your Dreams in the Red, White, and Blue* is followed with *Donkey Serenade*.

Miss America is back in evening gown and after some dialog with Russell they sing *I Ain't Got Nobody*, also solidly sold. While Miss America makes another change, Russell sings *Let There Be Love*.

Miss America's final appearance is in batusnik suit. She answers questions about her measurements and hands Russell prepared statement which he reads, telling how she lost 15 pounds before contest by "sensible diet" and today, is disclosed by Milton K. Ebbins, business manager of the Basie band, who said they had reached a "mutual agreement." Settlement may have far-reaching implications on the future payment of commissions by bands to the agencies which book them.

## Count Basie, MCA Settle Differences

NEW YORK, Nov. 23.—Count Basie's differences with Music Corporation of America, an altercation which carried the threat of the colored maestro scrapping his band, were settled today. It was disclosed by Milton K. Ebbins, business manager of the Basie band, who said they had reached a "mutual agreement." Settlement may have far-reaching implications on the future payment of commissions by bands to the agencies which book them.

Argument between the leader and MCA was supposed to have been aired before the executive board of the American Federation of Musicians, but each scheduled meeting brought about a postpone-

ment asked for by either of the parties Weems, Ted; (Beverly Hills) Newport, Ky. cc. Welk, Lawrence; (Friemen's Ball) Burlington, Ia., 27; (Coliseum Theater) Davenport, Ia., 28; (Lyric Theater) Indianapolis 29; Dec. 5-Williams, Chick; (Gay 90s Cafe) Phila., 10; Williams, Clem; (Spread-Eagle Inn) Stratford, Pa., 10

Basie's complaint centered around the 20 per cent commissions he had been paying the agency for booking him on one-night dates. Spokesmen for Basie at that time stated that last year MCA collected \$11,000 in commissions from Basie, while the leader made only \$9,000. He sought to make a new arrangement that would carry a sliding scale of commissions, which, however, fell on deaf ears.

Matter then was sent to the union, which brought about negotiating efforts, resulting in an agreement which was undisclosed. It was learned, however, that the settlement is a temporary one to test a sliding scale of commissions.

## ORCHESTRA ROUTES

(Continued from page 15)

Scherban, George; (The Vax) Chi, re. Schroeder, Glen; (Frisco Den) NYC, ac. Scott, Raymond; (Blackhawk) Chi, re. Senne, Henry; (Lowry) St. Paul, h. Shand, Terry; (New Kenmore) Albany, N.Y., h. Shaw, Artie; (Palace) San Francisco, h. Shepard, Les; (Forest Park Casino) Toledo, O., ac.

Shaw, Jack; (Roosevelt) New Orleans, h. Shelvin, Pat; (Evergreen Casino) Phila. cc. Shilling, Bud; (Terrace Gardens) Port Clinton, O., ac. Simpson, Hayden; (New Louvre) Salt Lake City, ac.

Smith, Al; (Ambassador) NYC, h. Sissle, Nabel; (Diamond Horseshoe) NYC, nc. Small, Wilson; (Hillsdale Tavern) Albany, N. Y., ac.

Smith, Al; (La Rue) NYC, nc. Smith, Ross; (Hickory Inn) Albany, N. Y., nc. Sniely, Warren; (Blue Star Cafe) Logansport, Ind., ac.

Sousa III, John Phillip; (Paxton) Omaha, h. Spaltiny, Maurice; (Mission Inn) LaPorte, Pa., h.

Spiwak, Charlie; (Glen Island Casino) New Rochelle, N. Y., no. Spoor, J. (Gene Willard) Toledo, h. Stanley, Roger; (Londox Chop House) Detroit, h.

Stearns, Ted; (Monte Carlo) NYC, nc. Steck, Gus; (The Brook Summit) N. J., no. Stella, Jimmy; (Beachcomber) Albany, N. Y., nc.

Stephenson, Charles; (Pine Inn) Albany, N. Y., nc. Sterling, Frank; (Zinc's Log Cabin) Atlantic City, nc.

Sterling, Dan & Dukes & the Duchess; (Villa Moderne) Chi, nc. Stevens, Harold; (Golden Pheasant Club) Hancock, Mich., nc.

Stoeller, Wally; (Belvedere) Baltimore, h. Stone, Lew; (Gardner) Albany, N. Y., h. Strickland, Don; (Radisson) Minneapolis, h. Strong, Benny; (Paxton) Omaha, h.

Sullivan, Joe; (Cafe Society) NYC, nc. Sully, Fred; (Sullivan's) Buffalo, h. Sylva, Myrtle; (Leon & Eddie's) NYC, nc. Sylvio, Don; (Bertolotti's) NYC, no.

Tan, Jimmie; (Kaufman's) Buffalo, nc. Taylor, Russ; (Wagon Wheel) Pleasantville, N. J., no.

Teasler, Earl; Jack; (State) NYC, t. Terry, Frank; (McVann's) Buffalo, nc. Thal, Pierson; (La Salle) Chi, h.

Thomas, Joe; (Royal) Wilmington, Del. h. Thon, Claude; (Mark Hopkins) San Francisco, h. Tisen, Paul; (Commanders) NYC, h.

Tove, Louis; (Pittsburgh), h. Towne, Jack; (El Morocco) NYC, h. Trace, Al; (Ivanhoe) Chi, re. Trind, Anthony; (Greenwich Village Inn) NYC, no.

Troxel, Buck; (St. James) Reading, Pa., h. Tucker, Tommy; (State) Hartford, Conn., t.

Unell, Dave; (Alabama) Chi, nc. Valero Sisters; (Monte Carlo) NYC, h.

Wall, Jean; (Fort Hayes) Columbus, O., h. Wall, Jimmie; (Bell's Corner) Phila., cc. Waller, Fats; (Sherman) Chi, h. Waters, Les; (Blue Bird) Detroit, h. Wasson, Hal; (Plantation) Grand Rapids, Mich., h.

Weems, Ted; (Beverly Hills) Newport, Ky. cc. Welk, Lawrence; (Friemen's Ball) Burlington, Ia., 27; (Coliseum Theater) Davenport, Ia., 28; (Lyric Theater) Indianapolis 29; Dec. 5-Williams, Chick; (Gay 90s Cafe) Phila., 10; Williams, Clem; (Spread-Eagle Inn) Stratford, Pa., 10

Williams, Griff; (Stevens) Chi. h. Williams, Bando; (Astor) NYC, h. Willis, Forrest; (Emerald Inn) Albany, N. Y., nc. Wilson, Teddy; (Cafe Society Uptown) NYC, nc. Wilson, Dick; (Mon Paris) NYC, nc. Wilson, Barry; (Raymond Grill) NYC, nc. Woods, Howard; (Tanilla Gardens) Richmond, Va., h.

Wright, Charlie; (Club Cuba) NYC, nc. Yancey, Buddy; (Harleyquin) Grand Junction, Colo., h. Young, Roland; (Lombard's) Bridgeport, Conn., h.

Zahler, Al; (Log Cabin) Trenton, N. J., nc. Zanello, Doc; (Brookley's) Albany, N. Y., nc.

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# Vaudefilm Grosses

## Thanksgiving Day Boosts B'way Grosses; Para, Music Hall Big

NEW YORK—Thanksgiving gave a considerable lift to grosses here, and in some cases helped to offset the bad weather encountered earlier in the week.

The Paramount (3,664 seats; \$37,000 house average) had another hefty week, ended Tuesday (19), with bill including Red Skelton, Connie Russell and Al Siegel, and Casa Loma ork doing \$49,000. First week of this bill pulled \$72,000. Pic, *Northwest Mounted Police*. Two more weeks of this layout is set.

The Strand (2,758 seats; \$33,500 house average) didn't fare too well with the second week of the current bill, with Jack Haley, Priscilla Lane, and Teddy Powell's ork. For week ended Thursday (21) the show grossed \$23,000. The preview showing of *The Letter* Thursday helped the take. Pic was *Tugboat Annie Sails Again*. First week did \$28,000. The Bette Davis film plus Ozzie Nelson, Harriet Hilliard, and Harris and Shore moved in Friday. Set to do big \$55,000.

Music Hall (6,200 seats; \$84,000 house average) did a fine \$75,000 for the third week of *Escape* and stage production. Preview was pulled \$92,000 and \$86,000. New bill arrived Thursday with film *Bittersweet*. Looks like an \$87,000 for first week.

Loew's State (3,327 seats; \$22,500 house average) floundered with \$17,500 for week ended Wednesday (20), with bill including Morton Downey, Wally Vernon, Leni Lynn, and Johnny Messner's band. Pic was *Rit Carson*. New bill

opened Thursday (21), with Jack Teagarden band and film, *Arise My Love*, which has already seen three weeks at the Paramount. Expects to gross around \$21,000.

The Roxy (5,835 seats; \$36,000 house average), with Kay Kyser's ork on stage, drew a big \$66,000 for week ended Wednesday (20). Kyser was also on the screen in *You'll Find Out*. New bill came in Thursday (21), with *Tin Pan Alley* and stage bill with Desi Arnez. Should draw around \$54,000 first week.

## Philly Takes Perk; Earle Fat \$23,800; Fay's Hefty \$7,360

PHILADELPHIA—Box offices came back to their own this week after a slump of several weeks in a perfect weather prevailing the downtown Earle Theater (seating capacity 4,000; house average, \$14,000) grossed a hefty \$23,800 for week ended Thursday (21) with an all-sepia show capped by Cab Calloway's band and the Mills Brothers, along with Andy Andrews, the Cab Jeters, Chu Berry, Cozy Cole, nurse and Aland, and Cook and Brown. Screen supported with *East of the River*.

New show opened Friday (22) is expected to better \$26,000, having the advantage of the November 28 Thanksgiving holiday. Stage offers the first local appearance for Stan Laurel and Oliver Hardy, with Lew Parker, Maxine Conrad, Darlene Garner, Sid Gold, Danny Dares Dancers, and Cass, Owen, and Topsy, with *Charter Pilot* on the screen.

Fay's Theater (seating capacity, 2,200; house average, \$6,800) for week ended Wednesday (20), with Sally Keith, burly feature, sharing the spotlight with the line of 16 Roxettes. Vaude contingent included Emil Boro, Tom and Betty Wonder, Pat Henning and Betty Ray, Reynolds and White, and Halv Kahn's house band, with the screen offering *I'm Nobody's Sweetheart Now*.

New show opened terrific Thursday (21) benefitted by the early Thanksgiving and points to a potent \$9,300 for the week. Jean Modé is the single burly feature, with the Roxettes holding over second week on the vaude line-up, including Wally Brown and Annette Ames, Three Dennis Sisters, Johnny Burke, Barry and Raye, and Pearl Robbins, with the screen showing *Scatterbrain*.

## W-B Vaude Clicks

WILKES-BARRE, Pa.—Featuring the Beverly Sisters, Lewis and Ames, Bobby Whaling and Yvette, Andrea, DeWald and Madeline, and John Gallous, the Irving Theater had to turn them away the closing night of the three-day stage show (14-16). The Saturday gross came within \$6 of the all-time high for vaude at the house.

## Hazleton Bill SRO

HAZLETON, Pa.—Featuring Tony Grant and Bob Boniff, a dance team from near-by Wilkes-Barre, the Feeley did S. R. O. business for its regular three-day stagelash last week (11-13).

## Abbott-Costello, Adler Big 33G in Chi; Bowes Fair 15G; "Scandals" Beats 17G

CHICAGO.—Last week was very fair for the vaude-filmers, with two houses going considerably above average. At the Chicago a sock stage bill, headed by Abbott and Costello and Larry Adler, and an excellent picture, *City of Conquest*, drew better than 33G. Major Bowes not so strong at the State-Lake but came thru with close to \$15,000. At the Oriental the 'ab *Scandals* proved a good draw and house grossed better than \$17,000.

## Units Top Variety Bills at RKO, Boston, by 3G on Four-Day Dates

BOSTON.—A definite increase in vaudefilm grosses when units are played was seen here this week after the Boston vaude season ended its 15th week. Ben Domingo, RKO city manager, says units on the whole pull a better-than-average gross and are ahead of standard five-act bills.

Setting the pace for units here was the Bob Hope unit at the Metropolitan, M&P 4,367-seat deluxer. Hope garnered a phenomenal \$61,200 for a full week. Orrin Tucker's band with Bonnie

Baker opened the season at the 3,200-seat RKO-Boston August 15, drawing a good \$20,000 for the full week. On the 29th, Lucky Millinder and the Cotton Club revue came in for a five-day stand over the Labor Day week-end, grossing \$12,000, with *Hold That Woman* and *Doomed to Die* on screen.

Two weeks later, Glenn Miller came in for a one-weeker and set the highest seasonal gross at the RKO house with \$30,000 for seven days. Pic was *Margie*. Third highest unit gross of the season went to *Streets of Paris* unit, which drew \$19,000 for the full week, with *Gay Caballero* on screen.

Other unit grosses included Jack Teagarden band, \$15,000 for week stand; Major Bowes unit, very good \$10,000 for four-day stand; Sammy Kaye band, \$15,000 for full weeker, and Blackstone, an exceptional \$11,000 for a four-day stop.

It is expected that other units will be booked in on an average of once a month. Standard bills average \$7,500 gross for four days.

## War Biz No Aid To Detroit Takes

DETROIT.—Stagelashes in downtown Detroit have not been getting the anticipated increase in patronage based upon the optimism engendered by armament orders around the Motor City. Two latest big shows played to only fair business, although only one of the big downtown houses offered vaudeville each week.

The Michigan (4,000 seats; house average, \$16,000), with a bill combining Xavier Cugat's orchestra and Abbott and Costello, grossed around \$16,500 for the week, considered a fair only for this spot. This record was the more marked because of Cugat's exceptional popularity in this town among patrons of high-class night spots.

The Fox (5,500 seats; house average, \$22,000) is grossing just a little over average, about \$24,000, this week, with Louella Parsons and Her *Hollywood Stars* show as the feature. Pick-up was partly due to the extra trade from factory layoffs for the Thanksgiving holiday, with a number of shops shutting down Wednesday.

## "Hollyw'd on Loose" Weak in Ind'polis

INDIANAPOLIS.—*Hollywood on the Loose*, with Tom Brown, Arleen Whelan, Alexander D'Arcy, and Judith Allen, from the movies, was a bust at the Lyric (1,892 seats) for the week ended November 21. Show just barely made par of \$8,000.

Additional talent in show included Ginger Marris, comedienne; Shaw and Lee, Joe Morris, Sammy Wolfie, Les Carsons, Dorothy Gerton, and George King. Pic, *Hit Parade of 1941*, not too good a draw.

## Garber, Gilbert OK 12 1/2 G in Milwaukee

MILWAUKEE.—In the face of competition from the five-day Aqua Star and Style Show in Milwaukee Auditorium sponsored by *The Milwaukee Journal*, Jan Garber and Billy Gilbert turned in a decent gross of \$12,600 at the Riverside Theater for the week ended November 21.

Show included Bud Hughes and His Pals, Marjorie Day, Lee Bennett, and Dorothy Corray. Pic, *Margie* (Univ.).

## Clifford Magic Oke

SPRINGFIELD, Mass.—The Paramount Theater, Sunday (17), staged Clifford's *Midnight Ghost Party* with Roy Cronin, assistant manager, termed as a "good midnight show" crowd.

The show was extensively advertised as too scary for children, and no tickets were sold for children. On the screen was *The Demon Doctor*.

## Buffalo Anticipates Fair Week With Pix

BUFFALO.—Vaudefilm business here is holding its own, altho Thanksgiving holiday trade did not take on big proportion.

The Buffalo (seating capacity, 3,500; house average, \$12,500) opened well week of November 22—with a strong picture combination—*Tin Pan Alley* and *Gallant Sons*. House recently embarked on a double-feature policy, used only when names are absent behind the footlights. Current bill expected to tally \$14,000.

Week ended November 21, one of the best attractions in weeks, fell slightly below anticipation, due to severe cold and heavy snowfall. Xavier Cugat's band was popular with patrons and featured south-of-the-border line-up of Carmen Castillo, Miguelito Valdez, Leni Romay, Adelle Mora, and Raul and Eva Reyes. Added fairly well with steppier Ray Bolger and Max and His Gang. Gross was a fair \$15,300. Pic, *Moon Over Burma*, was no help to draw.

The Century (seating capacity, 3,200; house average, \$8,000), which has postponed several band shows due to delayed settlement of controversy over musicians' scale, has been faring fairly well with pic only. Next band set here is Woody Herman December 6 week. For nine days, started November 20, Kay Kyser's *You'll Find Out*, coupled with *Doctor Christian Meets the Women*, is expected to bring \$9,500 to the cash box.

## 8,550 See "B'way Revue" in 3 Days

SPRINGFIELD, Mass.—The three-day vaudefilm bill that closed at the Court Square Theater here Saturday (16) played to almost 8,550 people, according to Manager Bert Jackson. The only weak spot was the Friday matinee, Jackson said. A week of rain that ended Friday noon might have been the cause.

On the stage was the *Broadway Revue*, with Flo Nickerson doing a snappy job as mistress of ceremonies, keeping the show moving fast. Sonny and Shirley Dail, ballroom dancing, Joe Kelso and Harriett, comedy magic dancing, and juggling; Comedy Harmonists, popular songs; Helene and Mitzel, a girl acro team; Doyle and Seed, comedy and impersonations, and the Three Bartons, gymnasts, made up the rest of the show. On the screen, *Enemy Agent*.

## "Pardon" Unit in Fair 4-Day Stand

LINCOLN, Neb.—Booking of Charles Seldner's unit, *Pardon Us, Please*, in the 1,100-seat Variety here, at 10, 25, 40 cents, brought in \$17,000 on four days (14-17), which was fair.

Lack of snow was laid to the first batch of cold weather, first time for vaude in the house in months, and the fact that the football team was out of town (Pittsburgh), which dulled the week-end amusement population. Show was originally in for three days, but was given a holdover Sunday.

## "Streets of Paris" Big 10G in Dayton

DAYTON, O.—*Streets of Paris* last week brought the Colonial Theater its best stagelash gross of the season, the bill revealing \$10,000 against an average of \$7,500. The show had several excellent features, and gave general satisfaction, tho not much on the production side.

George White's *Scandals*, current attraction, continues the burlesque flavor, and will be followed by Sally Rand.

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# Magic Burlesque Notes

(Communications to New York Office)

By BILL SACHS

**RUSSELL SWANN** returned last week to Detroit to headline the show at Club Royale, where he's an oldie but... **WHEN THE 500 Club**, Atlantic City, opened for a week recently it had two magi on the bill—Joan Brandon and Howard Brooks, the latter also emceeing. Both had played the spot before. . . . **CASSANDRA**, mentalist, is back in New York and did a quiz show Sunday night (17) over Station WYNN. . . . **JACK HERBERT**, after a week at the Mainliner Club, Des Moines, Ia., journeyed to Oklahoma City to do his emcee and magic stint at the Food Show, from whence he hit out for Chicago. . . . **PLATO AND JEWEL** are currently fooling em in the Continental Room of the Hotel Jefferson, St. Louis. . . . **ROY BENSON** has a West Coast date awaiting him when he finishes his engagement at the Hotel Walton Roof, Philadelphia, being slated to report at Universal studios January 1. . . . **DANTE** reveals that he has completed a book, to market with a New York publisher to market his autobiography at the conclusion of his present tour. The book, which deals with Dante's 40 years of fooling his way around the world, is appropriately titled *It's Fun To Be Fooled*. . . . **LADY BONAFON**, mentalist, has just concluded an add-a-tractor stunt at the Dog House, Reno, Nev. . . . **HARRY SCHILLING** is featured with his magic in the new show at the Evergreen Casino, Philadelphia. . . . **JOHNNY BAUER**, magical emcee, posts from Timmins, Ont., "making the Carter" there here. 800 miles north of Detroit. . . . **COLE** at show, but roads good. Followed Al DeLage and Company here. Fortunately got in a day early and caught and enjoyed Al's act. Will probably go to Montreal from here if the U. S. draft board doesn't decide differently. . . . **MAURICE** and his magic bar are at the new revue at Philadelphia's Yacht Club. . . . **LINDEN COWARD**, magician-ventriloquist, info that he's doing fair business in Georgia schools despite much competition. There are a raft of small tent and school-house shows in the territory, Coward reports.

**JAY PALMER** and Doreen have been doing so well on private club dates in the New York area with their magic kettle that they have taken an apartment in the Big Town and plan to locate there for some time. They recently worked the opening of the season of the Ambassador Hotel, Washington, and the new Kenmore Hotel, Albany, N. Y., with Blackstone exhibiting them at the latter spot. They're set on private dates until January, and December 4 jump into Chicago for an engagement for Miss Rockefeller King. . . . **HILDIN** offers his magical feats at Venice Grill, Philadelphia. . . . **DUKE MONTAGUE**, after winding up in the Harris-Venter house in Idaho, has taken his Midnight Spook Show into the Pacific Northwest, piloted by Neldon Jensen. In addition to the spooks, Montague is working his daytime magic turn on sponsored and school dates. He closes for two weeks over the holidays to permit him to fill his private club dates around his home town. . . . **HOWARD THE MAGICIAN** is headquartering in San Antonio, Tex., and playing clubs in that section. . . . **S. S. HENRY** is presenting his magic and sand paintings thru the Lone Star State. . . . **WILL ROCK**, after finishing up for the Bert Lyle houses over the Coast, moves into South Texas theaters. . . . **CONTESTANT MAGICIANS** recently tossed a testimonial dinner at Stratford, Conn., in honor of Al Baker, of Brooklyn. Solly Solomonson was chairman of the arrangements committee, assisted by Al Guggenheim and Wesley Johnson. Guests at the speakers' table included Harold Scharf, Long Hill, Conn.; LeRoy McCafferty, Waterbury, Conn.; Fred F. Clark, New Haven, Conn.; Vynn Boyer, Bristol, Conn.; Harry Brock, Stamford, Conn.; Jay Marshall, Springfield, Mass.; and Walter Schwartz, Hartford, Conn. A magic show followed the dinner.

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**NEW YORK:**  
**TIENZA**, wine-bath dancer, and Jeanne Rochelle, half-man-half-woman dancer, are now being booked by Allan Rupert. . . . **HOWARD MONTGOMERY**, producer at the Triboro, has unearthed a new strip-teaser in Eda Donald, now in Canada recently, an ex-Allen Gilbert show girl who is doubling as a principal and in the line. . . . **CHARLES ABBOTT**, comic and husband of Ruth Mason, now at the Eltinge, was gratified to learn that his cousin, Edward Green, was among the 37 out of 38 of the crew saved when the City of Rayville went to the bottom recently. . . . **BOB FERGUSON**, comic on the Hirst wheel, introduces a new bit this season, *Hi Ho Sulphur*, and co-principals to assist him in the comedy are Max Coleman, Mary Murray, Jack LaMont, Irving Karo, and Winnie Garfelt. . . . **JANESE**, dancer, left the Republic November 16 and opened November 20 at the Rainbow Inn for five weeks. . . . **MURRAY LEWIS**, comic, replaced Herbie Fay at the Gaiety November 15. Fay moved to the Star, Brooklyn. . . . **ANN CORIO** celebrated her birthday November 18 by getting herself a \$25,000 annuity.

**STELLA MILLS**, stripper, is new here this season. Debuted at the Gaiety after three consecutive seasons on the Midwest Circuit. Goes next to the Star, Brooklyn, thru Dave Cohn. . . . **LELIEE SORRELL**, new acro stripper in the East, opened at the Casino, Boston, last week, where Joe Freed, comic, is in his seventh week. . . . **BOGO SWYDER**'s show on the Midwest Circuit includes Joan Dera, Arlen Stewart, and Fields and Georgie. . . . **MAGDA LOY**, dancer, formerly of *Why Do* at the Flushing Fair, opened at the Star, Brooklyn, November 8, as did Madge Carmyle. Both last-minute bookings by Dave Cohn. . . . **TERRY KING**, who became Mrs. Joe Habbitt November 2 in Elkhart, Md., celebrated a birthday at the Triboro November 12. . . . **MARIE POSTER**, former burly ace soubrette, now has charge of the chorus in the Billy Hagan Hirst show.

**VALERIE PARKS** is raved over by Republic management to the effect that she has everything to make the "yellow" yell and applaud for more. . . . **DIANE KING** was followed by Gladys Fox as the extra attraction feature at the Casino, Boston. . . . **STAR, BROOKLYN**, stagehands are now all back from the Flushing Fair. These include Jack Cronin, who was with the *Hi Ho Sulphur*; Charles Zuber, from the Ford exhibit; Johnny Fay, from *Railroads on Parade*; and Jimmy Burge, from *Jubilee*. . . . **ELECTION WEEK** the Howard in Boston reinforced the Lols DeFee show of the Hirst Circuit with Peaches, Seven Demals from the Mike and Company, Sandy Derson and Company and Doris and Nan Walsh. . . . **PAT PAIGE** sporting a new two-and-a-half carat diamond ring at the Republic, a gift from a Philadelphia friend. . . . **BILLIE (HOLBERT) GERMAINE**, ex-burly dancer, entirely reworked from recent non-successful operation, opened last week at the Penthouse Club here. . . . **UNO**.

**Casino, Boston**  
(Reviewed Tuesday Evening, Nov. 19)  
A swiftly paced entertainment-filled unit has been whipped together this week by Chuck Gregory, Casino producer.

Production numbers, with the 30 Casino dancing dolls, reach a new peak for burlesque entertainment, with an "inferno" number, a real standout. Plenty of comic material is on hand, also some of it could be easily eliminated. Some of the routines have a musty flavor, but for the most part are sure-fire. Heading the comic department is Charlie (Tramp) McNally ably aided by Freddie Walz, Jimmy Gato, and George Kaye. Bobby Goodman handles the vocals, with comics and specialties by Ellnor Walent and Ben Hamilton. Featured strip is Margie Carmyle, whose dancing gets attention. Giving her a battle for top honors is Gladys Fox, always a Hub favorite, whose singing strips are standouts. Others doing undress routines are Carol Lord and

**CHICAGO:**  
**MRS. J. F. NIGHTINGALE**, professionally known as Margie France, expects to return to the business in three months, after she becomes a mother. . . . **TERRY KING** opened on the Midwest Circuit at Buffalo. . . . **SHERRY BRITTON** began her round trip on Midwest at Cleveland Friday (22). . . . **WYNN** and **WYNNETTE** has opened in stock at the Empress, Milwaukee. . . . **MAXINE DE SHON** is doubling this week, between the Riatio and 606 Club. . . . **CHARLEY GOADTRY** is being held over in stock at the Riatio. . . . **LEW PINE**, just returned from Australia, has opened in stock at the Follies, Los Angeles. . . . **COLONIAL**, Wheeling, W. Va., new spoke in the Midwest wheel, had a good opening Thanksgiving Day. . . . **LOU APPLE**, ace of the Casino, Toronto, was in Chicago last week, lining up a new chorus for his house. . . . **MAE BROWN** closed the circuit at Boston Thursday (21). . . . **BENNY (WOP) MOORE** enjoyed his lay-off from the Hirst Circuit by visiting his wife in this city. He opened at the National, Detroit, Friday (22). . . . **GEORGE STRANGE**, booked by Milt Schuster, will be featured attraction at the Palace, Buffalo, week of November 29.

**FROM ALL AROUND:**  
**DUDE KIMBALL**, on his engagement last week at the Metrol, Dayton, O., had the distinction of getting a Thanksgiving dinner by wire. It happened when Scotty, well-known Dayton scenic artist, wired a Dayton restaurant to deliver a turkey feed with all the trimmings to Kimball's dressing room. Kimball opened at the Metrol, the Covered Wagon, Fort Wayne, Ind., for a two-week stand, booked by Max Landau, Chicago. . . . **CHARLIE KEMPER** and George Haggerty, for many summers end men with the Steel Pier Minstrels, Atlantic City, making their burly bow this week with Jerry Denn's unit at the Orpheum, Reading, Pa. . . . **HARRY BIBEN**, Philadelphia booker, set the Rexford, male acro duo, with Hirst's *Hindu Buds* unit. . . . **PATSY JOHNSON** continues at Club Nomad, Atlantic City.

**Bridgeport Vaude Clicks**  
**BRIDGEPORT, Conn., Nov. 23**—Sunday vaude is going over so well at the Loew-Full-Lyric Theater, which plays Hirst burlesque during the week, that admission prices have been upped from 44 cents to 55 cents top. Polly is same hands plus five acts, four shows during the day. House manager is Eddie Madam, with Fred Perry of the Al and Belle Dow office, booking. Perry was formerly with the Mike Comerford Circuit.

**Corio Sets Pitt Record**  
**PITTSBURGH, Nov. 23**—Casino grossed best gate in its five-year history, \$11,000, last week with bill starring Ann Corio. Take was top in George Jaffe's past 14-years of burly biz. Almost 40 per cent of patronage was women, most of that in the evening.

**revisus**  
Sandra Scott, both good. Casino has in Bill Green one of the best house orks heard in some time. Six-man crew beats it out and provides really solid backing for Gregory's swell productions. Business fair when caught. Mike Kaplan.

**"Hindu Buds"**  
(HIRST)  
(Reviewed at Troc, Philadelphia, Sunday Midnight, November 17)  
There's plenty here to make a fast and funny show. But as caught on its first showing there's still plenty to do in whipping it into shape, especially in adding the comic sketches and in giving more body to the ballet productions. Max Furman, lead comic, who does not depend on get-ups or mugging to make laughs, has plenty on the ball. But, weighted down by ancient material, the ball does very little bouncing. Drk Richards, in the usual troupe placement, displays youthful enthusi-

asm. But his exuberance in getting the stuff across slows the proceedings. It can't be said that the boys don't work hard—and often. Richards and Furman join efforts for *Familiar Gags*, which is the familiar *Flugel Street* skit, their best. Strippers are sock. Hindo Wassau, a fave in these parts, is ever the impetuous dancer. Aloha, Polynesian-themed miss, is first in the undress parade, devoting her doings to hip-wiggling. Helen Colby, blond beauty, is more restrained in her disrobing. An attractive tease. Murry Briscoe and Jimmy Cavanaugh give able straight support, with Cavanaugh doing a nice tenor voice off-stage for the production numbers. Alma Maiben is the saucy fern foll. The real showstopper is again the vaude specialty, an acro male team, The Rexfords. Boys spice their hand-to-hand balancing with head-to-head formations, with a sock finish in one member's lifting the other from a flat-on-the-back position with only one hand. Chorus of 14, with five of them used for show, have plenty on the hoof. Lee Curdy adds nice heel-and-toe taps to the *Slumming in Park Avenue* ballet, with the chorus outstanding in the *Farnettes* emceeing. Maxie Furman produced the unit; Richard Valinote is the musical director. Business fair when caught. Ann Corio heads the next unit in. M. H. Ordenker.

**Gaiety, New York**  
(Reviewed Saturday Evening, Nov. 16)  
"Broadway's Only Girlie Show" is the boast here this week, of course, is correct if we substitute "burlesque" for "girlie". The show, staged by Billy Koud, is okeh, but not outstanding in any way except that its four strippers are young and beautiful. The chorus troupe is okeh but short on pep, training, and novelty ideas. The comedians are good enough, doing a mildly amusing job on old-fashioned material. A couple of singers are more than adequate. Sets and costumes are clean, tasteful. The strippers are topped by Sherry Britton, a young and beautifully formed brunette, who apparently has a following here and who does a parade strip. She's got oomph. Then there's Stella Mills, in from the Midwest, who sings *Are You Ashamed?* in passable fashion and then shows a very fancy figure. Irma Vogelee, small and blonde, does a vigorous bumpy strip, works in some of the scenes, and does an interesting dance in the vice den number. Good performer. Louise Stewart, introed as "The Glamour Girl of 1940," is stately and does an interesting-holding parade strip plus bumps. Beauty too.

The comedians try hard, but the audience apparently was interested in the girls; the comics just filled in Eddie "Nuts" Kaplan and Murray "Looney" Lewis, who handled most of the comedy, were all right. The boxing scene here was dragged out and not too funny, for example, whereas Bobby Morris does the same scene in the vaude unit, *Hollywood Hotel*, and makes it hilarious. Richard Dana is a competent straight; Marjorie Royce, brunette, is a good talker; and Chet Atland, tenor, reveals a nice voice. Murray Friedman leads the six-man pit combo, which is adequate. Seven dancers and eight paraders make up the girl ensemble. Admission is 55 cents top. Shows changed Fridays. Paul Denis.

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### Backer Ends Tour; Will Make Sticks

MOBILE, Ala., Nov. 23.—Earl D. Backer and his Famous Negro Minstrels opened their final stand of the 1940 season at Prichard, Mobile suburb, November 18. Backer said that after a week's stand here he would take a small unit of the show to small towns in Alabama and Mississippi and then go into winter quarters in or near this city.

Backer reports a spotty season and says he had a \$2,100 loss in Tennessee on two Negro fairs when he got a bad break in the weather. Before opening at Prichard the show played two spots in Mobile proper and did fair business. Weather hereabouts has been too cold for tent-show comfort.

Show has new front and two weeks ago Backer added a new marquee. Eight trucks and three trailers are used to transport the outfit, consisting of 38 people, all Negroes except Backer. Twelve-piece band is led by Otis Jordan, trumpet player, who recently succeeded Fat James, who returned to New York. Backer said that James will rejoin the show soon. Many white people attended the opening at Prichard.

The Backer show this season has toured Kentucky, Tennessee, the Carolinas, Mississippi, and Alabama.

### Wisner's Letter Reminds Duple of Old-Time Shows

Jefferson, Ind.  
Editors *The Billboard*:  
In November 2 issue of *The Billboard*, J. N. Wisner from Plainville, Tex., writes that good flesh shows are on the way back; that a combination of musical revue, vaudeville, and dramatic shows, either indoors or under canvas, is at last being promoted at big scale. This recalls to mind the many tent shows that found profitable business in Texas years ago. One of these was the Roy E. Fox Lone Star Minstrels, an all-white organization playing one-night stands under canvas.

Just 30 years ago the writer was for 10 weeks in every section of Texas with the good old Dole Fisk Circus and recalls seeing paper on minstrels in various parts of the Lone Star State. We used to hear at that time that the Roy E. Fox troupe played the entire season without ever leaving the borders of Texas (like Mollie Bailey's two-car show). If there were a minstrel organization today like Roy E. Fox's Lone Star Minstrels, it is likely, in the scarcity of flesh shows, they could enjoy profitable business down Texas way. But there does not seem to be one showman or minstrel man willing to take chances operating an all-white organization indoors or under canvas, tho' the half dozen or less all-colored troupes still draw the natives year after year in the Old South. *Silas Green* from *New Orleans Company* still carries on and has been delighting countless thousands these many years.

The big one of the all colored troupes 30 years ago was the A. G. Allen's New Orleans Minstrels. I saw this troupe play to capacity business in Greenwood, Miss. In opposition to Sun Bros' Circus in the fall of 1909.

The many famous names in grand old minstrelsy (speaking of the all-white companies and the sound of the bones and tambou, with that familiar salutation, "Gentlemen, be seated!," are just a pleasant memory now. Sad but true, those good old minstrel days have gone with the wind. C. E. DUBLE.

### Al H. Miller Show Winds Up 36-Week Season in Georgia

DAWSON, Ga., Nov. 23.—Al H. Miller Show, after a season of 36 week stands in Georgia and the south, called it quits last Saturday night (16) and moved into winter quarters here.

According to Manager Miller, the season just ended was one of the most pleasant ones he has had in his 20 years on the road, with business normal and without a marred feature from the elements.

### Curtiss Shopprint

QUICK SERVICE—LOW PRICES  
"Tent Show Headquarters Since 1905"  
CONTINENTAL, O.

### 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 the following week's issue.

Bands and acts having indefinite engagements should let us know as soon as they leave a spot so that the listings can be kept up to date.

### Aulger Sees Rep Revival When Public Feels Secure

Louisville, Ky.  
Editors *The Billboard*:  
For the last seven years about the only news performers and rep show managers could get was bad news. As a result we have kept our grief to ourselves. However, I believe we have something in our old-style play, *Adrift in New York* or *Her First False Step*, now in its 10th week at Hotel Seebach here, which may, however, disson M. Aulger, wrote for hisses, boos, and cheers exclusively. It is far superior to an authentic old melodrama in pleasing qualities, as there are no long or draggy scenes—scenes that were far from draggy in the days for which they were written but that seem stale from today's viewpoint.

This depression seems to have taken something out of people that was necessary to the successful operation of a repertoire company. It could be lack of desire for our kind of entertainment, due to so many counterattractions—radio, pictures, and the like. But I would believe that once the people start making money again and feel security in their businesses, farms, or whatever may be their vocation, the repertoire will again come into its own. But it will most certainly have to be a good show. If money is flowing freely there may be business for a bad show. How many times have we seen a bad play put on by bad actors to a bad audience that thoroly enjoyed it?  
HARRISON AULGER.

### Whetten Warns School Dists Will Die If Smut Persists

Union, W. Va.  
Editors *The Billboard*:  
One by one schools are being closed to outside entertainment. Why?... Smut-kack-fifth—and outfits with no equipment, no paraphernalia, a \$3 guitar, and

## Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

### Weinman Derby Pulls Good Attendance; 10 & 2 Remain

MORTON GROVE, Ill., Nov. 23.—Colonel Weinman's walkie continues to play to okeh business, and with 360 hours clocked off 10 teams and 2 solos are carrying on.

Remaining are Eddie and Tony McBride, Pete Carrillo and Harriet Blurton, Lee Sullivan and Margie Clark, Johnnie Reed and Jennie Busch, Buddy and Doris Jeffries, Bill and Betty Fort, Buddy Marino and Phyllis Citron, George Bernstein and Leona Barton, Jack Murray and Alice Sims, and Jack Stanley and Babe Perry. Russell Hodges and George Mitchell are solos.

Lou Jarvis is head floor judge, assisted by Emie Stearns, Edna Begley, Eddie Leonard, and Jimmy Hoffman are emcees, and Wiggles Royce and Jack (Dead Pan) Kelly hold down the comic end. Jerry Martone is trainer, and Bill Harris, Eddie Blessing, and Junior Jack Kelley are also with the show.

### End Nears for Waterloo

WATERLOO, Ia., Nov. 23.—Cold weather has nipped activity somewhat at the Carroll-Fox Derbyshow here, altho seven teams are still pounding the boards. Still going are Charlie Smalley and Vivian Branch, Stanley West and Margie Bright, Mickey and Eileen Thayer, Louis Meredith and Chad Alviso, Jack Glenn and Helen Caldwell, Eddie Tompkins and Bernice Pike, and Billy Ryan

a cowboy hat. Not actors or entertainers: just a bunch that work a racket in schools, burn up the kids to get a dime, and spring smutty gags to get laughs. Then the school principal blanches and says "never again." He passes the buck to the county superintendent and he hands it to the county school board, and then if you want to play you appear at the board meeting once a month to get an okeh. If you get it, you have a possible 25 schools in the county that you may land. Nine out of 10 times you'll find the county closed tight.

Try Virginia and the Carolinas and see how many daytime plays you get—just enough to get cakes. The game must be cleaned up or we'll all stop eating. F. D. WHETTEN.

### Rep Ripples

RUSSELL MURDOCK, of the Murdock Play Bureau, New York, has been added to the editorial staff of the Jam Handy Picture Corporation, maker of commercial films, and will turn out national convention material for industrial corporations. . . J. I. TWOMBLY has a vaude-mystery-pictorial comic playing halls and schools in Houghton County, Mich., to reported satisfactory business. He recently concluded a successful season at Michigan and Wisconsin fairs with his crime show. . . BMM'S SHOW, vaude and small animal trick, after winding up on the fairs is reported getting satisfactory play in halls and schools thru Central Idaho. . . M. R. (SKIP) DEAN, who recently concluded his 21st season with the Mitchell & Mitchell Tent Show in the Dakotas, is resting at his home in Lincoln, Neb., before taking up his Santa Claus role in one of the local department stores. . . AL S. PITCAITHLEY, of Billroy's Comedians, was entertained by Shirley (Plute) Carter and wife at Montgomeriv, Ala., recently. The Carters and Pitcaithley trouped together on the Hazel M. Cass Show back in 1927, and hadn't seen each other since. "Plute" is now traffic manager at Maxwell Field, Montgomery. . . FOLLOWING THE closing of the Jack Hart Show in Oklahoma (See REP RIPPLES on page 88)

### More Draft Serial Numbers

of those who gave *The Billboard* as their permanent address will be found in the Carnival Department of this issue. Also in the same department appears a list of names of those having Selective Service mail in the various offices of *The Billboard*.

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Published Weekly  
Vol. 52 NOVEMBER 30, 1940 No. 48

reason why the show shouldn't be a success. Chicago has really become a headquarters for walkathon people. I think I've met at least 200 of the old-timers here in the last month. I had a tab show out from February to May, closing in Evansville, Ind. We played nothing but the sticks and did very well."

JIMMY GABLE cards that he recently appeared at the Club Ball in Miami on the same bill with the Ink Spots and Dixie Dunbar.

ARTIE GETZ is back home in Chicago from the George Pugh Dallas contest. He will rest up a while, then try to make the Windy City contest. "However, I will have to find another partner, as the girl who was to go with me recently died," he adds.

GEORGE MILLER inks that several contestants are already in Chicago waiting for the opening of Sid Cohen's Coliseum walkie. George adds an inquiry as to the whereabouts of Jim Coffey, saying he hasn't heard of him since he left the Coliseum contest last winter.

SEVERAL WELL-KNOWN walkathon people were with the Roller Derby which closed recently in Chicago. Moon Mullins, Jimmy Farrell, and Kenny Neldel were on the staff.

TUCSON, ARIZ. DERBY SHOW  
24 hours daily, starts THURS., DEC. 5  
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Tucson is expecting 50,000 winter visitors this year and has 60,000 permanent residents and is noted for the finest winter climate in U. S. A.  
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# 10-20-30--and Up (the Ladder)

GONE but not forgotten is the old-time repertoire company that used to be a popular attraction in "opera houses" in nearly every city and hamlet in this wide land. It still lives, however, and probably always will, despite the fact that talking movies have supplanted it in the affections of theatergoers. About the only way a lover of the drama or comedy played by live actors has to see this type of show is to visit one of the "tent reps" which pay annual visits to the Middle Western and Southern towns, but which are seldom if ever seen in the Eastern sector.

What has become of the favorites who used to thrill us old-timers when we were young? Some saw the trend of the times and went into the movies back in the early days when the flickers were getting a foothold. Others have passed on to their eternal reward, while some are still living—alone with memories of their past glory.

A few reached the heights of fame and became stars of the legitimate stage and on the screen, but they are in the minority. Among these who are better known are Mae West, Charles Winninger, Spencer Tracy, Ralph Bellamy, Guy Kibbee, Melvyn Douglas, Eva Tanguay, Frank Morgan, Belle Bennett, and Dolores Costello. They got their start in "rep" and succeeded where countless others failed to attain fame.

## The Origin

Repertoire got its start in the middle '80s, according to tradition, but who was the genius that inaugurated the first company is still unknown, historians of the stage say.

According to my earliest recollection of "rep," the first company I ever saw that came to my home town, Cohoes, N. Y., and played a week's engagement, presenting a different play each night at 10, 20, and 30-cent admission prices, was the James R. Waite Comedy Company, Band, and Orchestra, which had a company of some 25 actors and a real band that played concerts in front of the old City Theater each night prior to the performance and then doubled as the orchestra between the acts. That, if not the first, was one of the pioneer organizations to visit towns of every size, and it won popularity from the start.

Isaac Payton, old-time actor and manager, told me many years ago that he was the man who organized the first 10-20-30 show in his home town of Centerville, Ia. His wife, Mattie Keene, a popular Midwest star of those days, was the leading lady, and his brothers and cousins were the other members of the company. All the male members of the troupe played musical instruments and gave concerts incidental to presenting the plays. "Ike" Payton was a brother of the famed Corse Payton and Senter Payton and a half brother of Mrs. Mary Gibbs Spooner.

## Very Popular in 1892

Regardless of who originated the idea, along about 1892 traveling repertoire companies became very popular and theaters were packed and jammed with auditors whenever a show of this kind came to the average town. Some were very good, others fair, and still others very bad, but all filled a long-felt want. They gave popular plays at prices within the reach of every pocketbook. Most of them coined money and a few fell by the wayside.

From memory I will mention some of the many popular 10-20-30 organizations since 1890, and up to the time that the public's fickle fancy deserted this popular type of entertainment and began flocking to the movies, first the silent pictures and later the talkies. The list, of course, will not be complete, and many of my readers will probably recall names that have been forgotten by me, but I shall do my best to tell about men and women of the stage who spent their best years delighting the public only to be forgotten by it.

Following the initial success of the

## Professionals Who Came Up From Repertoire and Made Good in Hollywood and on the Broadway Stage

By WALTER D. NEALAND

Waite and Payton companies, other troupes blossomed. I well remember "Mora," who was billed as the "Comedy Sunbeam" and was under the management of her husband, Fred Williams; Floyd Crowell; Fred and Allie Payton, who played mostly Southern towns; Tommy Shearer and his wife, Isabelle Fletcher. There were many others who won fame, too.

## Colorful Families

Among the most colorful families that spent years in repertoire and stock companies were those of Corse Payton and Mrs. Spooner, who were half brother and sister and reared on a farm in the little town of Centerville, Ia. Corse started at an early age as an eccentric comedian, married a beautiful, buxom, blond leading lady by the name of Etta Reed, and toured the Middle West and East for many years before he landed in Brooklyn, where he assumed the management of a roller-skating rink, christened it the Lee Avenue Theater and amassed a million dollars. Critics kidded his "acting" unmercifully, but Corse, undaunted, called himself "America's Best Bad Actor," and cashed in heavily on the critics' opinion of his histrionic ability.

Mary Gibbs Spooner, a pioneer repertoire manager, was the wife of B. Spurge Spooner. On his death she assumed the management of his company, which was headed by her two talented daughters, Edna May, a dramatic actress of ability who played the leading roles, and the sprightly and vivacious Cecil, who was younger than Edna May and enacted the soubrette roles. They were favorites in every town they visited and drew heavy box-office returns. Following in the footsteps of her half brother, Mrs. Spooner leased the old Park Theater in Brooklyn and scored tremendously there. Finding the theater too small to accommodate the people wanting to see her shows, Mrs. Spooner moved her company to the Bijou Theater, two blocks away, where she remained five consecutive years playing to crowded houses.

In 1898 she leased the old Keith and Proctor's Fifth Avenue Theater, which was located at Broadway and 28th Street, two blocks from Fifth Avenue, and for 52 weeks she determinedly tried to make Broadway sit up and applaud her type of entertainment. She achieved an artistic if not a financial success, and at the expiration of her lease she moved to the Lincoln Square Theater at Broadway and 68th Street, where she played 14 weeks in all. The next year she returned to Brooklyn to again present her offerings at the old Park Theater. Fire destroyed the playhouse during the fourth week of the return engagement, and with the conflagration came the end of the Edna May and Cecil Spooner company, altho both tried individual ventures later with indifferent success. I am proud to have been a member of this company for several years, having made my debut as an actor with it and remaining until the fire ended its career. Mrs. Spooner and her daughters are still living at New Canaan, Conn. Corse Payton died in poverty and his body lies in the town cemetery in Centerville. Both were spectacular in their methods of winning popular favor and held "pink teas" on the stage after the Wednesday matinees, serving tea and cakes to women patrons and inviting them to meet the actors in person.

## Favorites in Old Days

Now let's look back over the pages of the past and see if I can recall some of the names that the public used to idolize in the dear old muzzy days.

First we will take the famous Win-

ning family, all actors, and most of them good ones. Charley Winninger was a famous comedian, in Wisconsin towns at least. With him were his brothers, John, who played leading roles; Adolph, and Joe, who was company manager. Charley played comedy roles and cornet in the band when he started out with his family troupe from his home town, Wausau, Wis., long ago. That was many years before he won national fame as the leading comic in *No, No, Nanette*, or as Captain Andy in *Sloubout* on the stage or on the air. It was also before he became the husband of Blanche Ring. Thomas E. Shea was one of the old-time stalwarts who specialized in Shakespearean and heavy dramatic roles. His opening bill in 1898 was *The White Squadron*, a naval drama, but his best acting was done as Mathias in *The Belis* and as dual character in the famed *Dr. Jekyll and Mr. Hyde*. Later he started in vaudeville in a condensed version of his many hits entitled *Big Moments From Great Plays*.

Daniel R. Ryan was a baseball umpire from Troy, N. Y., before he decided to go on the stage as a repertoire actor. He played *The Royal Lover* with much gusto if not histrionic ability, and died before achieving fame.

## Old-Time Companies

Here are some names of troupes that old-timers will remember: Chase-Lister Company, Middle West favorites in theaters and under tents, managed by Glenn F. Chase; John Lawrence Players, still going strong; Ginnivan Family, with Norma and Frank, who still have their troupes on tour; Van Dyke-Eaton Company, Nathan Appell's two touring companies, King Dramatic Company and Helen Grayce Players, George M. Fenberg Stock Company, Tilton-Guthrie Company, Jessie Colton Players; J. B. Swafford Stock Company, which played only in Vermont; Hickman-Bessey Stock Company, headed by Guy Hickman and Jack Bessey; J. Doug Morgan Stock Company; May Fiske Company, under the management of Colonel Cosgrove, New England favorites; Maude and May Hillman Stock Company, first as co-stars and later separately (William A. Dillon, "The Man of a Thousand Songs," was leading man of the Maude Hillman Stock Company, and Winthrop G. Snelling, Maude's husband, manager. Dillon now owns a chain of theaters in Central New York); Clara Turner Stock Company, management of Ira Jackson; Kirk Brown Stock Company, with Marguerite Fields as leading woman; Chester

De Vonde, handsome star whose opening bill was *Ten Ten Door*; Chicago Stock Company, under the management of Charles Roskam. Charles K. Champlin, a versatile actor who wrote his own plays, played his leading roles, and painted his scenery, was another popular favorite. There, too, were the Myrkle-Harder Stock Company, featuring Emma Myrkle and managed by William Harder; Nancy Boyer Stock Company, directed by Henry Testa; Albert Taylor, a big favorite in Texas; Ted and Sport North, Missouri favorites; Dubinsky Bros.' Stock companies; Original Williams Stock Company; Harry Shannon Stock Company, with headquarters in Wapakoneta, O.; Keyes Sisters; Justus-Romaine; Monroe Hopkins Stock Company; Hila Morgan, managed by Fred Morgan; Mabel Paige Players; Peruchi-Gypsene Players, with Mabel Gypsene and Chelso D. Peruchi (they are now radio favorites in Knoxville, Tenn.); J. N. Rentfrow's Jolly Pathfinders, which toured Texas for many seasons; Jolly Della and Johnny Pringle Company (Johnny was the father of John Gilbert, famous movie star of the silent picture era); Harley Sadler, still

a Texas favorite; George Roberson Players; Walter and Edith Ambler; John A. Himmelein's Ideals, starring John's wife Beatrice Earl (John was mayor of his home town, Sandusky, O., for several terms); Emma Bunting, management of Earl Burgess; Irene Meyers, management of Sim Allen; Madge Kinsey Players; J. Harvey Cook and Lottie Church; Bobby and Marle Fountain; Dick and Lulu Sutton (Dick built a theater in Butte, Mont., called the Lulu, and operated stock there for many years); J. J. Jennings Company, which toured California; Billy Bennett Company, out of Milaca, Minn. (Billy's daughter was Belle Bennett, who became a famous movie star of *Stella Dallas* fame); Roy E. Fox Players; W. I. Swain companies.

Jack Kelly Company, which has operated troupes in Michigan exclusively, playing in theaters and under tent for over 20 years; S. Z. Pöll, who operated 10-20-30 permanent stock companies in his vaudeville theaters in New Haven, Waterbury, and Bridgeport, Conn.; Worcester and Springfield, Mass., and Wilkes-Barre and Scranton, Pa., each summer for many years with great success.

Maybelle Marks, directed by Bob Marks; H. Wilmot Young and Margie Adams; Klark-Urban Company; Christy Obrecht Players, still on the road in Minnesota; Guy Beach and Eloda Sitzer Company; E. V. Phelan Company; H. Price Weber, and Edwina Gray, who played the role of Lady Isabel in *East Lynne* in a tear-jerking manner that brought sadness to thousands of New Englanders; Grace Hayward Company, management of Dick Ferris; Bennett-Moulton troupes, owned by Monte Thompson of Boston, and which starred Campbell Stratton and others; Chaucney-Kierfer Company; Dilger-Cornell; Lorne Elwynn Company; Phil Mather Players; Adam Good Stock Company, directed by Adam Friend. There were many others whose names I have forgotten.

## Players Who Achieved Fame

Melvyn Douglas, then known as Mel Hesselberger, started as a "prop" man with the George Roberson Players, under canvas, and persuaded his college chum Ralph Bellamy to join him that summer. He played general business roles and juggled trunks for a small salary and helped erect the canvas theater for the experience. He changed his name to Douglas, and I hired him as leading man of the Majestic Theater Stock Company in Madison, Wis., in 1923. He then went to Hollywood, entered the movies, and look at him now! His pal Bellamy soon followed him and is one of today's most popular movie stars.

Guy Kibbee was a repertoire character man.

Eva Tanguay, the "I Don't Care" Girl, started her tempestuous career with a stock company. I know because I was the villain in the company that played such bills as *Fawn Ticket 210* and *Fogg's Ferry*, with J. Harvey MacEvoy as the leading man. She was the highest salaried vaudeville star for many years and now lives in Hollywood, forgotten by the world that formerly applauded her every appearance.

Mae West started with "Handsome Hal" Clarendon's 10-20-30 repertoire at Bergen Beach, near Coney Island, N. Y., won a prize as an imitator of the famous Tanguay, and at 10 years of age was featured by Clarendon as Little Willie in *East Lynne*. She played other stock roles before going to Hollywood.

Spencer Tracy was leading man with William Wright's Players, and Frank Morgan was the handsome juvenile actor with the Grace Scott Company in Richmond, Va.

Dolores Costello, film star, played child roles with the Edna May and Cecil Spooner Stock Company at the Bijou Theater, Brooklyn. She had the role of

(See 10-20-30--AND UP on page 88)

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## Roadshowmen Prepare for Busy Season With Christmas Movies

Many operators booked solid thru holiday season as result of well-planned campaigns—children's subjects will predominate—religious films to be shown

NEW YORK, Nov. 23.—Roadshowmen over the nation are making ready for one of the busiest seasons of the year—Christmas. Reports from various sections indicate that in addition to the usual dates for movies a number of operators have added department stores and children's parties to their schedule. Progressive roadshowmen have been working on these dates for several weeks and many have booked solid. Films to be shown during the holidays include *Santa Claus Story*, a one-reel subject recently released; *Christmas Around the World*, a one-reel cartoon; *Christmas Time in Toyland*, a one-reel subject; *A Christmas Carol*, a one-reel subject based on Charles Dickens' story; *The Night Before Christmas*, a two-reel silent, in which the story of the poem is told; *Toyland* in a *Junkyard*, one-reel cartoon, and *Toytime*, an Aesop fable suitable for Christmas shows. Another subject is *Santa Does His Chores*, a one-reel silent.

### Programs Broad

Programs will not be confined to only films with Christmas or Santa Claus angles. Many operators plan to supplement their programs with children's subjects, such as *Alice in Wonderland*, *Jack and the Beanstalk*, *So-Si*, *Teddy Bears at Play*, and *Doll's Fantasy*. Other roadshowmen plan to emphasize religious films, especially those based on the birth of Christ.

Children's parties will afford roadshowmen additional bookings. A New Jersey operator has secured extra showings as the result of mailing out several hundred letters to prospective buyers of movie shows. Campaign produced most satisfactory results in that the holiday schedule includes organizations that will use movies to raise funds to supply food baskets to the poor and needy. Personal contacts were used to secure the dates after the approach had been made by letter.

The letter used by this roadshowman was mimeographed on his letterheads. It read as follows: "In order to give our accounts a better program for Christmas parties, we are now booking dates for December. As usual, we will give an hour or more of good interesting films suitable for children for the sum of . . . per show. This price includes machine, screen, operator, and sound films. Bookings made in order received. All new subjects. Perfect sound guaranteed.

"The program will consist of cartoons, comedies, shorts, and musical films. We have been projecting films for 25 years and use only the best equipment and operators."

The number of answers to this letter made it possible for the operator to complete bookings thru Christmas Day.

## New and Recent Releases

**CAPTAIN CALAMINTY**, released by Post Pictures Corporation. South Sea drama with emphasis on seapets, natives, schooner sailing, comedy, and good songs. Adventurous captain becomes marked man when it gets about that he knows where Spanish treasure is hidden. Movita, of *Mutiny on the Bounty* fame, and comedian Vince Barnett are in the cast. Running time, 68 minutes.  
**DEVIL ON HORSEBACK**, released by Post Pictures Corporation. Mexican musical melodrama. Hollywood prima

## Operator Has Novel 16mm. Movie House In Philadelphia

PHILADELPHIA, Nov. 23.—One of the most unusual 16mm. spots in the city is the one operated by Gordon Brinckle. It's a miniature movie house with everything designed according to scale. "I guess it's a heritage," muses Brinckle, remarking upon his paternal grandfather, who at one time owned a movie house in Lancaster, Pa. He points to this mad rush for miniatures—airplanes, motor cars, boats, and furniture—then proudly reflects: "I guess I have about the only complete miniature movie theater."

And when Brinckle says complete, he really means complete. From ticket chopper to marquee, from lobby with its silken crowd-restraining ropes on polished standards, from footlights to silver screen on a stage hung with formal curtain, and satin secondary curtains, Brinckle's theater is complete. And what's more important, it's workable and practical.

He has a motion picture machine, spotlights, sound equipment. Fans replace a more formal air-cooling system. There is a lounging room and seats. The theater will seat 14 adults. Entire theater is 18 by 15 feet and 8 feet high. He designed the whole thing and built it himself. He didn't forget even a big jar with sand for unemployed cigarette and cigar butts. And as a finishing touch, the miniature roadshowman always paints the name of the feature on his glass marquees so patrons enter under no false impression.

Brinckle is only 25 years of age. For years he worked as a theater decorator for a local movie company and later was employed as an usher at an Overbrook house. When the show is ready to open Brinckle dons his usher's uniform—a cut-down tail coat with brass buttons replacing the more formal black ones. With his flashlight he guides patrons to their seats if they happen in after "lights out." Then he turns into the projection room, puts on a sweater and flashes the 16mm. film on the screen and starts the sound equipment.

donna is kidnapped by a Mexican admirer. In the cast are Lily Damita, Fred Keating, and Del Campo. Running time, 73 minutes.

**HATS OFF**, released by Post Pictures Corporation. Musical with interesting specialties made an integral part of the story. Rival girls are plucked from the streets by rival press agents. But one is a city, Mae Clark and John Payne are seen, with Helen Lynd, Luis Alberni, and a chorus of dancing singers. Running time, 68 minutes.  
**23 1/2 HOURS' LEAVE**, released by Post Pictures Corporation. Fast-moving comedy set in a rookie training camp. Story by Mary Roberts Rinehart. Cast includes James Ellison and Terry Walker. Running time, 74 minutes.

**LAUGHING GAS**, released by Garrison Films. Rerelise in sound. Stars Charlie Chaplin. Running time, 10 minutes.

## Cutting It Short

By THE ROADSHOWMAN

D. Leslie Laflan, Iowa roadshowman, reports business is "fair to good" in the Middle West, where he is playing a circuit. He has contracted for *High School Girl* and will cover four States in four months with it. Laflan recently added another projector to his equipment list. In recent weeks he has been concentrating on spring bookings, with the result that he has sufficient towns signed up to put several more machines into action." Harold (Slim) Laflan will operate a circuit out of Minden, Neb.

Thomas Quarado, New Jersey operator, was a recent visitor to libraries in New York, where he rented movies for showing at tourist camps.

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**ASHTON** — Mrs. Sylvia, 60, pioneer character actress, in Hollywood November 18. Born in Denver, deceased had been on the stage before entering the movies in 1911. Services in Hollywood November 22.

**BENNETT** — William, 43, formerly connected with the Associated Theaters Circuit as manager of the Union Square Theater, Cleveland, and prior to that with Akron movie houses, recently at the home of his mother in Akron. Burial in the latter city.

**CARR** — Sade, 51, known to Broadway folks as one of the first Ziegfeld follies beauties and as a screen actress in the early days of movies, in Carmel, Calif., November 17.

**CASE** — Daniel Louis, 13 days, in Natchez Sanitarium, Natchez, Miss., November 18. Father is *The Billboard's* correspondent in Natchez.

**COHEN** — Mrs. Lena, mother of Harold D. Cohen, manager of the Embassy Theater, Levittown, Pa., November 13 at Lehigh Memorial Hospital after a long illness.

**DE CALURIA** — Judge Alejandro Garcia, prominent composer of Remedios, Santa Clara Province, Cuba, in Remedios November 12 of gunshot wounds. His music is known in this country and Europe.

**DRAFER** — Colonel Sammy, 78, midgey and occasionally at county fairs for many years, November 17 in a Lancaster, Wis., hospital. Draper was at one time with a circus. Survived by a sister.

**ENNIS** — William (Do Bella), 66, former circus troupier, in Santa Barbara County Hospital November 15. Born in Columbus, O. Ennis was first with the act of Sells Bros. Circus. He had also been with the John Robinson and Sells-Flecto circuses.

**ENTENMAN** — John J., 47, well known by many showmen playing Norristown, Pa., and vicinity, of a heart attack in that city November 16.

**ERVIN** — Harry, 66, for 42 years a stage reviewer for St. John, N. B., dallas, recently in that city after an illness of five weeks. He had been in failing health for several years. Survived by his widow and a son by his first wife.

**EZERMAN** — Mrs. M. Sophia, 62, managing director of the Philadelphia Conservatory of Music, founded by her late husband, Dirk Hendrik Ezerman, November 10 at the University Hospital, Philadelphia after an illness of 16 days. She was also a member of the Philadelphia Orchestra Club. A son and a daughter survive.

**FAUSSETT** — Jimmy Jr., 62, former stock actor and associated with Thomas Ince in the early days of silent pictures, in Los Angeles November 13 of apoplexy. After retiring from the road Faussett engaged in the hardware business in Norwood, O., until his retirement several years ago to go to the Coast. A native Cincinnati, his ashes were returned there for interment in Spring Grove Cemetery. His only survivor is a cousin, Mrs. Norma Schawe, of Cincinnati.

**FREEMAN** — Nigh, 68, former tent showman of Nelgh, Neb., of a heart attack at the home of his brother, Jess, in Los Angeles November 2. In 1896 the brothers exhibited the then new Gramophone at schools and churches. The following year they bought a Mottograph, an early-day motion picture projector, which they exhibited as the first moving picture show under canvas in the State of Nebraska, and the partnership was not dissolved until Jess and his family left Nelgh several years ago. Survived by his widow; three children, Jessabel, Bruce, and Lee, and a sister, Mrs. L. C. Hewitt. Services in Nelgh November 7 with interment in Laurel Hill Cemetery there.

**FULLEN** — Charles, 30, carnival worker, in General Hospital, Spartanburg, S. C., November 17 of injuries sustained October 9 while working with a show which was playing the Spartanburg County Fair. Interment in Ronceverte, W. V., his home.

MAX GRUBER

In Memory of My Beloved Husband.  
Died in Muskegon, Mich., Nov. 30, 1939.

ADELE GRUBER

**GOLDEN** — Mrs. Forest Rose, 78, mother of Fred (Happy) Golden, former vaudeville and minstrel performer and in the last two summers associated with Lou Greiner at Indian Lake, Russells Point, O., suddenly November 12 at her home in Norwood, O., of a ruptured blood vessel. Funeral from the Tredway Funeral Home, Norwood, November 14, with in-

# The Final Curtain

terment in Spring Grove Cemetery, Cincinnati. A daughter, Rose, also survived.

**GOSLIN** — Thomas Stratton, 71, who originally erected Ocean Pier on the Boardwalk in Wildwood, N. J., November 11 at his home in Wildwood Gables, N. J., after being stricken with paralysis. He leaves his wife, Harriet; two sons, and two daughters.

**HALVERSON** — Mrs. Frances W., 34, who with her husband, Oscar T. Halverson, operated the Funhouse on Hennies Bros' Shows this season, November 13 at the Tri-State Sanitarium, Shreveport, La., after a long illness. Besides her husband, she leaves a brother, Harry K. Wiggins, of Birmingham. Services in Shreveport November 15, with interment in Jewella Cemetery there.

**HAMILTON** — Harry Lud, 85, former showman and business manager for prominent vaudeville personages, and outdoor shows, drowned in Eden Park reservoir, Cincinnati, November 18. A native of Maysville, Ky., Hamilton began his career there in the '90s as manager of the Washington Opera House, soon afterwards joining the Bronson Stock Company as a stage man. During his 40 years' theatrical work Hamilton served as business manager for Howard Thurston and Blackstone, magicians; was manager of Gus Sun's vaude houses in Canton, Newark, and Portsmouth, O., and for seven years co-starred with Nancy Boyer on the B. F. Keith vaude circuit. He was a native of Cincinnati. He was a member of the Philadelphia Musicians' Union, Local 77. He leaves his wife, Ella M.; two daughters, a son, his parents, a brother, and a sister.

**HANN** — Charles A., 60, formerly in the motion picture theater business in Bridgeton, N. J., November 10 at his home in that city after a year's illness. He leaves his wife, Ellie May; a son, a daughter, and a brother.

**HERBST** — Louis A., 46, musician, November 3 when struck by an automobile at the Camden, N. J., airport. He was a member of the Philadelphia Musicians' Union, Local 77. He leaves his wife, Ella M.; two daughters, a son, his parents, a brother, and a sister.

**HUBBELL** — J. Wesley, 65, former singer and member of the faculty of the College of Music, Cincinnati, recently in Dallas, a native of Cincinnati. Hubbell had sang in opera in Europe. In late years he was head of the vocal department at the Southern Methodist University, Dallas. Before going to Dallas Hubbell made a road tour with a company organized by Henry W. Savage to sing the first English version of *Madame Butterfly*.

**HUDSON** — H. T., 48, former stage actor and member of the Actors' Guild, November 16 at Shelby, N. C., of a heart attack. Hudson toured with Al Jolson in *Sinbad*, *The Sailor and Irene*. Services and burial in Shelby November 19.

**JACKSON** — Clarence, 75, veteran actor and one of the leading interpreters of the role of Simon Legree in *Uncle Tom's Cabin*, in Franklin, Ind., November 14 at the home of his sister, Mrs. A. G. Hicks, his sole survivor. Born in Louisville, Ky., Jackson moved to Franklin with his family at an early age. Jackson's first show experience was with the W. H. Riley Company. Later he joined Reno Ford's Rural Comedies. During his career he was stage manager and producer for the John F. Stowe, Leon Washburn, C. E. Bejfer, Dickey & Terry's, and Sterling's *Uncle Tom's Cabin* companies. Services November 16, with burial in Green-Levine Cemetery, Franklin.

**KASTOR** — E. H., 72, secretary-treasurer of H. W. Kastor & Sons advertising agency in Mercy Hospital, Chicago, November 18. He leaves his wife.

**KLOTZ** — Joseph A., 60, former concessionaire, at his home in South Houston, Tex., November 9 after a brief illness. Klotz had been on the road about 36 years and had been with the Tubby Snyder, Tom Allen, Gold Medal, Backus, and George Leons, Hammond, and Texas Wonder shows. He was last with the Western States Shows. At one time Klotz operated a roadside tavern in South Houston and worked one season at Galveston Beach, Corpus Christi Beach, and Lake Worth, Fort Worth, Tex. Survived by his widow, Luella; and three brothers, Arthur, George, and Clement, and five sisters, Katherine, Mrs. Joseph Beck, Mrs. Clarence Friebringer, and Mrs. George Miller, all of Port Wayne, Ind. Interment in Garden of Gethsemane Cemetery, Houston, November 14.

**LORRAINE** — Charles Fortaine, 70, noted English actor of the 19th century,

at his home in Hamilton, Bermuda, November 14. Deceased who had lived in Bermuda the past 40 years, toured the United States with his wife as the team of Lorraine and Hussey.

**MCKENZIE** — J. A. (Jack), 54, manager of the Orpheum Theater, Estevan, Sask., in Winnipeg, Man., November 5 after a long illness. Survived by his widow and two sons, Dr. Francis McKenzie, Winnipeg, and Duane, who has been managing the Orpheum the past eight months. Burial was in the family plot at Whitewood, Sask.

**MacEvoy** — J. Louis, 75, who once managed Ignace Jan Paderewski, in Spokane, Wash., November 16. Deceased was a newspaper man in New York during his youth and for many years manager and producer for the Imperial Opera Company in Canada. Survived by his widow, the former Angele May, operatic contralto.

**MARTIN** — George (Abe), 60, vet troupier and member of World of Mirth Shows, in Memorial Hospital, Richmond, Va., November 18 of injuries sustained when maulled by two lions in shows' Richmond quarters. A sister of Piedmont, Mo., survives. Following funeral services in Richmond November 20, body was shipped to Piedmont for burial.

**METZLER** — Roy, veteran orchestra leader and instrumentalist, recently in Montreal. Recently he had been a musical director and producer of entertainments for Canadian forces. Survived by his widow, a son, and a daughter. Interment at Moncton, N. B.

**MOORE** — Raymond, 34, staff musician at Station WKRC, Cincinnati, in Good Samaritan Hospital, that city, November 17 after two weeks' illness with an intestinal ailment. Several years ago Moore played with Jack Spilg's orchestra at the Grand Central Theater, Cincinnati. He played bass fiddle with Chick Maute's unit at WKRC. He also had traveled with Paul Sabin's band and had played with the Henry Thies and Mel Snyder orchestras in Cincinnati. Services in Cincinnati November 20, with interment in Spring Grove Cemetery there.

**MORGAN** — Eleazer, father of Russ Morgan, orchestra leader, November 8 at Scranton, Pa. He leaves his wife, another son, Thomas, Nanticoke, Pa.; two daughters, Mrs. May Gross, Philadelphia, and Mrs. Ethel Judge, New York; two stepsons and a sister. Interment in Nanticoke November 12.

**MORRISON** — Adrienne, actress and actors' agent and mother of Joan, Barbara, and Constance Bennett, actresses, died November 20 at her home in New York. Among the shows in which she had appeared was *The Squaw Man*. The former wife of Richard Bennett, Miss Morrison had recently been a member of the theatrical agency Morrison & Fritchett. Formerly she had been connected with the firm of P. Baker & Adrienne Morrison literary agents.

**MURPHY** — John T., 85, one time widely known orchestra violinist and an official of the Mount Holly (N. J.) Fair when it was an annual institution, November 10 in Philadelphia at the home of his cousin after an illness of several days.

**ONNOD** — Alphonse, 46, organizer-director of the Paderewski String Quartet, musical unit of the Royal Court of Belgium, in Madison, Wis., November 19. The University of Wisconsin brought the quartet to Madison for the academic year 1940-41.

**PAOLINO** — Nicola, member of P. F. Samony's band, at Old Forge, Pa., November 16. Funeral November 20 at Moosic, Pa.

**RAPPOLD** — John, 54, co-owner with his brother George of the Innis and Ideal theaters, Columbus, O., November 6 at the home of his sister, Mrs. Josephine M. Gaines, in Columbus. A native of Pomeroy, O., he had been identified with the theater business in Central Ohio for many years. He leaves four brothers and four sisters. Services in Central Christian Church, Columbus, with burial in St. Joseph's Cemetery there.

**REID** — Percy D., 52, of St. John, N. B., formerly of Barbados, British West Indies, recently at his home in St. John after three weeks' illness. A banjoist and guitarist, he had toured the islands in the Caribbean before settling in St. John about 26 years ago. He had toured in vaudeville and also appeared on the radio. Survived by his widow and five children.

**RILEY** — LeRoy Mitchell, 57, music and voice teacher, organist, and composer, November 11 at Jewish Hospital, Philadelphia, after a short illness. He was also

an associate in the American Guild of Organists. He leaves his wife, Edna.

**RILEY** — Charles B., 75, former stagehand at the old Apollo Theater, Atlantic City, in City Hospital there November 19. He was a member of Stagehands' Union, No. 77. Survived by a daughter, Mrs. M. C. Riddle, and two sons, Jesse and William, of Atlantic City, a sister, Mrs. Ella Braidwood, and a brother, Jacob. Services in Atlantic City November 22, with interment in Pleasantville Cemetery.

**ROBERTS** — Kline L., 54, former business manager of the Cincinnati Symphony Orchestra Association, his wife killed in an auto accident at Antigo, Wis., November 21. Survivors include a son, Daniel.

**ROSSI** — Donato, 61, father of Pat Rossi, radio singer, November 16 at home in Yonkers, N. Y., after a brief illness. He also leaves his wife and another son. Burial in St. Mary's Cemetery, Yonkers.

**RUDD** — Rudy A., 40, staff pianist at Station WDAY, Fargo, N. D., October 9 in that city of meningitis after a brief illness. Rudd played the RKO Circuit seasons of 1929-30. Survived by his parents and a brother. Interment in Riverside Cemetery, Fargo.

**SHELLY** — Frank G., 59, one of the organizers of the Bucks County Fair, November 15 at his home in Quakertown, Pa., of a heart attack. He was a past president of the Bucks County Agricultural Society, which annually sponsors the fair at Quakertown. Two sons, five daughters, three sisters, and two brothers survive.

**SMITH** — John L., 78 (John Lemuels), vaudeville troupier for 60 years, November 14 at Hahnemann Hospital, Philadelphia, after a short illness. He had appeared with the Emmet Welsh Minstrel, the Dumonts, McIntyre and Heath, and Lew Docklader shows, and had been with vaudeville teams of Lemuels and Lemuels. Survived by three sons and two daughters. Services in Philadelphia November 18, with burial in North Mount Moriah Cemetery there.

**STILL** — William Mason, 59, outdoor showman, in St. Francis Sanitarium, Monroe, La., November 18. Still was struck by a hit-and-run driver on a highway near Columbia, La., November 13. Survivors include a son, Cecil, of Fulton, Mo.

**VANDERHEYDEN** — John R., theater property man and direct descendant of Grant Vanderheyden, early Dutch settler at Rensselaerswyck, New York, occurred at his home in Green Island, N. Y. His theatrical career began at the Grand Central Theater, Albany, N. Y., and he was employed as property man at the old Gaiety Theater and the Griswold Opera House, Troy, N. Y. He retired at Rensselaerswyck by his second wife, two sons, two daughters, and a brother. Services in Troy November 20.

**WAHL** — Elmer H., 48, secretary and treasurer of Local 4, Musicians' Union, Cleveland, found dead at the wheel of his automobile November 16. Death was attributed to natural causes. Survived by his widow and a son, Elmer Jr. Interment in Cleveland.

**WALL** — Henry C., 58, Rockingham, N. C., theater man, October 27 of a heart attack at his home in that city. He owned two theaters at Rockingham.

**WEAVER** — Affie (Mrs. Horace McVicker), 85, actress, November 18 at home in New York after a long illness. Miss Weaver started her theatrical career as a child in her father's company, touring Kentucky and Ohio during the Civil War. She was in *Uncle Tom's Cabin* and others. For two years she performed with the McDowell Company in Montreal and then returned to the United States and became the leading woman at Colonel Summ's Brooklyn Theater. After this she went to Chicago for an engagement in the company of J. E. McVicker. During this period she appeared with Frank Mayo and John T. Raymond and became leading woman for Edwin Booth for a year. On her several tours of the United States she appeared in *Dory Crockett*, *King Lear*, *The Taming of the Shrew*, *Twelfth Night*, *The Lady of the Lake*, and *Henry VIII*. In 1888 she toured the country with the McKee Rankin Company, and in 1889 went to Honolulu with them. Her husband, the late Horace McVicker, was the manager for Booth, Barrett, and Minnie Madden Flske. She leaves two daughters.

**WEISS** — Alfred, 67, motion picture exhibitor and producer, of a heart attack at his home in New York, November 18. Weiss was one of the early film producers and an organizer of Goldwyn Pictures. He leaves his wife and two daughters.

**GUARNERI** — Gertrude, 52, operatic and concert singer and teacher, November 18 in Polyclinic Hospital, New York. (See FINAL CURTAIN on page 47)



## Houston Shrine Circus Has Very Successful Engagement; 30,000 Attend the 9 Shows

HOUSTON, Tex., Nov. 23.—Arabia Temple's fifth annual Shrine Circus concluded a very successful engagement last Saturday night, and while box-office figures are unannounced, pending check on advance sale by lodge members, Roy A. Stamps, manager of the Gainesville Community Circus, which participated in the show, was advised by box-office officials that their ticket sales were greatest in the five years' history of the show.

Especially well received were the feature acts, Terrell Jacobs and his lions and tigers; Peesjay Ringens, bicycle high diving act, and Dollie Jacobs' horse-riding lion and menage number.

Other professional acts included the Henrys, Arthur and Marie, doing rolling globe, tight wire and single trapeze and contortion; the Flying Romas, flying return act, and the former Downie Bros., herd of five elephants, owned by Ray Rogers and worked by Frank Whalen. Rogers had the concert featuring Baron Novak, midget, assisted by Texas Ted Lewis, whip manipulator.

Stamps was equestrian director; A. Morton Smith, announcer, and Carey C.

## 3,000 on Hand For Opening of Cole Zoo in L'sville

LOUISVILLE, Ky., Nov. 23.—With a crowd of over 3,000 on hand the first day, Cole Bros.' Circus officially opened its zoo to the public Sunday, November 17, at the new winter quarters recently installed at the State fairgrounds here. It is the first and only zoo in the State and is being billed as the Kentucky State Fairgrounds Zoo.

The gates were thrown open at noon and from then on until 7 o'clock a continuous line of Louisvillians passed thru the turnstiles. An admission price of 25 cents for adults and 15 cents for children was charged, with Nathan Shulman, of Louisville, buying the first ticket.

The fairgrounds, owned and operated by the State, are one of the highlights among Louisville's many points of interest and have already proved an ideal spot for the Cole quarters.

The zoo is housed in the big building formerly used for poultry exhibits, located directly opposite the entrance for street car patrons at Cecil Avenue. Extensive alterations were made thruout the building under the direction of Zack Terrell, including the installation of permanent cages, dens, and corrals, modern heating equipment, and an all-new heating system.

Permanent cages line one side of the building, with the elephants on the opposite side, while down the center in especially built corrals and picket lines are the hay-eating animals. The hippopotamus and seals occupy spacious cement dens at the extreme end of the building. All of the available space has been utilized for the numerous and varied exhibits.

The zoo is scheduled to open Saturdays, Sundays, and holidays from 12 o'clock to 6 p. m., with Curly Stewart in charge, heading a big staff of animal men.

### Animals in Parade

The Cole show was kind enough to come to the rescue of the committee on arrangements for the parade of the Fall Festival and donate some of its animals for the parade which opens the festival each year. The downtown district decorations and light effects far surpassed anything ever attempted. Cole Bros.' contribution had much to do with the success of the parade.

## More Draft Serial Numbers

of those who gave The Billboard as their permanent address will be found in the Carnival Department of this issue. Also in the same department appears a list of names of those having Selective Service mail in the various offices of The Billboard.

Shell, of Corpus Christi, Tex., directed the 12-piece Houston band.

Production staff was headed by John Draper, assisted by John Andrew and Porter Germany. Russell Nix was general circus chairman, and W. Cecil Sisson, illustrious potentate of Arabia Temple. Show was presented in Houston's 5,700-seat Municipal Coliseum, and some 30,000 persons were estimated to have attended the nine performances.

Among the back-yard visitors were George and Harold Christy, Al Connors and family, Walter Powell; Circus Fans Joe Heiser, of Houston, and Cecil Crow, of Waco; a party from Alzar Temple, San Antonio, and Rev. James W. E. Airey, of Houston.

### The Program

No. 1—Spec, in Old Mexico, using six herds of horses, three small table-top wagons, the elephant herd, and 65 persons in charro, Tehuana, China Poblano, and Indian peasant costumes; 2—Rolling globe, the Henrys; fancy skating, George McCutcheon and Juanita Hall; 3—Horse riding lion, presented by Dollie Jacobs; 4—Pony drills, Jerry Murrell and Fortis Sims; 5—Clowns' big head walkaround, with 21 boys headed by Benny Saylor; 6—Terrell Jacobs' 24 lions and tigers, featuring King, high wire walking lion; 7—Spanish web, Mary Valentine; upside-down loops, Dorothea Cox; silver whirl, Catherine Fischer; teeth slide, Kaps sisters; 8—High-wire dog, Fortis Sims; high-diving dog, Alex Murrell; concert announcement; 9—Single trapeze, Arthur Henry, Doris Marie Norman, and Darline Hatfield; 10—Clown walkaround; 11—Liberty horses, Verne Brewer; 12—Single elephants, worked by Vivian Proctor and Gwen Marshall; 13—Contortion, Arthur (See *Houston Shrine Circus* on page 85)

## Bel Geddes To Redesign RB For '41 Season

NEW YORK, Nov. 21.—With the engagement of Norman Bel Geddes to streamline Ringling-Barnum for 1941 the circus gets closer and closer to Broadway. In 1938 the white-haired boy on the trick and fancy end was Charles LeMaire, legit designer, who created, designed, supervised and lighted the entire production, including the spec, *Nepal*, costumes for which were made under personal supervision of Madame Andre Sherri, with execution by Brooks. LeMaire was repeated in 1939, his spec for that season being *The World Comes to the World's Fair*. This year there was a completely new deal in the beauty department, the decor being handled by (See *REDESIGN RB* on opposite page)

## Elephants' Trunks Down Bad Luck? It's All "Bosh," Says Zack Terrell

Should elephants' trunks be "up" or "down" in drawings or in the making of billboards and statuettes? The entire question often asked, and up to now it seems no one has come forward with a logical reason why some models have their trunks "up" and others "down."

It has long been a belief among the more rabid circus folk that a statue of an elephant with its trunk hanging down is an omen of bad luck, while one showing the trunk raised signifies good luck to the person owning it. Many persons even go so far as bar from their collection those with the trunks hanging down.

Probably no other person in present-day show business is better qualified to answer the age-old question than Zack Terrell, owner of Cole Bros.' Circus. He avers with detestation that it is all "bosh"—that a statue of an elephant with its trunk hanging down is first, last, and always the correct posture in the making of elephantine statuettes, and that those showing the trunks raised are intended only as a form of "salute," the same as is demonstrated in the elephant displays. Too, those with the trunks raised are conceded to be more



**NORMEN BEL GEDDES**, famous designer, has been engaged by the Ringling-Barnum circus to redesign the show for the 1941 season. He has designed many Broadway shows and created the Futuama ride-panorama for General Motors, top exhibit at the New York World's Fair. Bel Geddes and a group of technicians traveled with the Big One the closing weeks of the season. Show will have new seating arrangement, big top, new lighting, etc.

## Tom Mix's Widow Awarded \$500 a Month

LOS ANGELES, Nov. 23.—Mrs. Mabel Mix, widow of Tom Mix, on November 18 was awarded \$500 a month from the Mix estate for her temporary support. On the petition of Attorney Ralph W. Smith, Superior Judge Jess E. Stephens ordered the money paid to her.

The will of Mix named his widow and a daughter, Mrs. Thomasina Mix Matthews, as equal beneficiaries of the estate. It is estimated that Mix left property valued at only \$115,000.

### Former Wife Sues for 50G

HOLLYWOOD, Nov. 23.—Mrs. Victoria de Olazabal, one of the ex-wives of the late Tom Mix, today filed suit for collection of \$50,000 worth of promissory notes which she charged that Mix never paid. She said Mix had given her five \$10,000 notes in 1928 and 1929 for the support of herself and their daughter, Thomasina.

## Rosaires Still on Road

LONDON, Eng., Oct. 26.—Rosaires are still on the road, the last of the British circuses to be tenting this year. Meanwhile afternoon shows are being given in the circus enclosure at Primley Zoo, Paignton, Devon, with public admission to morning practice.

## Mills Bros. Have Some Indoor Dates

BEREA, O., Nov. 23.—Jack and Jake Mills, owners-managers of Mills Bros. Circus, in quarters here, have been scouting for work and it appears that there will be a few indoor dates of their own plus a few other dates for their elephants, "Fritz" and "Mitz," recent additions to the show. The elephants led the no-third-term parade in Cleveland, and again when Thomas Dewey talked at the Public Auditorium there the elephants led a big parade.

Jack Mills reports that things are going nicely at quarters and that visitors are numerous. Recent visitors included Al Beck, who is in in Miami for the winter; Ben Jones, who stopped to chat with Johnny Wall, superintendent of the Mills show.

The weather has been exceptionally good, and the elephants have been out to pasture on the fairgrounds here. Jack and Jake Mills met with officials of the Berea Fair board November 17 and plans were made to open the show here under auspices of the Cuyahoga County Fair next spring.

## Sunbrock's Combo Opens to Two Big Houses in Detroit

DETROIT, Nov. 23.—A combination of several branches of show business opened Sunday to exceptionally good business when Larry Sunbrock's Wild West Rodeo and Hollywood Thrill Circus opened an eight-day stand at the Coliseum at the Michigan State fairgrounds. Reversing the almost unanimous record of all types of shows which have played the Coliseum over many years, the Sunbrock show opened to two capacity houses, with turnaways estimated at several thousand. As arranged for the rodeo, the house seats 6,108. Paid attendance for Sunday was 15,560, with a high of 8,410 for the evening show—a crowd of standees so large that the management was cited by police for crowding the aisles. Admission is 60 cents for adults and 25 cents for children.

Monday attendance showed the normal drop for Detroit to about 3,000 for the night show. Publicity two hours directed by Bill Green, was exceptionally heavy, with pictures making the rotogravure section of all Sunday papers, with good follow-up, with indications that total attendance would exceed 75,000.

Sho is a combination of three departments—rodeo, circus acts, and thrill show. This is the second time a thrill show has ever been produced indoors, according to Sunbrock. The tempo is fast, with an act going on every minute, rapidly alternating among the three departments to give a type of attraction new to this territory. (Rodeo department is separately reported under the Corral.)

### Four Bands Used

Order of each show is varied, with the schedule determined by Sunbrock for each performance, to run two hours and a half. Four bands are used, Will Finzel's band providing straight circus music thruout. Other bands are the Texas Rangers, Mountain Pete and His Mountaineers, and Tim Doollittle's WJR band.

Opening is a combination of a rodeo grand entry and circus spec, with three specialties—Marion Pope, Columbia Pictures star, as queen; *Empty Saddles*, a tribute to Will Rogers, and a cowboy quadrille.

Romig & Rooney Circus, directed by Karl Romig, gives a variety of standard well-produced circus acts, including six-person riding act, bucking mules, January mule, football mule, and menage horse numbers.

Jorgen Christensen produces three animal numbers that drew outstanding audience reaction—Liberty horse (10), dancing horse, and troupe of six Great Danes, plus a novelty pony number.

### Other Acts

Three Reddingtons, trampoline act, emphasize the comic style of their routine, and get youngsters from the audience to try it, without success. Whip-cracking number is by Polly Insley, Allen Jones, and Jerry Bean Duke, assisted by Midge Sloan.

Drigo Gregoresco opens with a high cloud swing number, and climaxes his act with a sensational 35-foot jump. (See *SUNBROCK'S COMBO* on page 85)

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# Under the Marquee

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

**EDDIE JACKSON** is visiting relatives in Akron, O.

**LILLIAN STROCK**, aerialist, appeared at the Elks' sponsored circus and rodeo at Goodyear Hall, Akron, O., recently.

**HARLAN (BUTCH) BURKHART**, of Cole Bros.' Circus, will spend the winter in Dayton, O.

**GEORGE FICKETT** and Rube Simonds clowning with Frank Wirth's Elks' Circus in Portland, Me., last week.

**CAPT. ROLAND TIBBOR'S** seal act recently appeared at the Hamid-Morton Circus in Toronto and Baltimore.

**ROSS NOBLE**, well-known circus man, is now connected with the Baker-Lockwood Company.

Write to the home folks once in a while. They are anxious to hear from you.

**BERT TURNER**, clown juggler, is working the holiday season at the Kaufman Department Store, Richmond, Va.

**J. E. HILL**, circus agent, recently visited with friends in Canton, O., en route to Florida, where he and Mrs. Hill will spend the next several weeks.

**KEITH BUCKINGHAM** will be in Elmira, N. Y., for the winter. His wife, Louise, has entered the St. Joseph Hospital there for a thyroid operation.

**DONALD M. CAMPBELL**, manager of Campbell's One-Ring Circus, in quarters at Kansas City, Mo., informs that he is building for the 1941 season.

**WALTER L. MAIN**, of Geneva, O., writes: "There will be a Main Circus in 1941. It has not been decided whether we will travel by train or motor."

**CHARLES SCHAFFER**, Springfield, O., is handling details for the annual Moose Charity Circus there. Jack Mills, of Mills Bros.' Circus, has contracted his bulls for the date.

**HORACE LAIRD**, clown, who was with Cole Bros.' Circus, is now in the Toyland Circus in the Snellenberg Department Store Philadelphia. Show is managed by George Roberts.

**NEIL (YOO-HOO) MAC FAVDEN**, comes in clown for Russell Bros.' Circus, visited folks on the West Coast while en route for E. K. Fernandez Circus in Honolulu.

**BRUCE HEATON**, showman, attended the Ringling-Barnum show at Greenville, S. C., November 2, reporting an excellent program. He visited Bruzzi, Maruja Yacopi, Paul Horompo, and Tex Elmlund.

**FRED DUPILE**, cornet player, who had a heart attack, is in the hospital at Roanoke Rapids, N. C. He asks that friends write. His address is 924 Henry Street.

**CHARLIE CAMPBELL**, CFA and CHS of Sylva, N. C., drove to Atlanta, Ga., to catch the Ringling-Barnum circus, and says that it is a fine show. He met Charles Sparks there for the first time.

**SIX CARDOVAS**, teterboard act, which played several weeks of fairs for the Gus Sun Agency the past season, are

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with Joe Karston's new unit musical *Studio Scandals*. Act will be under the Sun banner again next season.

Well, the season is over. Did you make the best of it?

**CAPTAIN JIM STUTZ**, animal trainer on the W. C. Kaus Shows, finished his second season with that show at Charleston, S. C., and joined the Ringling-Barnum circus for the remainder of the season.

AFTER making the long home-run move to Louisville with Cole Bros.' Circus, Mr. and Mrs. Joseph Haworth left for Wilkesboro, N. C., where they will spend the holidays with relatives and their daughter, Betty, who is attending school in that city.

**THE YOUNG NELSONS**, the fifth generation of the Nelson Family, who were with Hunt Bros.' Circus for 15 weeks, then played seven weeks of fairs for Hamid-Morton and seven weeks in vaudeville, are now with unit, *Modes and Models*.

**ROBERT AND LOIS STANLEY** are working night clubs in Ohio. Week before last they played the Greystone Club, Mansfield, O., and met several persons from the Cole show. Last week the Stanleys were at the Half Moon night club, Steubenville, O.

**ROBERTA'S CIRCUS** (trained dogs, monkeys, pony drill, and bucking mule) is entertaining juvenile visitors to the toy department of the May Company Department Store, Cleveland. Troupe will remain there until Christmas eve. Ed Raymond, clown, is again at the same store.

**DOC CANDLER** met Doc Waddell at the Masonic Home, Springfield, O., while playing fairs. Candler says he is going to play at a department store, doing clown specialties, for five weeks. Will be known as Scotty, the clown Candler played fairs in Ohio, Pennsylvania, and Michigan.

**POODLES HANNEFORD** and his family and equestrian acts were scheduled to leave their training quarters at Kattskill Bay, N. Y., the first part of last week for a short tour. They will lead the annual Christmas festival parade at Canton, O., then will appear for seven days at Stamford, Conn., returning from there to their quarters at Kattskill Bay about December 1. George Hanneford and his troupe returned November 12 from a tour. They have joined the Hanneford colony in Kattskill Bay.

Some circuses feature the same acts year after year. This should not be. Have something different each season.

**HERMAN JOSEPH**, formerly a clown with the Ringling-Barnum circus, recently visited that show and was extended every courtesy from John and Henry North, Pat Valdo, Fred Bradna, and everyone from in the front end of the show to the back. He also had a great time in the dressing room visiting his old buddies, Paul Jerome, Paul Jurg, Crystal Chase, Bluch Landoff, John Foley and Billy Moser. At Greensboro, N. C., R. B. Lloyd entertained Jerome, Chase, Landoff, Joseph and others at his home with a turkey dinner.

**JOE REYNOLDS**, brother of Jim Reynolds, of the Ringling-Barnum show, is ill in St. Anthony's Hospital, Woodhaven, L. I., N. Y., and would like to hear from friends. Frank Joyce, of Lowell, Mass., writes that Reynolds has been in the hospital since July, suffering from a nervous breakdown, and will be confined there for some time.

If you have knockers around your show better get rid of them. They just don't belong.

**CLAUDE H. LONG**, formerly with the Sells-Floto Circus and who is now general booking agent for Will Rock, magician; Verne Williams, of Cole Bros.' Circus, and William Gilman, formerly with the John Robinson Circus, met November 17 at the home of Williams in Los Angeles. All are making their homes in Los Angeles county. The confab went back as far as the Miles Orton Circus.

## RB REDESIGN

(Continued from opposite page)  
 Max Weldy, designer of original Follies Bergere, Casino de Paris, and other Parisian productions. Spec was Marco Polo.

Bel Geddes is the most famous of them all. He has designed hundreds of Broadway shows and has also made a fortune in commercial endeavor. He came to the World's Fair with a big rep and improved it by his creation of the Futurama ride-panorama for General Motors, top expo exhibit, which drew millions—estimates say 20,000,000 in two seasons out of a total net attendance for the fair of 46,000,000.

Geddes and a group of technicians joined the show in the closing weeks and studied the situation. According to Bel Geddes, the menagerie and big tops will go "scientific," with "inner poles" to be removed. Also in view is a new seating arrangement, new-type big top, generally faster tempo, improved visibility, and new lighting.

### Evans To Direct Band

Merle Evans will direct an augmented WPA band in a series of concerts in St. Petersburg, Fla., beginning January 1. He will augment the St. Petersburg 26-piece band partly from a list of musicians supplied by the State WPA music project and partly from bandmen of his own choosing. It is expected that several of the musicians will be chosen from the Ringling band.

The St. Petersburg band and a symphony will be financed from a \$27,000 fund to which the government, thru WPA, will contribute \$18,000, and the city of St. Petersburg \$9,000. It was not revealed how much Evans will receive.

The contract with Evans calls for 85 park concerts during the season ending April 1, according to City Manager Glenn V. Leland. This will provide four concerts a week with appearance of the band in the Festival of the States parade and other major civic events.

### Best Season Since 1929

**SARASOTA, Fla., Nov. 23.**—The Ringling Bros. and Barnum & Bailey Circus has been stowed away in quarters here after what General Manager John Ringling North described as "the best season since 1929."

The final performance was given here November 18 before a night crowd estimated at 10,000. About 6,000, including many school children who had been given a half holiday, witnessed the afternoon performance.

Quarters buzzed with activity this week and will be opened to the public within a short time.

Many of the performers and officials will remain in Sarasota this winter, while others already have left to fill engagements elsewhere.

Fred Bradna is making several acts with him to Cuba on a six weeks' tour with the Santos & Artigas Circus.

Among those remaining here are Alfred Court, whose wild animal act will be featured at the quarters during the winter; Flying Concellos; the Eiding Christians; Roberto de Vasconellos, Portuguese horseman; Los Asveras-Konyot troupe, the Doll family, Major Mite, the giant Fischers, Tex Elmlund, the Hunt twins, the Rooneys, and Albert Powell.

Adrianna and Charley will leave for Indianapolis soon and the Iwanows will go to New York City.

Accompanying Bradna on the Cuban tour will be Ely Ardely, trapeze; the Lopez, Ritter, and Rolo-Rola balancing sets; Arthur Concello, Poldior, and Yong Kam.



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**WILLIAM H. JUDD**  
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 New Britain, Conn.  
 Secretary  
**W. M. BUCKINGHAM**  
 P. O. Box 14,  
 Gales Ferry, Conn.  
 (Conducted by **WALTER HOENADEL**, Editor  
 "The White Taps," care Hohenadel Printing  
 Company, Rochelle, Ill.)

**ROCHELLE, Ill., Nov. 23.**—Twelve members of the CFA gathered at the home of George H. Barlow III at Blinghamton, N. Y., evening of November 14. In circus tents in center of large round table, 12 Liberty horses were put thru their paces by a miniature model of Rudy Rudyhoff. Business meeting was held followed by serving of refreshments. It was decided to have the annual regional meet November 30. Meeting will be held in the Blinghamton Recreational Hippodrome as usual, in honor of Pat Valdo, after whom the tent is named. Fans from up-State New York and New England will be present, including the guest of honor, President William H. Judd, of New Britain, Conn.

Program will feature band music, baton spinners, and stage dancing. The interest of a Ringling-Barnum blue big top for 1940. Bowling alleys, billiard tables, and ping pong tables will be turned over for the free use of Fans and guests. The Barnum Circus Bar will be in operation with many red and gold-starred tables set in front. Peanuts, popcorn, and red lemons will be the intermission fare. Hotel Bingham will be the headquarters. Dinner will be served in the Hotel Bingham Circus Ballroom following the meeting.

The regular November meeting night of the Bluch Landoff Tent No. 24, of Hartford, Conn., was election night, so the meeting was postponed until the evening of the 12th, when it was held in New Britain, about 10 miles away, at the home of member Bill Day and Mrs. Day. The Fans were greeted at the "front door" by Bill and his wife. When Gil Conlinn, president of the Tent arrived, he presented to Mrs. Day, as a token from the members, a box of red roses. The members enjoying the hospitality of the Days were Brimley, Conlinn, Davis, Hasing, Hope, Jud, Lindus, Martin, and Montague; also Norman Wild, of New Britain, a guest who came in for part of the evening. The next regular meeting of the Tent will be held in Hartford on evening of December 3.

Judd showed his circus movies along with his talk on the circus at the following gatherings during November: November 14, Dartmouth Club, New Britain; November 18 Mr. and Mrs. Group, South Methodist Church, Middletown; November 20, Clan Douglas Lodge, New Britain.

CFA Joe Beach and grandson, Wally, of Springfield, Mass., enjoyed a visit with Mr. and Mrs. Maximo when they played the Court Square Theater in that city. Also they visited with the Emerald Sisters when they appeared at the State Theater, Hartford. Also visiting and entertaining this team during the Hartford engagement was Jim Hoye, of Hartford.

Capt. George C. Schafer, CFA, of San Francisco, has been transferred by the United States Navy to New York City.

Walter Fox, of Gloucester City, N. J., who was visiting in Willimantic, called up an extended greetings to the Buckinghamians from John R. Shepard, of Chicago.

A daughter was born to CFA and Mrs. Jean Kieffer at the W. W. Backus Hospital, Norwich, Conn., on November 1.

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# The Circus's Turning Point

## Great Revival in Business Seen If New Presentation Ideas Spread

By EUGENE WHITMORE

FIFTY or a hundred years from now when some fellow is writing the history of the circus in America, he will devote a special chapter to 1939, '38, and '40. And these years will deserve a special place in any history of the circus, for they mark a real turning point, which may be the beginning of a great revival in circus business.

Of the many things which happened in these three seasons, I think the change in emphasis is most important of all. Ever since the advent of railroad shows, we have talked about circuses in terms of the number of cars. Thus, a circus was a 30-car show, a 10-car show, a 50-car show, or, to go back a few years, a two-car show. What we have been doing was gauging a circus by the amount of lumber it hauled around the country. The fact that one 30-car show might offer a performance which put people to sleep, while another had an exciting performance packed with thrills, made no difference. Both were 30-car shows.

Now, since the North brothers have

assumed control of the circus made great by their uncles, the emphasis is no longer on the amount of lumber the show carries, but on the performance itself, which is, it seems to me, where it should be. The paying customers are not particularly bothered whether a show has 70 or 100 cars of plunder. What the customer—the cash customer—wants is a show that will keep his heart pounding a little faster, and which will, at least a few times during an evening, give him a good big belly laugh. The North brothers aim to offer just such a show, and if, when the trains pull out of Sarasota, there happen to be two or four or six or even 10 cars more or less, I do not believe they care.

The old-time circus man—the kind of fellow who hasn't worked for a major circus in 10 years, but still expects passes for all his friends and relatives—wants to know how many cars there are in the train and how many middle-pieces in the big top. I heard one of them at the opening in the New York Garden last spring almost burst into tears, and declare at least 50 times that the Ringling brothers were turning over in their graves because some of the Wallendas were missing, and because a juggler had the show all to himself for a few minutes. What he failed to hear was the wild and enthusiastic applause of the paying customers. He came in on a pass and benefed, but the cash customers forgot to look for nine fill-in acts which he thought should surround the juggler.

### High Time for Action

When we begin to analyze all the things the North brothers have done, we realize that it was high time for action. Of course, on the mechanical side they have brought the show up to date by adding tractors to replace horses which eat 12 months a year. They have changed the size of the tents, added

modern lighting for the performance, and included air-conditioning for the cash customers. All of these things are important and helpful, but their greatest contribution is their emphasis on a better performance instead of a bigger one.

Your old-timer who comes in on a pass and asks the manager if he can spare a book of mileage waits that the show "ain't what it was in my day," and is likely to forget, for example, that a few years back the show had become a mechanical, routine affair, much the same year after year, and so familiar to all of us that we knew what acts were working when we stood in the backyard and heard the band. For example, take the elephant department. There were 30-car shows which had fewer elephants but better elephant acts than the Ringling show had a few years ago. There were, in that show, three rings with five performing elephants in each ring. Fifteen performing elephants working. Today the center ring is occupied by eight elephants and the end rings by five each, and they really go to town. Of course, I know that more elephants were brought in for the long mount. The day may come when the elephants not only work in the rings and do the long mount, but are brought on the track for a whole new routine of numbers, close up where the customers really will get a kick out of them.

Now, remember the Liberty horses. The Ringling Liberty horse acts once reached a pretty low ebb. There were seasons when there were but eight to a ring, I believe. Now there are 12 or 16—and boy! what horses!

### Hauling Method Immaterial

Your old-timer—that same old fellow who wants 12 ducats, one for his landlady and 11 for bartender friends—beholds the fact that there is but one work horse on the show today. He will tell you that it takes the clatter of horses' hoofs on pavement to make the town guys realize that a circus is in town. What he is thinking of are the good old days when a circus could get \$12,000 in a whistle-stop town—when it unloaded "down by the deppo" and hauled right around Court House Square. Today the show unloads on some gravel quarry siding miles from downtown and the cash customers do not care whether the show is hauled by horse or truck—and what is more, they don't care much. Anyway, for the dyed-in-the-wool horse lovers, there are horses aplenty in the horse fair tent.

There is showmanship on the Ringling show today that there never was in my time, and I haven't missed a Ringling or a Barnum show, or the combined show, since the big feature was a horse that went up in a balloon. Once more to cite a case. Take the swinging ladder acts. They were just another routine number, time-hallowed and slightly moth-eaten until the North brothers put the swinging ladder girls in burlesque costumes, wearing great comedy blond wigs. Then before they begin working the lights go out and the spotlights are focused on the star performer for this number as she makes her entrance. After her announcement, the lights go up to reveal the swinging ladder girls divested—stripped, if you prefer—of their burlesque costumes, but with glittering modern costumes, and ready for their routine.

### More Time for Performers

For too many years now two ideas have dominated the circus performance. One is that the show must be fast. The other is that it must be big. Even the 10-truck show advertises itself as Joe

Doakes' Big Circus. Nothing about it, except the bills it left behind at winter quarters, is really "big." But that is what it claims, nevertheless. We believe that the North brothers have broken forever with this tradition that all that matters in a circus is the speed with which the performance is rushed thru, and that the whole thing be big. Without sacrificing anything in needed speed, the North brothers have given performers time to complete their acts and have spotlighted and placed them so that people can see them. Now, instead of forcing performers to race thru a simple, easy routine, they are given a chance to perform difficult feats which really give the cash customers something to talk to the neighbors about when they get home.

This year I have heard at least a dozen times that the riding was the best ever seen in the Ringling show. Yet the Cristiani family has been around for several years. The truth is that many people are really seeing the superlative riding of that great circus family for the first time—they have had too many things to divert their attention. Now that they have the Cristiani to watch, they really watch them and enjoy them. And we submit that the Cristiani are enough for anybody to watch at one time.

The old "fill-up-the-tent" idea of scheduling a circus performance has been kicked down the back stairs by the North brothers. While at first glance it may appear to work a hardship on some performers, it seems to me that it will be good for performers in the long run. It will give them a chance to develop acts which are worthy of stellar billing. What could be more deadly to a great performer's tradition than being sentenced to a lifetime of routine performance as an end-ring or end-stage act hired just to "fill up the tent."

### Way Open for Other Showmen

It may be too early to predict that we are facing a new era when there can once more be half a dozen worthy meritorious circuses, framed so that they can get the nut off in smaller towns and cities, yet offer the public a reasonable degree of comfort, good lighting, and a performance which will not send them home declaring that all circuses are alike. The North brothers have broken with tradition, have cut across lots to plow new fields. They have proved that there is something to a circus besides the number of middle-pieces in the top or the number of cars in the train. The way is open for other showmen to pick up the cue they have thrown out and begin the development of smaller shows where the emphasis is on the merit of the performance and not on the quantity of lumber hauled. Perhaps we have seen the end of circus ads which read, "1,006 people—40 double-length cars—802 horses—a tented city," and will be allowed to read ads which describe the performance instead of giving an inventory of property.

## WANTED

Big Show Acts, Side Show Manager with Acts, other Useful People, Frenchy Moore and Mickey O'Brien, dancer, Grab and Popcorn privilege open. Wives or wife, no collects.

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12 Sell-Photo, 1924; 9 Mighty Haag, 1927; 1918 Ringling Bros' advance car and crew, all \$1.75. List and two samples 25c. 8mm 50 ft. Circus Day, \$1.50; 16mm 100 ft., \$2.50; 400 ft. 16mm Circus Holiday, \$12.00. Plates exchanged for heralds: ART DOC MILLER, 448 Phoenix Ave., Elmira, N. Y.

WMAS CIRCUS PHOTO SPECIALS  
Original 42x14" complete parade panorama Campbell Show, 1908, \$5.00; Yankee Robinson special 1/2-sh. herald 1916, \$1.00; reprint of original Sell-Photo's route book of 1899, red and gold cover, \$1.50; 3 fine 5x7 old advance car pics, \$1.00; set of 8 1899 Robinson parade and lot scenes, \$2.50; 20 B&B European tour, parades and train scenes, \$3.75; 12 Gellmer 1908 postals, \$3.00. P. M. MCCLINTOCK, Box 891, Franklin, Pa. Wanted: Old-Time Circus Pic, Route, Programs, Herald.

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HENRY TREFFLICH CO., 215 Fulton Street, New York City



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Show Business

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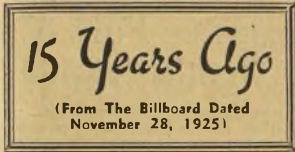
# Circus Saints AND Sinners' Club

By Fred P. Pitzer  
(National Secretary)

NEW YORK, Nov. 23.—Dante, the Magician, who was quite prominent in the last C.S.S.C.A. convention, is written up in the November 23 issue of *Liberty*. For the benefit of those who have asked us the name of this magi, it is Harry A. Jansen, and he is a Dane. . . . The same issue carries an advertisement in which Fred Bradna is featured smoking a cigar and making the smoke come out of his high hat. . . . We learn that Bill Waite, of the Australian Waiters, is in the Pilgrim State Hospital, Brentwood, L. I., N. Y. He would like to hear from friends. . . . Sinner H. Spencer Auguste is always the life of the party wherever he happens to be. We don't see half enough of him.

The national officers elected at the last C.S.S.C.A. convention, for the fiscal year 1940-41, are the following: Harold G. Hoffman, president; Judge Harry Cuthrell, vice-president; Joe Kass, treasurer; Fred P. Pitzer, secretary; William S. Moffatt, counselor; Charles A. Somma, national director; James A. Lombom, librarian; Remmie L. Arnold, Charles A. Somma, F. E. Rose, John New, Tex O'Rourke, trustees. Each Tent has fine representation among these officers.

The executive committee authorized another 12-page issue of *Short Hauls* for (See *Circus Saints-Sinners* on page 49)



The Walter L. Main Circus ended its 47th annual tour at Piedmont, Ala., November 21. Season's business was satisfactory. L. C. Gillette, local contractor, went to his home near Pensacola, Fla. Al Clarkson, manager of the No. 1 car, returned to winter quarters in Louisville. Howard Y. Bary, legal adjuster, went to his home in Philadelphia. . . . Maru Tokuy, Japanese foot juggler, who accidentally shot himself thru the left side of the abdomen at Isola, Miss., October 20, was in Alexandria, La., undergoing treatment. . . . Press staff for the 101 Ranch Wild West Show was named for 1926 with Frank Braden, general press; Allen J. Lester, contracting press; Ora Parks, special press; Jerome T. Harriman, press on the show. . . . H. M. Talant, 24-hour agent, closed with Sells-Floto Circus and went to Chicago for the winter. (See 15 YEARS AGO on page 41)

## Steffen's Wild West Circus Has Blowdown

SPRING VALLEY, N. Y., Nov. 23.—California Bill Steffen's Wild West Circus had a blowdown here November 9, its last date in the East. First to go was the cockhouse, then the sleeping tent. California Bill had just returned from advance work and saw it happen. He managed to drop the horse and dog tent before the wind struck it.

California Bill will play indoor dates and schools until he gets his show fixed. His first date is Brooklyn, after which he will return to the West Coast.

## Gladwin A. Hill Joins RB Show for Two Weeks

MIAMI, Nov. 23.—One of newspaper-diamond billed figures, Gladwin A. Hill, of Associated Press, joined the ranks of those who prowled around the Big Show while it was still on tour. Hill, on two weeks' vacation from his copy desk, joined the RB circus at Charleston, S. C., after flying to that point from New York. Since then he had been living with the troupe until it played here. He is back to his typewriter, but swears he'll join the show again next year.

## HORSE & PONY PLUMES

FOR STREET PARADES, ACTS AND ADVERTISING PURPOSES. Write for Catalog.

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B. T. CARSEY, who joined Polack Bros' Circus as bandmaster at Fort Arthur, Tex. He led the band on Downie Bros' Circus, seasons of 1938-39.

## Performers' Club

By CHRIS CORNALLA

CHICAGO, Nov. 23.—Bert Clinton, secretary of the club, has left the Veterans' Hospital and is on the road to recovery. The De Waldos, well known in the outdoor field, were visitors at the club-room this week.

The Spartan Duo has opened a four-week engagement at a local hotel.

Flo Merit, formerly of the team of Talent and Merit, has fully recovered from the illness, from which she had been suffering for two years.

Richard Tally, bar performer, is putting a new act together for next season, as his partner has enlisted in the Canadian Army.

Jackie and Jean Teeter have returned to Chicago.

Herbert Dyer and company will soon leave for the West Coast.

Walter Matz, clown, is playing an engagement in Grand Rapids, Mich.

## Keller Uses Psychology In Training Wild Animals

BLOOMSBURG, Pa., Nov. 23.—"Teaching students or cats—use the same psychology," is the advice of Prof. George R. Keller, who teaches art at Bloomsburg State Teachers' College students here in the winter and trains his own wild animal show for summer performances at circuses, carnivals, and fairs.

"A wild animal trainer needs a special brand of psychology, both to teach the animals and to expect their obedience," said Keller. "In fact, I use the same psychology I've been applying for years to my college students." An art instructor for 20 years, Keller has just closed his outdoor season with his animal act, consisting of two African lions, seven pumas, panthers, and leopards.

Starting his show in 1937 after several years of private rehearsals in his private 30-foot arena, the professor has drawn on the college for his outdoor show assistants. S. Irving Shortes, physics professor, takes care of finances, while six college students perform the necessary odd jobs. Keller, who is his own barker and a professional clown as well, completes the company.

As a boy the professor exhibited rattlesnakes as a feature of a carnival midway act, but people apparently weren't too much interested, so he switched to raccoons and small animals. He trained dogs for one of Richard E. Byrd's arctic expeditions several years ago, but now lions are his main interest.

JERRY P. BOOKER, regional manager of the Circus Model Builders and Owners' Association No. 1, Buffalo, says that outside of a few teamsters the only circus man in that city is John M. Mead, who was a member of the Flying Wards. Mead has trouped with Sells-Floto, John Robinson, and Christy Bros' circuses. He is recuperating from an appendicitis operation at his home, 161 Hughes Street, and would like to hear from friends. His work now is as a department head in the Sears, Roebuck Company store in

# Fort Worth Rodeo Folds After 6 Shows; Turtles Do Walkout

FORT WORTH, Tex., Nov. 23.—All-American Rodeo and Horse Show at Will Rogers Memorial Coliseum here closed after six performances when the Cowboys' Turtle Association called a strike on November 19 just before the performance was to start. Strike was called because only part of the prize money had been posted by rodeo officials before the opening. It was reported that the association knew only part of the money had been posted at opening, but the walkout was postponed until Tuesday night, the best money night and the night when the first money posted was exhausted. Amount needed for posting was \$496. T. E. Robertson, producer, pleaded with the cowboys to give a "payless" show in an effort to get in enough gate receipts to pay expenses. However, admissions for that night were refused.

Show already had about \$2,000 reservations for Wednesday night and prospects for a sellout over the final week-end, with several thousand reservations from school teachers attending a convention in Fort Worth. It was said that about 75 per cent of the contestants desired to continue with the free show to keep rodeo going, but the minority held out. The difficulties with the Turtles were ironed out by Wednesday afternoon, when Chamber of Commerce officials were going to help Robertson promote the necessary cash to pay the day money and expenses until the gate receipts came in and the rodeo was to have gone on Wednesday night. However, when horse-show officials demanded a \$5,000 guarantee for their prizes and take for the remainder of the week, the officials decided to call the whole thing off, because they felt the last demand was slightly unreasonable in the face of other events in connection with the show.

The producers had one disappointment after another with the rodeo. Local papers, it was reported, had promised to co-operate, but after dedication of the building on opening night the event didn't make the front page again until the strike was called. There also was much local resentment because outsiders brought in an outside rodeo enterprise to compete with the home-town rodeo, which is four months away. It is believed this resentment was a factor in causing the strike to be called, as rodeo officials were under the impression that the cowboys' association rules say that a strike can't be called after a rodeo is under way.

Rodeo was sponsored by the Southwestern Rodeo Association and the Cowboys' Turtle Association and was to be an annual affair, to be held in a different city each year to determine the national champion.

All but one of the officials stayed here when the show folded. Robertson; Jim Golding, business manager; Nat Rodgers, in charge of tickets, and Pat H. Flynn, publicist, remained to see the thing thru. Robertson has promised that all bills will be paid. Hardest hit were the contracted performers and judges and other help needed to run the rodeo. They received no pay. The cowboys' entry fees were held by Fred Alvord, arena director, and C. A. Studer, rodeo secretary, and this was returned to the contestants.

### Several Suits Filed

As a result of the closing several suits have been filed against Robertson and his associates. L. C. Meadows, individually and as representative of the Fort Worth Local 72, American Federation of Musicians, has sued in 96th District Court for \$2,276 for band contracts. Also Don Gillis, as representative

of the Texas Christian University Band, has sued for \$600 for three band concerts. Both suits are against Robertson. Pauline Stenberg, who had charge of the horse show, filed suit against Robertson, E. L. Fausett, and Raymond Rebsamen, of Little Rock, Ark., for \$900, said to be due her as fees for helping promote the rodeo and horse show. This suit was filed in 48th District Court, as was the one by the Citizens Hotel Company against E. L. Fausett for \$638.43 for hotel bills at the Texas Hotel, where the rodeo had offices and rooms for Fausett, Golding, and Pat Flynn. In County Court at Law No. 2 the United Advertising Corporation has filed suit against Robertson for \$224.60 for poster advertising.

# The Corral

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

BEVERLY AND BILLY HARNETT, rodeo performers, and with their company of cowboy entertainers were a feature of the recent annual round-up of the Charles Siegrist Showmen's Club, Hotel Belden, Canton, O. The Harnetts are currently appearing in Eastern Ohio night clubs.

BILL BLOMBERG, whose rodeo recently completed a string of Southern fairs, is furnishing Larry Sunbrock with a herd of bronks and other stock for his Detroit rodeo and thrill circus. Blomberg reports from Springfield, O., that he has several Christmas parades contracted in Illinois and Iowa. Red Lunsford is in charge of the stock for the Detroit date.

ED MCCARTHY, Chugwater, Wyo., rancher and former champion cowboy, has sold his interests in the McCarty-Elliott string of bucking horses and other rodeo livestock to his partner, Verne Elliott of Flatville, Colo. The string of bucking horses is headed by "Five Minutes to Midnight" and a score of other noted horses in rodeo arenas. McCarthy will continue his ranching activities at Chugwater, and Elliott has formed a partnership with Don Nesbitt, of Snowflake, Ariz., cowboy and rodeo judge.

LARRY SUNBROCK'S RODEO, playing at the Coliseum at Michigan State Fairgrounds, Detroit, opened its eight-day stand November 17 to over 15,000, an opening-day rodeo record for the Motor City. Tom Amunn is arena director, with Lyle Van Patter, chief of cowboys, and Bill Crosby, arena secretary. Rodeo was produced in exhibition style, with mount money paid on daily points. Among features were the Three Riders Cossacks and Juana Van Patter. Rodeo entrants included Jerry Lee, Bob Musser, Fred Campbell, Jack Pucha, Stan Insley. (See CORRAL on page 45)

**The "BETTER BOOT"**

Write for Catalog B-B

**NOCONA BOOT CO.**

Nocona, Texas

**VIP-E-E-E** MORE CALVES BETTER STEERS FATTER PURSES MORE CHEERS

Best Wishes With Christmas Near. For a Happy Holiday and Prosperous New Year.

To All My Customers and Friends, from The Creator of the Most Exclusive in Western Finery,

**Ben the Rodeo Tailor**  
3209 West Columbia Ave., PHILADELPHIA, PA.

## Cupid "Ropes" Midgets

WAVERLY, N. Y., Nov. 23.—A romance which began at Col. Jim Eskew's JE Ranch headquarters here last July 4 will be culminated in the marriage of John Wilbur (Spike) Tinley, midget rodeo clown of Melrose Park, Pa., and Beatrice Brown, of Poga County, New York, also a midget, next Thursday (28). Spike, who is 34 years old, stands a trifle over 4 feet and weighs 101 pounds, while Beatrice admits to being 22 years old, and is under four feet. The couple met at an Independence Day rodeo staged at the Eskew ranch this year, and immediately fell in love.

# TRADE SHOW IS SOLD OUT

## NAAPPB Signs New Exhibitors

Reservations indicate record conclave, says Hodge—banquet curtain dropper

CHICAGO, Nov. 23.—A sellout of exhibition space and more new exhibitors than have been booked for any previous convention is reported by Executive Secretary A. R. Hodge, National Association of Amusement Parks, Pools, and Beaches, from his offices here, for the 22d annual meeting and trade show, in conjunction with the American Recreational Equipment Association to be held in the Hotel La Salle on December 2-6.

Reservations from all over the country have been pouring into his offices for several weeks and he predicts a record convention in attendance and discussions of business-getting subjects. Numerous delegates from the Pacific Coast and the far Southwest and Northeast are already on their way. Secretary Hodge is being credited with an effective job in overcoming obstacles, and declares he has been efficiently supported by the exhibits arrangements committee and all officers and board members.

### Programers Have Delivered

Upon instruction of the board of directors, the secretary's office has issued invitations to all members of the fair and carnival industries to visit, without charge, the exhibition halls which will be open starting on Tuesday, December 3, and continuing until the curtain rolls down on Friday, December 6. "It is, of course, realized that the fair and carnival men will be in Chicago for the sessions of their own organizations at the Hotel Sherman and it is hoped that they will visit the 100 exhibits many times," said Secretary Hodge.

Program committee, Edward L. Schott, chairman; John L. Coleman, vice-chairman; A. R. Hodge, Paul H. Huedepohl and Theo M. Toll, and the beach and pool section of the program committee, Paul H. Huedepohl, chairman; Arthur E. French, vice-chairman; Harry A. Ackley, Bert Nevins, Vernon D. Platt, Leonard B. Schloss, and Chauncey A. Hyatt, have, in the judgment of the officers and directors of NAAPPB, done an outstanding job.

### Stress on Social Side

More stress has been laid upon the social side of the convention than ever before. (See **TRADE SHOW SELLOUT** on page 40)

## Pool Suit Filed in Cincy

CINCINNATI, Nov. 23.—Dissolution of a partnership allegedly entered into to operate swimming pools in Cincinnati was asked in a suit against Mrs. Louise M. Phillips, filed Monday in Common Pleas Court. Mrs. Clara Louise Munz, as executrix of the estate of her husband, William George Munz, also asked an accounting of money and property held by the partnership. She said her husband and Mrs. Phillips formed the partnership January 1, 1925. Walter Schmitt, attorney for Mrs. Phillips, said that Munz was merely an employee and not a partner of Mrs. Phillips.

## Danahey Joins Kennywood

PITTSBURGH, Nov. 23.—Appointment of Frank L. Danahey to be in charge of public relations of Kennywood Park here was announced last week by President A. Brady McSwigan, shortly after news that Carl E. Henninger, former assistant park manager, had succeeded Manager A. J. Wyant, who resigned to join a transportation company.

## Detroit Zoo Has 2,000,000

DETROIT, Nov. 23.—Detroit Zoological Park, which has been closed for the winter, had total admissions during the season of about 2,000,000, according to Director John T. Millen. Revenue from concessions, including lunch stands, miniature railway, chimpanzee show, and the elephant ride, totaled \$109,971, he reported.



THEIR REPORTS AND ADDRESSES will carry much interest on programs of the annual meetings of the National Association of Amusement Parks, Pools, and Beaches, and the American Recreational Equipment Association in the Hotel La Salle, Chicago, next week. Chairman Norman S. Alexander, Philadelphia (left), will present the annual report and recommendations of the NAAPPB public liability insurance committee, and will preside at one session of the beach and pool round-table. A. R. Hodge, Chicago, NAAPPB secretary (center), who had charge of trade show arrangements, will give NAAPPB reports and talk on "War Demands on Our Industry" at the AREA powwow. Secretary R. S. Uzzell, New York (right), will report to the AREA for the 1940 convention exhibit committee, give the invocation at the NAAPPB initial session, and offer historical data.

## Complete AREA Program in Chicago

SIXTEENTH annual meeting and second annual dinner, East Room, Hotel LaSalle, Monday, December 2, 7:30 p.m.

Meeting called to order by President C. V. Starkweather. Address of welcome, President Arnold B. Gurtler, National Association of Amusement Parks, Pools, and Beaches. War Demands on Our Industry, Secretary A. R. Hodge, NAAPPB. President's Annual Address, President Starkweather.

9:30 p.m.

CLOSED SESSION TO MEMBERS OF AREA ONLY (whose 1940 dues have been paid).

- 9:35—Report of Membership Committee, R. E. Chambers.
- 9:40—Report of Fire Insurance Committee, J. L. Campbell.
- 9:45—Report of Finance Committee, Fred L. Markey.
- 9:50—Report of 1940 Convention Exhibit Committee, R. S. Uzzell.
- 9:55—Report of Nominating Committee, W. F. Mangels.
- 10:00—Report of Treasurer, W. F. Mangels.
- 10:10—The Improvement of Our Annual Exhibit, chairman of discussion, C. D. Bond.

## Complete Program of NAAPPB in Chi

SESSIONS IN THE HOTEL LA SALLE

BEACH AND POOL, round-table discussions, arranged by special beach and pool committee, C. A. Hyatt, Harry A. Ackley, Bert Nevins, Vernon D. Platt, Leonard B. Schloss; Arthur E. French, vice-chairman; Paul H. Huedepohl, chairman.

Wednesday, December 4

Arthur E. French, chairman. Introduction. Roll call. What's New in Pools? Construction—(a) The bench-type overflow gutter, (b) improved cleaning tools, (c) automatic filter control, (d) open and closed systems. Maintenance—(a) New copper-bearing pool paint, (b) shower equipment—new heads. Operation—Improvements to make rules easy to enforce. (Safety rules, sanitary rules.) Half-Cocked Explosions—Earl K. Collins, editor Beach & Pool magazine, New York.

Winter Care of Pools—(a) Kept filled or drained?, (b) winter care of filter plant, (c) crack filler for all exposed joints, (d) diving equipment; play apparatus. Rehabilitate the Old Pools in Parks—(a) To meet the new competition, (b) to attract new patronage, (c) some examples: Junction Park, New Brighton, Pa.; Rolling Green Park, Sunbury, Pa.; Lagoon Resort, Salt Lake City; (d) tear down old sheds; add the "side shows."

Thursday, December 5

Vernon D. Platt, chairman. Chlorination—(a) Does this process solve all our sterilizing problems?, (b) are present methods effective?, (c) ammonia-chlorine process—its advantages and dangers, (d) other methods, (e) super chlorination: good and bad results. Promotions and Stunts—(a) Some 1940 successes, (b) feature the side shows at the pool.

Proper Size and Depth of Pools—(a) To comply with AAU rules, (b) to please patron majority.

Spread of Disease—(a) Do swimming pools contribute?, (b) how do you meet adverse publicity and doctor prejudice?, (c) privately owned suits; the problem of disinfecting them.

Friday, December 6

Norman S. Alexander, chairman. Have We Reached Saturation Point in Municipal Construction and Competition?—(a) New municipal pools—are they better than yours?, (b) price competition.

Algae—The Perennial Pest—1940 developments on algae control, C. A. Hyatt. Sanitation—No longer an "it" matter: "HOW" is our problem; (a) fill and draw pools—not approved, (b) flow thru pools—not approved, (c) bathhouse floor to toilet seat, (d) sand beach to sanitary trash can, (e) eating and smoking area made pleasant, (f) warm water for showers.

Looking Ahead—(a) Wave machine to have test run in 1941 (Ackley). Report to next convention, (b) better showmanship, (c) feature the pool in the park (it is your greatest publicity subject). Appoint committees of one to report results of

(See **COMPLETE PROGRAM OF NAAPPB IN CHI** on page 41)

## New Riverside Coaster Part of \$50,000 Outlay

SPRINGFIELD, Mass., Nov. 23.—As part of a \$50,000 expansion program Edward J. Carroll, owner-manager of Riverside Park, announced plans for erecting a new Coaster under supervision of Joseph E. Drambour, marking first construction contract for the latter under his own banner after years of association with Harry C. Baker interests, for which he superintended the ride string at the World's Fair.

Foundations are already in and structural work for inclines on the way in an effort to complete a major part of erection before winter sets in. Ride will be 3,000 feet, with top inclines rising to about 75 feet. A modernized entrance, lighting effects, and special safety features are called for in the contract. Device will be sited in front of the office building.

Manager Carroll said that he hoped to make at least one outstanding announcement at close of each season. "A year ago I was a novice in the park business," he said, "but I have learned that if you give the people something good at a price they can afford to pay, play fair with the public and keep them interested, they will maintain constant support of their park." New Northeast (See **RIVERSIDE COASTER** on page 40)

## Revere Beach Spots Open

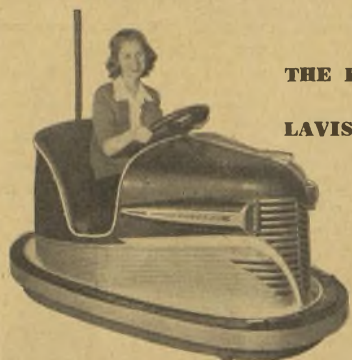
BOSTON, Nov. 23.—At Revere Beach snow barricades have been erected and temporary seawall erected to guard against drifts on the boulevard. Only a few places remain open, among these Kelley's Alleys, Nautical Bowling Alleys, and Red Millar's Alleys all doing good business. Frozen custard places of Mary Ahearns and Kohn Bros. are open and Rotherham's popcorn and nut stand will operate during winter. One or two cafes remain open but the boards are up in front of amusement places. Opening of the 1941 season will see at least half a dozen new amusement devices. The pavilion, which burned last year, will be rebuilt, with bowling alleys, summer theater, billiards, and side shows.

## Changes for Des Moines

DES MOINES, Nov. 23.—Riverview Park here will be given an extensive remodeling next season and some new rides may be installed. Owners spent \$35,000 building the new Riviera ballroom last winter in the first step towards park rebuilding. Business during 1940 was below the previous season by more than 10 per cent.

# THE NEW 1941 "AUTO SKOOTER CAR" IS HERE! MODERN TO THE LAST DEGREE!

THE LUSSE 1941 "AUTO-SKOOTER" IS MORE ATTRACTIVE THAN EVER!  
BEAUTIFUL COLORED ENAMEL FINISHES  
LAVISHLY DECORATED WITH BRIGHT GLISTENING POLISHED TRIM



It's the CAR you MUST HAVE to get YOUR SHARE of the Largest Amount of Money ever expended in this Country in PEACE-TIME HISTORY!

## "ARTISTICALLY LIGHTED"

RADIATOR GRILL — HEAD-LIGHTS — TAIL-LIGHTS

The "WATER-SKOOTER" RIDE for 1941 is a TRIED and PROVEN MAJOR ATTRACTION which will ENHANCE the BEAUTY and EARNING POSSIBILITIES of YOUR PARK or LOCATION FOR MANY FUTURE SEASONS

Choose either the AUTO-SKOOTER or WATER-SKOOTER Ride or Both for Safe and Continuous Earnings on Your Dollars Invested!

**WARNING!** Order Now To Insure Early Spring Delivery!

WRITE FOR 1941 BOOKLET

**LUSSE BROS., INC.**, 2809 N. FAIRHILL ST., PHILADELPHIA, PA., U. S. A.  
LUSSE BROS., LTD., SARDINIA HOUSE, 52 LINCOLN'S INN FIELDS, LONDON, W. C. 2, ENGLAND



We will be glad to see you at the NAAPP&B Convention, LA SALLE HOTEL, CHICAGO, Dec. 3 to 6, 1940, inclusive.

### American Recreational Equipment Association

By R. S. UZZELL

Again we will assemble from all sections of a great nation at peace with the world and with members and visitors from our good neighbors to the North. Where else today could such an assembly be held? While the past season in the States was marred by several things and events beyond our control, we nevertheless were able to carry on at a profit.

No blacking out at sundown, no lack of transportation because of a paucity of equipment or impossible roads. No rationing of food or nightly scurry to bomb shelters. No children torn from homes and parents sent to foreign lands "for the duration." Here our Children's Days gave the usual turnouts while "The Forty Fair" got a tremendous boost from the weekly visits of our little friends.

Any of us could travel from State to State or to Canada without let or hindrance. For all of which we should

give thanks with the ardent hope that such priceless opportunities and privileges may never be interrupted. Few people here can fully comprehend the advantages of a nation extending from ocean to ocean and from lakes to gulf, with 130,000,000 people speaking one language and without State barriers of customs, duty, money, and language. It is enough, when wholly visualized, to give us all a new courage, vigor, and determination to push our amusements, the convention, and exhibit into newer and higher records.

#### War Conditions Recalled

Suppose each of us at our booths had to maintain two or three interpreters, and that our customers had numerous changes of money in making the trip, and from either New York or San Francisco, instead of enjoying sound sleep had to get up two or three times in the night to pass customs and immigration? Such a vast country, with all of its possibilities, looks to us as the producers of its joy in our field. Surely we must not fall.

It behooves you to make your commitments so as to peg the price and insure delivery by thus giving ample time for procurement of the raw material before mills and factories are bogged with emergency orders. All who went thru the last war boom still remember its perplexities and the heartaches we had in trying to ship that memorable spring when freight allocations held our freight cars on sidings for three weeks or more. The owners and managers of the roads could do nothing for us until our allotment was reached. Many bought devices to go in baggage cars or trucks half or two-thirds across the country. Well do we remember one baggage car at that tariff moving from New York to Arkansas. Small steel angles sold at 13 cents per pound high. Scarcity was due partly to mills preferring tonnage to the utter neglect of small angles. Many bought devices in early fall and stored them all winter to insure having them for opening dates the following spring.

#### "Ounce of Prevention"

Repair items next spring will be at a premium. Better order now and help your manufacturer, who is sure to face a sea of trouble. It would be well for all of us to do all we can before the boys are called away and new and inexperienced men come in to slow up the work,

## New AQUA GALLERY New

Machine Guns That Shoot Water  
Instead of Bullets . . .

The Very Latest for Parks and Amusement Resorts. Original—never tried before. Offers great entertainment to old and young. Low installation cost. Requires no skilled help and is of practical, simple, rugged construction.

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down  
the  
disk*

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**PROTECT YOUR PROFITS**  
Our Patented Dance Check fits through button-hole. Cannot be removed and passed to another without destroying. Guards your profits. Priced low, \$10.00 a thousand. Ass'd. colors, without printing. Samples on request. Order today. Made in U. S. A.

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**LETHEY'S NON-TRANSFERABLE DANCE CHECK**  
WESTERN BADGE & NOVELTY CO. 402 N. Exchange Street ST. PAUL, MINN.

**NEW BABY NEW**  
**COMET**  
CAPACITY 18 RIDERS

ALL TYPES OF  
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with the usual mistakes to correct, adding expense and heartaches.

Motors and gas engines were so scarce that often a 20 or 25-horsepower unit would be used where only 5 or 7 h-p. were required, and remember, at the high prices prevailing then. Fred Ingersoll in Detroit used a four-door Buick for gathering up sugar wherever he could get even a few pounds at 33 cents. Arthur Jarvis used a five-passenger car for gathering up kegs of nails wherever he could find them at about four times the normal price. A day's search once yielded only two kegs.

Prices, we hope, will not soon have such a skyward vault, but they will advance and there will be a scarcity, so why not take time by the neck now? You will rest more securely in Florida or California sunshine when you can feel that your spring requirements are on the way. This is just a friendly suggestion to all who should be interested and is

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# Park Owners vs. Concessionaires

## Legal Decisions

By LEO T. PARKER, Attorney at Law

THE chances of legal controversies between amusement park owners and concessionaires may be materially minimized if each understands his legal rights and liabilities. One dependable method of acquiring accurate legal information is reading the cause and outcome of lawsuits in which other park owners and concessionaires have been involved. Another surprisingly effective antidote is acquiring elementary knowledge of contract law, because a great majority of legal differences between park owners and concessionaires directly or indirectly involve contracts. Therefore, first, we shall review interesting higher court cases relating to contract law.

A valid contract is an agreement between two or more parties by which each party is expressly or impliedly obligated to do something, not prohibited by law, within a predetermined period. Ordinary valid contracts need not be in writing, excepting contracts that relate to real property, suretyship, and a few others that are required by State laws to be in writing.

An "expressed" contract is one where the exact terms of the agreement are understood by both contracting parties, and an "implied" contract is one where the law presumes a promise on the part of one party or both parties to the contract.

Obviously, an invalid or void contract may not be enforced by either party and, therefore, since litigation of a contract of this nature always is unprofitable, it is important that readers shall have a dependable rule which distinguishes valid and invalid contracts. The higher courts have laid down the law that a contract is valid and enforceable if: (1) one party submitted an offer which the other party unconditionally accepted in detail; (2) neither party deceived, misrepresented, or exerted unlawful influence or force with respect to the other party to induce making the contract; (3) both parties agreed absolutely and positively to perform one or more definite acts; (4) both parties were of legal age and of sound mind when the contract was made; (5) both parties had proper and legal authority to make the contract, and (6) the objects of the contract are lawful, not against public policy, and not deceptive.

Also, the law is well settled that either party may legally cancel any contract obtained by the other as a result of

direct or indirect fraud, misrepresentation, coercion, undue influence, duress, threats, or where the contract is made without proper authority of the employer's employee, or while the latter is mentally deficient, intoxicated, under influence of drugs, or under legal age.

### Certain Contracts Void

Moreover, there are certain kinds of contracts which are void, such as those that are against public policy, prohibited by a law, tending to effect immorality and having an illegal object. The distinction between void and voidable contracts is that in the former neither party may compel the other to fulfill his obligations, whereas in the latter class the complaining party may use his pleasure in either declaring the contract void or he may require the other party to fulfill his obligations.

Briefly, the rule is that one party cannot make an offer and the other party accept it with restrictions. He must accept the exact offer, or no valid contract exists. Both parties must be fair and aboveboard and not deceive the other party. In fact, the courts hold that if one party submits a question and the other party, knowing the answer, remains silent because he believes expressing the truth may prevent making the contract, such silence is deception which results in an invalid contract. Of course, use of threats or force invalidates a contract.

And both parties must agree to perform a positive act within a definite period of time. For illustration, if a park owner and a concessionaire enter into an agreement by which the latter agrees to pay a stated percentage of the gross income as rental each month, the contract is invalid if the contract fails to state that the park owner agrees to accept the stated percentage as rental. In other words, the exact details and obligations of both parties should be included. In one case, for example, the court held a contract void which provided that the park owner agreed to sell the concessionaire certain supplies at a stated price, but without specifying the quantity of the supplies to be purchased within a definite period.

### Personal Liability

Both parties to a contract must be of legal age and have legal authority to make the contract. In fact, it is important to know that either a park official, executive, or other employee may be personally liable on a contract made with a concessionaire, also the body of the contract contains his employer's name and the official had authority to make the contract, if the signature indicates that the official intended to be personally bound.

In a leading case (129 F. 350) a contract contained the employer's name and was intended to bind the employer. However, an official named signed his own name to the contract. Suit was filed against the official to recover for the employer's breach of the contract, altho the body of the contract indicated that the employer was obligated.

Since the official signed his name without specifying that he was an employee and was acting as an agent for the employer, the court held him personally responsible.

In another leading higher court case (101 Pa 311) a park official exceeded the authority given by his employer and signed a contract. The court promptly held the official personally liable, and said:

"The reason why an agent is liable in damages to the person with whom he contracts when he exceeds his authority is that the party dealing with him is deprived of any remedy upon the contract against the principal."

So that readers may clearly understand how amusement park officials, executives, and employees may avoid personal liability on contracts made for their employers, it is advisable to follow the legal rule, as follows: (1) the name of the employer must appear in the contract; (2) the word "by" or "per" should precede his signature; (3) the word "agent" or "manager" or other official title should follow his signature; (4) and the employer's name should precede the official's signature, as: "The Sun Park Corporation, by Joseph White, manager."

The law of signatures is interesting. The higher courts have consistently held that any form of a signature as that made with a rubber stamp, typewriter, symbols, initials, and the like, may be valid and result in an enforceable contract.

In the leading case of *Mayers vs. McRimmon*, 53 S. E. 447, the higher court held that an employee could bind his employer to a contract simply by signing the latter's name with a rubber stamp. This court said:

"Where the name required has been so placed by one having authority to do it and with intent to endorse the instrument, the authorities hold that this is a valid endorsement."

Also, the same law is effective where a park official affixes his or his employer's signature with a typewriter when intending to make a valid contract (195 Pac. 316). And, again, if a park official or employee signs a contract using a full name or initials, the contract is valid if the employer intended to be bound when the signature was affixed.

### Avoid Deception

The higher courts are in accord with the law that all parties to a contract should avoid all forms of deception. Moreover, a park official, executive, and employee may be held personally liable for acts performed, statements made, and contracts made under conditions as follows: (1) if he knowingly made a false representation of his authority with intent to deceive a person; (2) if he performed unlawful acts with or without authority of his employer; (3) if he performed an act believing he had authority, but actually had none; (4) if he performed an act or made an agreement outside his scope of authority; and (5) where he impliedly or expressly assumed an obligation in a contract for his employer.

### Cancellation of Contract

If a contract between a park owner and a concessionaire is valid, the question often arises whether one or the other contracting party may cancel it. For illustration, a concessionaire may perform acts not agreeable with the park owner, who may desire to cancel his rental or lease contract. Or the concessionaire may desire cancellation for various other reasons.

It is well-established law that all parties to a valid contract are bound to fulfill the precise terms of the agreement, and if one party fails in this respect he performs an illegal act which entitles the other party to do either of these three things: (1) he may refuse to continue to perform his obligations and sue the other party for damages and profits in an amount equal to his financial loss resulting from the breach; (2) he may file suit and compel the other party to fulfill the exact terms of the agreement; (3) the parties may mutually agree to cancel the contract or make a supplementary contract.

Of course, a considerable number of litigations have arisen over the question: When and under what circumstances is a contract between an amuse-

ment park owner and a concessionaire breached?

Generally speaking, a breach of a contract is any act in violation or contradictory to the terms of the agreement. It is important to know that neither party is entitled to recover damages based upon a breached contract unless the testimony clearly indicates that a breach actually occurred. For illustration, the mere fact that a party states that he intends to breach a contract is not sufficient justification for the other to recover damages unless a breach actually occurs.

For example, in *Clark vs. Miller*, 122 So. 475, it was disclosed that a disagreement became apparent between the contracting parties. Suit was instituted by one of the contracting parties on the contention that certain acts and statements of the other party indicated that he intended breaching the contract. The court promptly held that a contracting party is not liable for assertions of this nature because no breach is made until he fails to fulfill his obligations. This court said:

"The mere assertion of a party to a contract that he will be unable or will refuse to perform his contract is not sufficient to constitute a breach. There must be a distinct, unequivocal, and absolute refusal to perform, treated and acted upon as such by the other party to the contract. A mere assertion of inability to go on with the contract is not a repudiation of the contract."

### Failure To Read

As above explained, any person who signs a valid contract is liable in damages for failure to fulfill the assumed obligations unless it is shown that the other party to the contract practiced fraud or misrepresented facts for the purpose of inducing signing or making of the contract. And this rule of the law ordinarily is applicable with respect to persons who sign contracts without reading the same. Therefore neither contracting party may breach a valid contract on the ground that he did not understand his legal obligations.

For illustration, in *Sharpless*, 155 Atl. 247, a person signed a valid contract and later attempted to avoid liability and cancel it because he did not read it. Notwithstanding this argument, the higher court held the contracting party bound to perform all obligations assumed under the contract, and said:

"If one can read his contract, his failure to do so is such gross negligence that it will estop him from escaping its obligations unless he has been dissuaded from reading it by some trick or artifice practiced by the opposite party. If he cannot read it, it is as much his duty to procure some reliable person to read and explain it to him before he signs it as it would be to read it before he signed it if he were able to do so, and his failure to obtain a reading and explanation of it is such gross negligence as will estop him from avoiding it on the ground that he was ignorant of its contents."

### Law of Fixtures

Let us discuss a phase of law indirectly related to contracts between park owner and concessionaires. For example, the latter may lease a building or space and during the period of the occupancy he may install different kinds of equipment and devices. After expiration of the lease contract the concessionaire may determine to remove from the building certain of the above-mentioned items only to discover that the park owner objects.

Now, readers should be able with dependability to decide exactly what kind of equipment and devices may be legally removed.

Generally speaking, a concessionaire who owns personal property or chattels may remove the same from a building or grounds provided such equipment is not permanently attached to the building or grounds. Therefore when determining whether an item is a "trade fixture" three things must be considered,



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namely: first, the method of annexation to the building; second, adaptation of the building to which it is connected, and third, intention of the parties to make the article a permanent part or addition to the building.

For instance, in the late and leading case of the Hollywood Improvement Company vs. Blanchard, 50 F. (2d) 737, a higher court said:

"A tenant may remove from the rented premises, any time during the continuance of his term, anything affixed thereto for purposes of trade, manufacture,

or ornament, if the removal can be effected without injury to the premises. . . ."

In other words, if equipment is installed in a building and is not adapted to be removed and installed in another building, the equipment always is a trade fixture and cannot legally be removed by a concessionaire. The same law is applicable to equipment which is installed in a building in such a manner that its removal necessitates permanent damage to the building.

On the other hand, where an amusement device is installed in a building, without any intention of either a park owner or concessionaire making it a permanent accession to the building and its removal will not permanently damage the premises, the device is personal property and may be removed from the building notwithstanding objections of the park owner.

Therefore under all circumstances when determining whether an amusement device is a trade fixture, and therefore a permanent portion of the building or premises, the important consideration is: Was it intended to be a permanent fixture and is it attached to the building or premises in such a manner that it cannot be removed without permanent damage to the building or premises? If so, it is a trade fixture and cannot be removed by the concessionaire.

In *Alwes vs. Richhelmer*, 47 S. W. (2d) 1084, it was shown that a person attached to a building certain articles such as seats, electric fans, and the like. In holding this person not entitled to remove the articles, the court said:

"We think the articles enumerated above are fixtures because, not only are they attached to the building, but are used and are useful in connection with the building."

On the other hand, in *National Company vs. Mishler Company*, 167 Atl. 324, it was shown that an amusement operator installed 668 opera chairs in the building to replace approximately 700 old chairs. In this case the concessionaire or amusement operator did not originally intend to permanently attach the chairs to the leased building. Therefore since the chairs were attached by screws readily removable the higher court held the chairs to be personal property and removable.

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For full particulars, write us in care of The Billboard, Chicago office, or see us at Show Booth No. 10 at the LaSalle Hotel, Chicago, December 2d through 6th, during the National Association of Amusement Parks, Pools and Beach Show.

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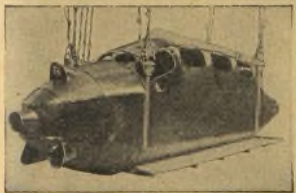
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Flashy Stainless Steel Cars that increase your receipts two to five times. Most beautiful circle swing cars ever built. See it in the lobby of the La Salle Hotel, Chicago, Ill.

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## The Pool Whirl

By NAT A. TOR

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

On to Chicago

Next week the swim pool and beach biz, as well as other outdoor show activity, gets a shot in the arm. It's the same each year. Energy on the part of pool men generated during meetings of the National Association of Amusement Parks, Pools, and Beaches. Everyone is pepped up. All of which, of course, is as it should be. But then something happens and many pool operators lose their enthusiasm each year, with the result that a great deal of benefit gained at the convention is lost.

It's all right to attend the confabs in Chicago next week (and those who haven't made reservations yet on train or plane had better do so pronto), and it's swell to sit in on all the discussions. Better still, too, it's fine to pitch in on the open gabfest, exchange experiences and the like. But after it's all over, what then? After you've taken that last pick-me-up for the last party and after you've said good-by to the last pool man leaving the convention (who probably will be Paul Huedepohl), what are you planning to do?

That's what the most important work of all should be done. It's after you arrive home and the things you do then that determine whether your trip has been successful or was a waste in vain. It's too trite to sermon, "You'll get out of the meetings only what you put into them." That's taken for granted nowadays. It's how you put the things you learned in Chicago into practice which will count.

It's not too late to urge pool men attending the NAAPB meetings to make notes of everything said. *The Billboard* has made a practice each year of distributing free notebooks to all the get-togethers. It's impossible for anyone to remember everything that transpires at a trade session. If you're to try some of the suggestions offered, you must make notes so that you'll have something to refer to later. After you've jotted down the points that interest you, immediately upon your return home go over them carefully and prepare them for next summer. Don't file your notebook away and expect to be ready next April or May to be prepared to take advantage of some of the things you learned. Start working right after the convention.

### Miami Murmurs

Swim activities at Miami Beach's Woford will surely pick up now that Neal Lang is in the driver's seat. It will be recalled that he was promotion director for New York's Central Park Hotel a few years back and in that capacity did much to help build up Park Central indoor pool. He knows his aquatic promotion from A to Z better after Z. There he be one. So watch out for big things at the Waford, swimmingly speaking.

Alf Stone reports that the Blackstone Hotel, Miami Beach, will have a new swimming pool and cabana club this season. This beach hostelry was a little handicapped in previous years, what with being a few blocks away from the beach sans a plunge of its own. It will all be different this winter, says Stone, who is also plotting a new kind of water show to introduce to vacationists.

Still another new natatorium announced for Miami Beach is the Lord Tarleton, which will be operated in conjunction with a new 20-story hotel on the ocean front. Eugene Hames will be the managing and he hits a high note in cabana club advertising.

Also new this season will be the Grand Cabana Club and private pool, a short distance from the beach's famous Lincoln Road. Altho the count is far from complete and even the Hannagan boys in the press department can't keep track, it looks as tho there will be close to 15 new pools in Miami Beach this winter, not to mention the oodles of new hotels.

CANTON, O.—Moonlight Ballroom in Meyers Lake Park here is to be converted into a basketball court for Canton McKinley High School's Friday night games. Temporary seats will be erected and a shower room will be installed. Park Manager Carl Sinclair says that the games will not interfere with the ballroom's dance schedule. Closing of the Auditorium by the city forced school officials to seek another floor.

## With the Zoos

PHILADELPHIA.—Baby-Pet Zoo in Philadelphia Zoological Garden had 940 attendance on November 10 for the last performance of the year. Since opening on May 6 the exhibit, in which children are permitted to enter the enclosure and play with young animals, drew 76,000 visitors, officials said. It will be reopened in the spring.

ATLANTA—Coca, recently alone in Grant Park Zoo, now has an 18-year-old female companion, gift of a national guardsman who is to go on active duty. "I sort of hate to go into the army and leave my pet, Alice, behind," Matthew Ferguson, member of 179th Field Artillery, said in presenting the elephant. "I have trained Alice to do all of our heavy farm work on my 1,600-acre plantation near Camden, Ga." Alice was bought by Ferguson from Clyde Beatty.

LONDON—Some damage has been done in Regent's Park Zoo by bombs, but without causing any casualties to livestock. A hit on Monkey Hill blew half a ton of concrete over the public parapet and the monks escaped thru being in their caves. As damage afforded possibility of escape, they were evacuated into the country. A hit on the main road robbed the zoo for a time of running water supply, but needs were met by use of cists. For a time visitors were unable to obtain meals, the restaurant's top story having been badly damaged by fire. Zoo continues open to the public. In Whipsnade Zoo over 40 bombs have been dropped on park land but there has only been one casualty among animals. Noise scared the giraffes and all except one, a three-year-old, first to be born in the zoo, took cover indoors. The youngster stayed out and caught a chill which turned into pneumonia and ended in death in Edinburgh. Scotland, faced with a heavy drop in receipts since Zoological Park for the first time in its 25 years reeks aid thru rates relief from the Edinburgh Corporation. Receipts for the first six months this year were more than half below those for the period in 1939.

### AC And Busy in October

ATLANTIC CITY, Nov. 23—Conventions sent Convention Hall attendance to 107,418 during October, said Manager Philip E. M. Thompson. Thirty assemblies were held in 14 days of activities on an average of 2.1 events a day with average attendance of 3,680. Remainder of the month was occupied in installing and dismantling exhibits and set-ups required and was not considered in the figures given out. There were 17,387 hours of work for extra employees in addition to the regular hall staff. Other engagements include ice hockey and ice skating season, which opened with a charity game on November 13.

### TRADE SHOW SELLOUT

(Continued from page 36)

fore and the reception committee, headed by Richard W. Ketchum, has been busy for weeks planning for entertainment of delegates and guests. The Pent House Club, organized three years ago, will be operated on even more elaborate lines than last year. Banquet and ball committee, headed by George A. Hamid, assisted by Mrs. Mabel Killyay, will stage another event as a curtain dropper on Friday evening, December 6, and record attendance is anticipated.

"Those who have not as yet made arrangements to come to Chicago are urged to do so, as the progressive park, pier, pool, or beach man, including concessionaire and staff, is to miss this opportunity for assuring better business results in the 1941 operating season," said the secretary.

### RIVERSIDE COASTER

(Continued from page 36)

Air Base, within a few miles of the park, is center of much industrial defense production. Springfield Armory is adding daily to employment lists on a 24-hour schedule. Airplane factories in near-by Hartford are geared to big production and Springfield staff is busy with this opportunity for assuring better business results in the 1941 operating year.

Other plans call for erection of a Mill Chute and general beautification of fixed features. Carroll, who maintains a consistent ad-publicity program, claims that newspaper advertising, with emphasis in Springfield and Hartford, is the main merchandising factor. Harry Storm is publicity director. Carroll and Dambour are preparing to attend the park convention in Chicago.

## Complete Program of NAAPPB in Chi

(Continued from page 36)

1941 to next convention, covering any special improvements or activities now contemplated, (d) Ice skating at park pools.

### PROGRAM

**PROGRAM SESSIONS** of the National Association of Amusement Parks, Pools, and Beaches. (Illinois Room, mezzanine floor.)

Wednesday, December 4

2 p.m.—Star-Spangled Banner.

Invocation, R. S. Uzzell, R. S. Uzzell Corporation, New York.

President's Address, Arnold B. Gurtler, president NAAPPB.

Announcements and communications.

Greetings—International Association of Fairs and Expositions, President L. B. Herring Jr.; American Carnivals Association, Secretary-Treasurer Max Cohen; Showmen's League of America, President Frank P. Duffield; National Showmen's Association, President Max Linderman; American Recreational Equipment Association, President C. V. Starkweather; New England Section, NAAPPB, President John T. Clare; Pennsylvania Amusement Parks Association, President F. W. A. Moeller.

Fighting Fear for Defense, Secretary A. R. Hodge, NAAPPB.

Reports of convention committees—Program, Edward L. Schott; special beach and pool, Paul H. Huedepohl; entertainment and banquet, George A. Hamid; reception and social, A. W. Ketchum; location and exhibits, A. W. Ketchum.

Report of public liability insurance committee, Norman S. Alexander, chairman. Announcement of winners of ARBA awards (winners to be present), Julian M. Bamberger, chairman.

**EXECUTIVE SESSION** OF NAAPPB—Roll call, reading of minutes, annual report of secretary, annual report of treasurer, report of finance committee; reports of committees: foreign relations, historians, legislative, membership, music royalty, unfinished business, new business, good of the order, nominating, publicity, resolutions, safety code, swimming promotions and protection.

Note: Many of the committees listed have reported to the directors. The president will have such reports read as will be helpful and interesting to the membership. If time will not permit the reading of all reports during the executive session some will be interspersed during later program sessions.

Meeting of trustees of American Museum of Public Recreation.

Thursday, December 5

2 p.m.—Announcements and communications.

100 Years of Park Operation, J. H. Norton, Lake Compounce Park, Bristol, Conn.

2:15—Are AAU Meets Promotion, Publicity, and Business Builders for Parks and Pools?, Lyman J. Bingham, assistant to president of AAU of U. S. A., Chicago.

2:45—Amusement Park Industry in a Changing World, Harry A. Ackley, Ackley, Bradley, & Day, Pittsburgh.

3:00—Publicizing Your Swimming Pool Thru Diversified Activities or Side Shows With Swimming, C. E. Daubert, Recreation Department, Marshalltown, Ia.

3:15—Special Attractions—Which Pay the Best?, A. B. McSwigan, special chairman. Band Attractions Bring More Than Dance Receipts, DeArv G. Barton, Music Corporation of America; America Loves Fireworks, Frank P. Duffield, Theatre-Duffield Fireworks, Inc.; Why You Need Free Entertainment, George A. Hamid, George A. Hamid, Inc.

3:45—A General Tour of Parks in 1940, directed by Norman Bertlett.

4:15—"Professor Quiz," J. E. Lambie Jr., Euclid Beach, Cleveland. Note: If your knotty problem has not been covered, here's your opportunity to speak out.

Friday, December 6

2 p.m.—Announcements and communications.

Introduction of newly elected officers of NAAPPB for 1940-41.

2:05—Dividing With Unknown Partners, M. L. Grant, president Money-Meters, Inc., Providence, R. I.

2:20—Body Temperature in Its Relation to Swimming, Dr. M. O. Gunderson, Commissioner of Health, Rockford, Ill.

2:35—A Musical Story, Prof. Oskar Waldemar Sederstrom, Copenhagen, Denmark.

3:00—Outstanding Promotions of 1940, John L. Coleman, special chairman.

3:45—Personnel, Arthur E. French, Joseph P. Day, Inc., Brooklyn, N. Y.

4:00—"Professor Quiz."

Awarding of trophies by service awards committee.

Announcements and communications.

Meeting adjourned.

## Krasner Foresees Good Denver Period

DENVER, Nov. 23.—With President and General Manager Benjamin Krasner voicing an optimistic outlook for next season, workmen in Lakeside Park here will make repairs and improvements thru winter. Manager Krasner, who recently returned from a trip east on which he visited amusement parks and heard a number of bands, plans several outstanding improvements and probably new rides. He will attend the Chicago NAAPPB convention.

He bases his outlook for an excellent 1941 season on the fact that there will be no world's fairs in operation, and he believes the war will keep the public at home and that it will have to rely on domestic amusements, so Lakeside is to have several innovations.

Business in the park this year proved highly satisfactory and the spot was kept open a week longer than in the past.

## 15 YEARS AGO

(Continued from page 35)

... Lee Bros' Circus had been encountering much rain and was having difficulty getting off of some lots. It lost Mansfield, La., Armistice Day, because of rain. Jimmie Thomas with his high-jumping comedy mule joined.

## WANTED: RIDES

Merry-Go-Round, Ferris Wheel, Kiddie Rides, etc. Other Amusements, Decoration Day to summer resort for Washington, D. C. and Virginia. Resident community, large local drawing power. Big week-end holidays, 30 miles from Frederickburg, Percentage basis. BOX 194, The Billboard, 1664 Broadway, N. Y. City.

The Moon Bros' Circus closed season at Stonewall, Okla., November 12 and went to quarters in Ada, Okla. . . . Joe Baker engaged his second season boss lithographer with the Al G. Barnes Circus. . . . Troupers enjoying the baths at Hot Springs, Ark. were Ben Levin and James Potter, of Robbins Bros' Circus. James (Blacky) Logan, formerly of Hagenbeck-Wallace Circus, was in business there. . . . Mr. and Mrs. Bill Gares were re-engaged for 1936 with the Sells-Floto Circus. Bill as clown and mail agent, and his wife to do swinging ladder, menage, and Wild West numbers. . . . Herman Joseph, clown, was again with Fred Bradna's circus for the winter months.

George (Bumpy) Anthony joined the Keith Circus unit. . . . William Polkinghorn, brigade agent of the 101 Ranch Show, was in Los Angeles for the winter. Hubert Paul Blaise, well known in circus, carnival, and repertoire circles, died October 27 at the Travel House, Harlingen, Tex., of heart trouble. He had been with Miller Bros' 101 Ranch, Barnum & Bailey, Gentry Bros., and the Berkoot shows.

## Applications for Canton Showmen's Club Approved

CANTON, O., Nov. 23.—Thirty-seven applications were approved at the recent meeting of the Canton Showmen's Club. Plans were discussed for a jubilee celebration in February. Committee on a permanent clubhouse has nine sites under consideration.

George Marlow founder of the club, will leave in a few days for the East, where he has booked his human frog act at hotels and night clubs in Philadelphia, Baltimore, Washington, and New York.

# SEE!

## "PENNIES ON PARADE" FULL COLOR MOVING PICTURE

Specially Made for Showing at the  
Park Convention in Chicago, Dec. 2 and 3

by  
**INTERNATIONAL MUSESCOPE  
REEL CO., INC.**

"PENNIES ON PARADE" SHOWS YOU THE MOST SUCCESSFUL ARCADES AT THE NEW YORK WORLD'S FAIR AND THROUGHOUT THE COUNTRY! HOW THEY OPERATE—WHY THEY MAKE BIG MONEY! GIVES YOU IDEAS TO MAKE BIGGER PROFITS.

DON'T MISS THIS REMARKABLE COLOR FILM AND THE COMPLETE LINE OF MUSESCOPES, NEW AND TRIED-AND-TRUE ARCADE MONEYMAKERS AT THE MUSESCOPE

BOOTHS No. 7 & 8

SALE! WORLD'S FAIR MACHINES  
AT BARGAIN PRICES!

Write, Wire, Phone . . . While They Last!  
INTERNATIONAL MUSESCOPE REEL CO., INC.  
44-01 11TH STREET, LONG ISLAND CITY, NEW YORK

A Bigger & Better 1941

AT

## PALISADES AMUSEMENT PARK NEW JERSEY

Greetings from:

Jack & Irving Rosenthal, Owners & Operators,  
and Bert Nevins, Publicity Director.

## WORLD'S FAIR RIDES FOR SALE

Successfully Operated at the N. Y. World's Fair

Skyride \$2,500—30-Car Midget Auto Race \$7,500

14-Car Snapper (Cuddle-Up) \$7,500

Laff-in-the-Dark (Fun House) 12 Cars, 30 Stunts, etc. \$4,000 Complete

ALL PRICES AS IS AND WHERE IS AT N. Y. WORLD'S FAIR  
When Replying Mention The Billboard. All Rides Are Complete.  
Apply: HARRY BLOOM, 205 East 42nd St., New York City  
NORMAN S. ALEXANDER, Woodside Park, Philadelphia, Pa.

INSURE AND BE SURE

Thru

**J. L. CAMPBELL & CO.**

Official Insurance Consultants

National Association of Amusement Parks, Pools  
and Beaches

MUNSEY BLDG.

BALTIMORE, MD.

PARK INSURANCE

## CHARLES A. LENZ, BROKER

4738 Insurance Exchange

Chicago

# ACT ENIGMA CLEARS

**Engel Standing Pat  
On Chattanooga Fair  
And Five-Year Option**

CHATTANOOGA, Tenn., Nov. 23.—Joe Engel, president of Chattanooga Baseball Company, who has operated Chattanooga Interstate Fair in Warner Park here for the past three years, will retain his lease for at least the next two years, he declared. Expressing surprise at recent criticism of the fair by a Chamber of Commerce committee, he cited growth of the annual under his management. The committee had suggested changes in management of the fair and proposed setting it up as a non-profit organization so as to obtain State funds.

"I took over the fair when it was broke," said President Engel. "We have doubled premiums in the three years and people have said we are getting along fine. If the committee has constructive suggestions, I would be glad to meet with it. I have an option to renew the lease for five years, and I am planning to do this."

At the meeting Mrs. A. T. Atwood, secretary, pointed out that 1941 dates have been set and a carnival contract signed. In declaring that the fair has now been built up to its biggest point in ten years, President Engel said carnival attractions are necessary to bring out crowds and that this year the fair broke all records in total and one-day attendances.

## Saskatoon Plant Is Leased

SASKATOON, Sask., Nov. 23.—About 1,000 troops are in winter quarters on Saskatoon Exhibition grounds. Over 500 are housed in the grandstand, where plumbing and other facilities were installed last year. Stadium capacity is taxed for officers' quarters and additional space for officers has been provided in the log cabin near the Stadium, summer home of Sid W. Johns, secretary-manager of the fair. The show ring at the Stadium has been covered with bituminous paving under direction of the exhibition board and other improvements were made in Exhibition Park to make it more suitable for military purposes. Department of National Defense has leased grounds and buildings for another year.

## Over 100 Grand Langhorne Cost

**Teter reveals price paid for Speedway—Hankinson to concentrate on fairs**

PHILADELPHIA, Nov. 23.—Lucky Teter, said to have amassed a fortune with his Hell Drivers in automobile and motorcycle stunting at fairs and sports arenas the past eight years, has revealed that he paid Ralph A. Hankinson "more than \$100,000" as purchase price for Langhorne Speedway, near here, the news of the sale having first appeared in *The Billboard* of November 16. Teter came here on November 25 to complete plans for his Philadelphia set-up of 1941, saying he would headquarter here after (See **PLANS AT LANGHORNE** on page 84)

## Regina Has \$38,317 Surplus In Its Best Year Since '33

REGINA, Sask., Nov. 23.—Auditor's report at an executive meeting showed that Regina Exhibition Association in 1940 completed its most successful year since the World's Grain Show in 1933. Statement showed profit of \$28,359 and \$38,317 on hand, including funds at commencement of the fiscal year, October 1, 1939.

Regina Exhibition was particularly successful, revenue amounting to \$32,186. Winter Fair also did well, closing with balance of \$166. Other revenue brought the total to \$41,168. Upkeep expenses were \$12,809. Statement showed that from 1919 to 1940 total surplus was \$618,852. Summer fairs alone made \$432,163. In the same period capital expenditures were \$405,272.

## Calif., in the Money, To Have 3 More Buildings

SACRAMENTO, Calif., Nov. 23.—California State Fair is in the best financial condition in its history as a result of heavy increase of receipts at the 1940 annual, the budget committee reported at the November directors' meeting. Director Angus Madden, Dixon, reported \$351,650 in the contingent fund and a \$90,000 increase in gross receipts over 1939. Name bands, including those of Kay Kyser, Horace Heidt, and Orin Tucker, as well as a two-night stand by Bob Hope, ballooned receipts.

Fees from concessionaires, collected on a percentage basis, revealed their receipts rose from 10 to 50 per cent, fees going up from \$45,000 to \$51,000. Altho expenses for entertainment and improvements were greater than ever before, increased receipts offset them so much that a net increase of \$70,000 is expected when final tabulations are made.

Directors approved construction of three buildings for the 1941 fair. To be started immediately are a new livestock building, costing \$375,000; Hall of Flowers, costing \$20,000, and a press and radio building, cost undetermined. These items from the closed Golden Gate International Exposition, San Francisco, will be installed at the costs listed: Lighting equipment, \$50,000; lumber from Redwood Empire building, \$2,500; equipment from Hall of Flowers, \$5,000, and park benches, \$1,500.

The board voted to raise the annual salary of Secretary-Manager Kenneth R. Hammaker from \$6,000 to \$7,000 and authorized him to send a letter of thanks to Governor Olson for his help in obtaining properties from Treasure Island.

## Hamid, Barnes Work Out Future

**Trend to "domestic" is to assure best selection in history—fairs not curbed**

NEW YORK, Nov. 23.—Having entered this country some 33 years ago and broken into the booking field in 1921, just about the time the machinery was perfected that merged the American Association of Fairs and Expositions with the IAFE, celebration of whose 50th anniversary is being celebrated in this issue on the eve of the Chicago conclave, George A. Hamid, head of the booking-producing firm bearing his name, said he is proud to specialize in an industry of which the International Association is such a powerful instrument of action for community betterment.

Hamid reviewed the season just past and offered some hints as to the future of a business which he thinks has many (See **Clear Act Situation** on page 84)

## Wirth Booked For Grandstand Bill at Tampa

TAMPA, Nov. 23.—Departing from an independent-booking policy which has been observed for 25 years, Florida State Fair here yesterday signed contracts with Frank Wirth, Inc., New York, for all grandstand attractions for the 1941 (See **WIRTH BOOKS TAMPA** on page 45)



TWENTY-FIFTH ANNUAL BANQUET  
CONCERT, ENTERTAINMENT  
OF THE  
AMERICAN ASSOCIATION  
OF  
FAIRS AND EXPOSITIONS  
AUGUST 1915, CHICAGO,  
ILL.

WHEN THE AMERICAN ASSOCIATION OF FAIRS AND EXPOSITIONS, forerunner of the International Association of Fairs and Expositions, was 25 years old this view was taken at the 25th annual "banquet, concert, and entertainment" in the Auditorium Hotel, Chicago, on December 3, 1915. Many of those who attended will help celebrate the 50th anniversary of the IAFE in the Hotel Sherman, Chicago, next week. Photo from the collection of Secretary A. R. Corey, Iowa State Fair, Des Moines.

# Jax Ups Gate With a Tilt to About 150,000

JACKSONVILLE, Fla., Nov. 23.—Attendance at seventh annual Duval County Fair and Exposition here on November 7-17 was about 150,000, slightly more than last year's figure. Weather was unusually good most of the time. Misty rain on the last Thursday night, followed by a new November low with the mercury sagging to 30 on Friday and Saturday, put a crimp in the gate for those two days. However, the temperature moderated considerably on Sunday and thousands came out during the afternoon.

Admission was raised from 25 to 30 cents, including tax, and passes carried a service charge. Two days for school children, one each for white and colored students, brought out crowds.

For the first time in years the fair booked a free act, presenting Emanuel Zacchini's cannon act daily. It drew much favorable comment and pulled crowds, as did two furnished by Dodson's World's Fair Shows, Lionel Legare, who appeared twice daily on a spiral tower, and Speedy Phoenix, who did high net dives in the afternoons.

Dodson's World's Fair Shows, here for the first time, were well patronized, gross business running far ahead of that recorded last year, according to E. Ross Jordan, fair general manager. Several rides got heavy play, especially the Rocket, and show officials said they were pleased with business. Much favorable comment was reported on appearance of the midway and lack of objectionable attractions. Joe Redding was in charge of the concession midway for the fair management, which put a ban on all off-color games.

Appearance of the plant was best in years. Exhibit buildings were repainted white and cattle and swine stalls were in excellent shape. Exhibits were more numerous and of better quality than in 1939, particularly in the livestock show, which included herds of cattle in the second State-accredited dairy show here. Swine and poultry shows were outstanding in point of quality and number of exhibits.

Despite recent illness, President R. L. (Bob) Millican was on hand daily to help direct the fair. General Manager Jordan said that the recent Georgia State Fair, Macon, which he also directs, was successful.

PERCY, clown with Jimmie Lynch and his Death Dodgers the past two seasons, reported he has returned to Sheboygan, Wis., from Texarkana, Tex., to play his fifth season as Santa Claus at a store, RKO Pathe newswell, showing the Death Dodgers and Percy at 1940 Stoux Falls (S. D.) Fair, appeared recently at the Majestic Theater, Sheboygan.

## ACTS WANTED FOR 1940 FAIRS

Animal Acts, High Acts, Family Troupes, Novelty Acts of all kinds. Long season in Kansas, Oklahoma, Texas, Nebraska, Missouri. Rush full details and lowest salary first letter.

## Truex-Allen Enterprises

BEN TRUEX VIC ALLEN  
205 SOUTH RUTAN 714 MIDLAND BLDG.  
WICHITA, KANSAS KANSAS CITY, MO.

## POSTERS FOR ALL OCCASIONS

FAIR & CARNIVAL  
WRITE — PHONE — WIRE  
For Complete Prices and Details

## THE ENQUIRER JOB PRINTING CO.

Anderson Bldg., 412 East Sixth Street, Cincinnati, Ohio. Phone C 9991 1956  
SEE—Our display at the Showmen's Convention in the Sherman Hotel.

# Around the Grounds

WAUSAU, Wis.—Secretary Harry A. Kiefer, Marathon County Agricultural Society, reported a loss at the end of the fiscal year of \$1,590.25, of which \$1,500 represents a note which has been carried over from the 1939 Wisconsin Valley Fair and Exposition of the society. The 1940 fair showed a loss of \$994.74, he said.

SASKATOON, Sask.—Sid W. Johns, secretary-manager of Saskatoon Industrial Exhibition, was presented with an inscribed plaque at the annual banquet of the Oldtimers' Association as a token of gratitude for his efforts on behalf of the association.

LARGO, Fla.—Pinellas County's 24th consecutive midwinter fair, said Manager John H. Logan, will have a rodeo, free acts, and an enlarged midway. Space for exhibits and concessions is in such demand that a large tent may have to be used for some displays. Premium money is \$500 more than in previous years, a total of \$4,200.

ODEBOLT, Ia.—A proposal as to whether Sac County should take over the fairgrounds owned by Sac City was defeated in the general election by a vote of 3,729 to 2,399.

OSHKOSH, Wis.—Winnebago County board of supervisors appropriated \$2,000 for 1941 maintenance of Winnebago County Fairgrounds and granted an additional \$3,000 for erection of 4-H Club barracks.

FOND DU LAC, Wis.—County board of supervisors has authorized the fairgrounds committee to continue to retain funds collected in rentals and devote them toward additional improvements so that the grounds may be used for as many public activities as possible.

DAUPHIN, Man.—Because of the war, directors of Dauphin Agricultural Society at the annual meeting decided against any 1941 plans. They will meet again in January, when they hope to have definite word of the policy of the Dominion and provincial governments regarding grants to fairs.

LLOYDMINSTER, Sask.—Despite difficult conditions and drastic reduction of government grants, 1940 Lloydminster Exhibition was a decided success. It was reported at the annual association meeting. Secretary-manager G. M. Cook said an all-time high for paid attendance was set and Treasurer J. D. Hamilton reported a favorable balance on hand.

## Hoosier Body To Change Indianapolis Meeting Place

INDIANAPOLIS, Nov. 23.—After meeting for many years in the Hotel Claypool here, Indiana Association of County and District Fairs will hold its 1941 annual session on January 6-8 in the Hotel Lincoln here. Announcement came from Secretary William H. Clark, Franklin, who notified members that "due to a conflicting convention, we find it necessary and advisable to make this change in convention headquarters."

A spat with the hotel management over removal of attractionists' signs and banners at the lobby marked the 1940 meeting on January 2 and 3. A resolution by James A. Terry, La Porte, that the arrangements committee select a hotel "that will more cheerfully and helpfully co-operate" was unanimously adopted. It was said after the meeting that the hotel management declared removal of signs had been the main understanding and that a bulletin for attractionists would be provided at any future sessions there.

Monday night, January 6, there will be a meeting and smoker in the Lincoln for concessionaires and attractions people. Annual banquet and floorehow will be Tuesday night.

RUDY CAFFEY, for the past two years vocalist at fairs booked by George A. Hamid, opens this week for an indefinite engagement at Leghorn Farms, Trenton, N. J., night club.

# MANUEL KING



## The World's Youngest Wild Animal Trainer

and His Performing and Fighting African Lions. Without an iota of Doubt, the Most Sensational Act in the World.

APPRAISED AS SUCH BY PUBLIC AND PRESS EVERYWHERE UNPRECEDENTED IN THE ANNALS OF THE AMUSEMENT WORLD

Several Acts for sale and lease—Lions, Mixed Group, Elephants, Ponies, Monkeys and Dogs.

Permanent address:

MANUEL KING  
CARE OF SNAKE KING, BROWNSVILLE, TEXAS

# JAYDEE the GREAT

Amazing High Trapeze

COMEDY — STAR — THRILLS

World's Highest and Only Act of its Type Aping the Ape atop trapezes on rigging 100 ft. high. No nets or safety devices.

★ ★ ★ WISHES A MERRY XMAS TO ALL ★ ★ ★

WANTED: Season 1941, Girl Aerialist and Gent that can do outstanding Perch Tricks. 20 weeks guaranteed. No disorganizers need apply. State all in first letter.

## JERRY D. MARTIN

New England Address:  
281 Pearl Street  
Somerville, Mass.

Home Address:  
P. O. Box 64,  
Rochelle Park, N. J.

P. S.: This act can also be booked through Times Square Amusement Ent., 1560 Broadway, New York, N. Y.



## OFTEN SEEN ★ ★ ★ NEVER SURPASSED

# INTERNATIONAL FIREWORKS CO.

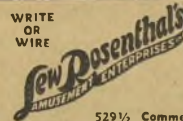
1939 — CONTRACTORS TO THE NEW YORK WORLD'S FAIR — 1940

Manufacturers and Producers of  
FIREWORKS DISPLAYS PAR EXCELLENCE

Office NEW YORK CITY, N. Y. Factory FAIRVIEW, N. J. Office JERSEY CITY, N. J.

AT YOUR SERVICE ALWAYS  
JOHN SERPICO, President. FRED C. MURRAY, Manager.

ALL ACTS ATTENTION



## WANTED

STANDARD OUTDOOR ACTS  
For Our 1941 Circuit of Fairs.  
Quote Lowest

Mail Photos and Information.  
529 1/2 Commercial Street, WATERLOO, IA.

# Advertising Ideas for Fairs

## A Business Where Printing, Lithographing, and Advertising Cost a Tidy \$5,000,000 a Year

By JAMES K. HUTSELL  
Director of Publicity, Missouri State Fair



JAMES K. HUTSELL

year. Twelve of the larger fairs in the country are each spending from \$30,000 to \$40,000 annually. About 40 are spending at least \$10,000, and 100 more are spending about \$7,500 each. But year in and year out we go on laying out, setting up, and printing the same old story in the old, identical way.

Crowds can sit in a grandstand and grumble because they get a week of harness races when most of them would a whole lot rather be seeing auto races or a rodeo. (Oh, they'll come back the

and taxed facilities of the fair's 236-acre plant. This year, with a Saturday Thrill Day program designed to offset the effects of a poor-pulling program in a previous year, sound trucks and extensive use of radio spots on a single local station changed the Missouri institution's traditionally light day into a day that saw the greatest Saturday crowd in the 40 years of the fair's history.

The thing to remember is that advertising thus directed to build the program for a special day does not, apparently, merely gain that day's crowd at the expense of attendance on other days. Analysis seems to indicate that it mostly represents that much additional money in the pocket.

### Refreshing Book and Copy

Let us consider for a little while the major media that almost every established fair, big and little, State or county or regional, has around which to build the promotion of its annual show.

There is the old stand-by, the premium list. It may run from 32 pages to a bulky catalog of several hundred pages. It costs us approximately 12½ cents apiece to produce our book. We might put it out for 11 cents and have all the premium information, all the rules and regulations to meet the average fair patron's or exhibitor's demands. But we're paying several additional cents before that book reaches him by mail. Why not invest another penny and have a book attractive enough to convince him that the fair ahead is a fair of high quality, a well-rounded fair, a fair with a program built to meet modern standards of entertainment?

Look at the cover of your book. Is it the same cover you had last year and the year before and the year before? Oh, I know: It is your trademark. People have seen it so long they will recognize it easily as the book they have been awaiting. But why do you need a trademark? Are you selling Old Dutch Cleanser, or are you selling the appeal of a newer midway, a brighter grandstand show, and a fair with newer and larger exhibits? Have you considered what the use of sections printed on colored inserts might do toward selling that newer midway, that brighter grandstand show? Have you considered how glad your Regular, Yearly Visitor might be to turn inside his premium list and read an opening section that hadn't been standing in type for the last 10 years?

You have a mimeograph and you feel that it is your sacred duty to bombard every editor's desk in your territory and as often as possible with a story—any kind of a story. There's your old friend Any-Kind-of-Publicity-Is-Good-Publicity creeping up again. Sure, it may be good publicity to you. Now what about the editor? Is it publicity of high enough quality to rate space in his news columns, or does what little editorial pride the man has left compel him to get your stuff into a wastebasket and away from his own paying customers as quickly as possible?

Last year the Missouri State Fair cut its number of general mimeographed news releases to editors 50 per cent. A safe and conservative calculation would be that the amount of such copy carried by the newspapers nevertheless increased 75 per cent. Not every story that reached an editor's desk may have come under the classification of front-page 12-point bold-face indent news. Not every story may have been real news. But there was an attempt made to make it readable news, or at least copy written in fairly readable English.

JAMES K. HUTSELL came to his real publicity and advertising job when, in 1939, the Missouri State Fair, Sedalia, called upon the technical knowledge of the Missouri Press Association to help the fair solve its publicity troubles. The State press group sent Hutsell, a young writer on its editorial staff, to suggest and direct innovations. Behind his present work as director of publicity at the Missouri State Fair lies experience as a columnist for more than 150 Missouri newspapers, terms in the metropolitan news field with *The Des Moines (Ia.) Register and Tribune* and Hearst's now deceased *Omaha (Neb.) Bee-News*. He has edited a group of three Midwestern weeklies; been managing editor of the alumni magazine of the University of Missouri, from whose world-famous School of Journalism he was graduated, and has free-lanced in the feature field for virtually every large feature syndicate in America. Now he's fallen hard for fairs. "I got along fine with just plain printers ink in my blood until it got mixed with pink lemonade," he smiles.

### Show Individuality to Editors

Publicity men from shows and carnivals actually try to help build you a good crowd. At least, one cannot complain of their fervor. But they do not know local conditions; they do not know the editors with whom your fair has to deal. And, one is sorry to say, there is more than one show in this country with publicity men who cannot spell all the simple three-syllable words they use. That, I realize, is a terrible indictment, but so's some of the spelling. We used to keep a vertical-index file headed, "Examples—Horrible." We destroyed it when we needed the space in the files for something else.

Try rewriting that copy to meet your own requirements; it may come a little nearer meeting an editor's. If you have (See ADVERTISING IDEAS on page 84)



IN DESIGNING covers for its publications the Missouri State Fair turns from the standardized horns-of-plenty and bulls'-heads to the use of modern advertising's best art techniques. Here is the cover of its 1940 premium book, stressing the fair's 40th anniversary by use of a typical Missouri Colonel and his Lady. The original of this cover is in blue and yellow.

next year, grumble again, and come again.) Forty years ago the fair's clientele had a majority who liked harness races. It's probably a decided minority now, but a decidedly vocal one. With an ear attuned to public sentiment, managements catch the vocal refrain and schedule another week of trots and paces. "People keep coming, don't they? What are you complaining about?"

### Stop Selling Tradition

Well, the truth is that one of these days we may awaken and discover that somebody else has built a better mouse trap. Our State and county fairs, whether they are willing to admit it or not, subtly emphasize and sell tradition. The same thing has been running thru our publicity and our advertising. But for the last two years the Missouri State Fair has been making an honest and conscientious effort to analyze what it could do to its advertising and what its advertising could do for it.

It hasn't doubled any annual attendance figures; it hasn't set out on anything as ambitious as that. But by placing its emphasis on drawing its crowds from the radius where its largest crowds could be expected to come from and by placing its publicity emphasis on its particular attraction programs with the broadest appeal, some pretty definite things have resulted. Last year, with an appeal directed to auto-race fans in the fair's easy-driving-distance territory, plugging Sunday as the ideal day to bring the family, Sunday crowds jammed, very literally, all highways into Sedalia

THE annual bill for fair advertising in this country runs around \$5,000,000. To hear one grumbling, you might easily get the impression from a fair secretary or manager that his own publicity man was spending the most of it. At the same time there are probably no businesses in the land that are more sold on the value of publicity and of bought-and-paid-for lineage. Sometimes I wonder whether they are altogether right.

The theory that "any publicity is good publicity" is probably as old as the biblical fairs of Tyre. It's a pretty difficult thing to pick a flaw in the reasoning, too. Neither can you say that the fair is not getting its money's worth. But I believe it can and should be pointed out that the fair is oftentimes not getting all for its money that it could. Fairs have played the game of follow-the-leader too long.

Look here: Printing, lithographing, and advertising cost us a tidy \$5,000,000 a



### TICKET TO FUN

Close Down Front Close to the Thrills, the Shows, the Five Days of Harness Races, the Rarities of Planes, Down Where the Plaudits of the Crowds Draw the Thunder of Flying Hoofbeats Pack Up the Family Head for the Greatest of Missouri's Expositions in 40 Years!

These Two Grand Sundays of National Championship Auto Races ★ Five Days of Harness Races ★ Six Nights of Horse Shows ★ The All-New State Fair Revue—Set on a Mammoth Outdoor Stage Under a Canopy of August Stars ★ Thrill Day—August 24—with Capt. Bob Ward and His Hollywood Daredevil Aces ★ Band, Fireworks, Acres of Midways

\$54,000,000 in Cash Premiums!  
15,000 Farm, Home, Stock, Machinery and Educational Exhibits.  
Kiddies Free Monday, August 19  
Wish for Your 30th Year Program  
CHAS. W. GREEN, Secretary  
**SEDALIA**  
SUNDAY TO SUNDAY  
**AUG. 18-25**  
THE FAIR WITH A TRADITION OF FUN THROUGH FORTY YEARS

THERE'S a lighter, quicker, modern touch to fair advertising as it is laid out in the publicity offices of the Missouri State Fair. Note the use of the lightface sans-serif body type in the ad that is illustrated entirely with line copy.



That Gorgeous STATE FAIR REVUE, Set on a Mammoth Outdoor Stage Under the August Stars.  
These Two Grand Sundays of National Championship AUTO RACES with Gus Schneider, World's Dist-Track Champion! ★ Five Afternoons Chucked Full of HARNESS RACES.

THRILL DAY, and CAPT. BOB WARD and His Hollywood Daredevil Aces Zooming Down the Showers, Hurling Cars Into the State Fair Ladies' Racing Through ★ Brick Walls and Fire!  
Six Nights of HORSE SHOWS in the Air-Cooled Coliseum. 15,000 Farm, Home, Stock, Machinery and Educational Exhibits. Acres of Clean Carnival MIDWAYS.

AUTO RACES: Aug. 18 and 25. HORSE RACING: Aug. 18 to 23. HORSE SHOWS: Aug. 18 to 24. CHILDREN'S FREE DAY: Aug. 15. STATE FAIR REVUE: Aug. 18-24. THRILL DAY: Aug. 19.

151,000 in Cash Premiums! Write for Program. Chas. W. Green, Sec'y.

EIGHT GREAT DAYS  
EIGHT BIG NIGHTS  
**SEDALIA**  
**AUG. 18-25**

IN THIS ad note the small pen and ink sketches incorporated in the lines of body text. Use of a new screen-print process enabled the engraver to shade with one operation the entire advertisement as a zinc etching.

## Pepped Up Program Ready for Iowa Meet

DES MOINES, Ia., Nov. 23.—Suggestions made by those who have attended conventions of the Fair Managers' Association of Iowa in past years will be incorporated in the program of this year's meeting on December 10 in the Hotel Savery here, reported President W. J. Campbell, Jessup, and Secretary-Treasurer E. W. (Deak) Williams, Manchester. State Agricultural Association will convene on December 11.

New to the program will be a meeting and banquet starting at 6 p.m. on opening night to which attractionists will be guests of the association. It is believed the meeting will offer attractionists an opportunity to become better acquainted with fair men and to iron out any differences. Each guest will be introduced and invited to offer criticisms or suggestions for betterment of Iowa fairs.

Decision to make only one charge of \$5 to all for advertising cards and banners, with no refund to those furnishing program talent, is another change. Proceeds will be used to assist the association in continuing its legislative work affecting outdoor show business.

Banquet and entertainment program will be held on Tuesday. Names of agencies furnishing talent will be announced during the show.

## Robertson Named Treasurer Of Me. Assn.; Meeting Set

LEWISTON, Me., Nov. 23.—In a vote taken by mail recently W. L. Robertson, Gardiner, was appointed treasurer of the Maine Association of Agricultural Fairs to fill the unexpired term of the late Francis W. Hill, who died after serving 15 years, reported Secretary James S. Butler.

Annual association meeting will be held January 17 and 18 in the Augusta House, Augusta, home city of President George S. Williams, also head of the Windsor Fair there. Legislature will adjourn for the week on Thursday and the banquet will be held Friday in the Maine Room. Meetings will be in the Music Room.

## New Grounds for Ill. Annual

FARMER CITY, Ill., Nov. 23.—Dewitt County Free Fair Association here has voted to return the 1941 annual to a location used years ago north of the city. Ten-year lease has been agreed upon to permit the association to make improvements, and a general meeting will be held in January to perfect plans for development, including revival of a half-mile track within the next year or two and planting of trees. Committees were named to start moving buildings from the present location. Record attendance of 35,000 was reported for the 1940 annual. Officers are W. F. Peterson, president; Bud McConkey, vice-president; E. S. Wightman, secretary, and E. R. Rinehart, treasurer.

## Grandstand Shows

REPORTING from Wausau, Wis., Mr. and Mrs. Walter Clingman, known professionally as Mr. and Mrs. Walter Mills, owners and managers of the Mills Troupe, high-wire act booked by Barnes-Carruthers in 1940, say new equipment is being added for their 1941 tour, to start in early spring. Other members are Warren Overfield, wintering in Leavenworth, Kan., and Louie Johnson, studying auto mechanics in Wausau. Mills, who is a partner in construction business in Wausau with his father-in-law, reports business excellent. He and Mrs. Mills are also operating a bingo game there and drawing large crowds.

ANDY MAYO played Barnes-Carruthers Midwestern fairs the past season with his Daisys, the Horse act, returned to Philadelphia to resume his duties as representative for Theater Authority, regulating benefit shows.

A. E. SELDEN, "The Stratosphere Man," a caller at Cincinnati offices of *The Billboard* on November 22, reported an excellent season of 30 weeks during which he traveled over 15,000 miles, crossing the Continent twice. Among new dates in his 1940 itinerary were those at Golden Gate International Exposition, San Francisco; Minnesota State Fair, St. Paul; Ozark Empire Fair, Springfield, Mo.; Interstate Fair, La Crosse, Wis.; All-Iowa Fair, Cedar Rapids, and Houston (Tex.) Fall Fair.

## WIRTH BOOKS TAMPA

(Continued from page 42)  
fair, General Manager P. T. Strieder announced.

A dozen vaudeville, circus, and hippodrome attractions will augment afternoon programs which will include auto racing, thrill shows, and other features, and at night Wirth will present his spectacular revue, *The Salute to Freedom*, which synchronizes with the fair's patriotic theme to be featured this season.

An exploitation program, surpassing efforts of past years to increase grandstand attendance, has been promised by Wirth and State-wide billing by Ringling Bros.-Barnum & Bailey Circus posting crews will be launched in the next few weeks. Southern Alabama and Georgia will also be posted. With many thousands of soldiers at Tampa's new air base, McDill Field, prospects loom particularly bright for a banner fair and expansions are scheduled in practically every department, General Manager Strieder said.

### Given \$100,000 Dressing

TAMPA, Nov. 23.—Completing a \$100,000 improvement program, including a new reinforced concrete exhibit hall, 320 feet long with 16,000 square feet of floor space, management of the 26th annual Florida State Fair and Gasparilla Carnival, first of the 1941 IAFE major fairs, reports excellent prospects. Space reservations exceed those of any previous

# Congratulations

# IAFE

Best Wishes for Continued Success

# MISSISSIPPI STATE FAIR

Member of IAFE Since 1913

JACKSON, MISS. OCT. 6 to 11, 1941

WALTER A. SCOTT  
MAYOR and CHAIRMAN

MABEL L. STIRE  
SECRETARY-MANAGER

A. F. HAWKINS — R. M. TAYLOR  
City Commissioners

## Greetings, IAFE—50th Anniversary Holiday Greetings To All My Friends



THANKS FOR A VERY SUCCESSFUL 1940 SEASON. I PLEDGE MY CO-OPERATION FOR 1941. SEE YOU AT THE CONVENTION AT THE SHERMAN HOTEL, ROOM 604-605.

**SOCO THEATRICAL MART**

162 N. STATE STREET

CHICAGO, ILL.

## DISPLAY FIREWORKS

FOR FAIRS AND CELEBRATIONS OF ALL KINDS

Shipped Anywhere From Our Factory to You

WE SPECIALIZE IN MECHANICAL FEATURES THAT ARE NEW AND DIFFERENT TO SUIT YOUR SPECIFICATIONS. Write—Phone—Wire

**EAGLE FIREWORKS MFG. & DISPLAY CO.**

2415 MACKLIND AVENUE,

ST. LOUIS, MO.

"Aerial and Ground Displays That Satisfy"

## LIMITED NUMBER

Of Shows, Rides, Etc., Will Be Booked Now For

**GRAND RAPIDS, MICHIGAN, FAIR**

In September on Commission.

ERNEST B. BLETT  
23 Sunnyside, S. E., Grand Rapids, Mich.

year, with a sellout expected well in advance of opening, said General Manager P. T. Strieder. County exhibits will again be featured, with a livestock show, Future Farmers of America activities, the big flower exposition and poultry exhibition to be outstanding.

Every frame building on the 50-acre tract in the heart of Tampa has been replaced by reinforced concrete halls that provide 272,850 square feet of space. Other improvements include installation of 2,000 feet of underground sprinkling system and addition of over 10,000 floral plants to the thousands of shrubs which are part of the landscaping. Buildings have been faced with cast stone. Full-grown Washingtonian palms that have been added form an attractive avenue between exhibit buildings. Each hall has been painted a different color and a floodlighting system will add to their brilliance. Entrances have been modernized and main gates made attractive with fluorescent lighting and a mammoth electric water fountain.

On Gasparilla Day, which draws thousands of tourists to Tampa, the big parade, miles long, will pass in review in front of the grandstand. No changes

**LOOK**

IN THE WHOLESALE  
MERCHANDISE SECTION

for the  
LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES

In operating staff are contemplated. Carl D. Brorein, civic leader, is president; P. T. Strieder, general manager; Beatrix James, office manager; Jim Malone, assistant to Mr. Strieder and director of publicity, and Lovett Blitch, grounds superintendent. Biggest advertising and publicity campaign in the fair's history is being launched with nationwide distribution of 100,000 pictorial booklets and a similar number of tablids.



EXAMPLE of an efficient advance ticket sale promotion: Downtown headquarters of New Jersey State Fair, Trenton, established three weeks prior to the event in the heart of the city. It was used during the pre-fair period for the sale of cut-rate tickets and dissemination of information. During fair week it functioned as a principal point for selling reserved grandstand seat grosses. The advance was handled by George J. Diefenbach.

## "Greatest" Tag For 1940 Ionia

IONIA, Mich., Nov. 23.—President Howard C. Lawrence told those attending the annual meeting of Ionia Free Fair Association on November 13 that the 1940 annual was greatest in history from the standpoint of attendance and receipts, the latter totaling \$69,068.22.

Premiums totaling \$9,711.72, of which \$4,621.80 was furnished by the State, were distributed to 1,649 exhibitors, and increased interest by 4-H Clubs and FFA organizations was reported. President Lawrence said much of this year's attendance boost was due to high-caliber entertainment. Grandstand attractions represented expenditure of \$19,579.15. Harness race purses were boosted to \$5,786.65, with an additional \$600 contributed thru premiums for race events limited to Michigan colts.

Maintenance in 1940 necessitated outlay of \$12,625.44, but President Lawrence said that the association's vigilance in maintaining property brought from \$12,000 to \$15,000 in community benefits. Plans are always available for public use and much of the area is maintained as a free park. Automobile building in winter becomes a municipal skating rink. Another item of expense was purchase of 20-acre and eight-acre tracts for parking lots. The latter plot is being filled and will be completed for the 1941 annual. Other expenses were: Policing, \$521.50; ticket takers, \$852.15; insurance, \$3,325.25; electricity, \$1,016.56; miscellaneous, \$2,540.30, and advertising, \$4,980.22. From receipts were deducted \$5,355.63 for replacements and depreciation, and \$289.75 was added to the working balance, making \$12,419.38 available for 1941.

President and Mrs. Lawrence, Secretary Rose Sarlo, and her sister, Mary, plan to attend the annual convention of the International Association of Fairs and Expositions in Chicago on December 2-4. They also expect to be present at the annual meeting of the Michigan Association of Fairs at Detroit in January.

## Boyle Woolfolk Leaves Sun To Enter Fair Booking Field

CHICAGO, Nov. 23.—Boyle Woolfolk has dissolved his partnership with the Chicago office of the Gus Sun Agency, with which he has been affiliated for several years.

Woolfolk is entering the fair-booking field, and will be working with his former client, who has been with the Sun Chicago office for several years. The Butterfield theaters in Michigan will continue to be booked by Woolfolk, as in the past.

## Mass. To Hear Good Reports

BOSTON, Nov. 23.—A. W. Lombard, secretary of Massachusetts Agricultural Fairs' Association, said the annual meeting here in the Hotel Bradford on January 12-14 will bring more fair managers and others interested in fairs than any meeting in many years. Maine and Vermont fair managers will attend. Stageshows and other grandstand presentations will come in for considerable discussion, as will a proposal to ask for more pari-mutuel dates for some fairs. Massachusetts fairs will be going on and according to his reports to the secretary, they had a better season in 1940 than for many years.

## Fair Elections

GREEN BAY, Wis.—Brown County Agricultural and Fair Association re-elected Frank Zimnicki, president; Ralph Soquet, vice-president; P. H. Bogda, treasurer; William S. Klaus, secretary. Renamed for three year terms on the board were Klaus, J. A. Whalen, and Henry Wishart.

LISBON, O.—Columbiana County Agricultural Society elected Walter E. Stratton, president; L. R. Coops, vice-president, and re-elected J. H. Sinclair, secretary, and C. Bean, treasurer.

CHIPPEWA FALLS, Wis.—Northern Wisconsin District Fair elected L. J. Vaudreuil, president; H. A. White, vice-president; C. E. Stiles, treasurer; A. L. Putnam, secretary-manager.

DECORAH, Ia.—William Sevaton, who resigned as secretary of Winneshiek

JOHN H. LOGAN, in his second year as manager of Pinellas County Fair, Largo, Fla., predicts the 24th annual will break records for exhibits and entertainment. He has been county agricultural agent three years and held a similar post seven years in Manatee County. A native of the State, he is a graduate of the University of Florida.

County Fair, has been succeeded by Leon Brown, Decorah, Sevaton moving to Waukon, Ia.

TRUMANN, Ark.—E. B. Glasgow was elected president of Polkett County Fair Association; W. R. Melton, vice-president; Fred Ellison, secretary-treasurer.

DAUPHIN, Man.—Dauphin Agricultural Society re-elected W. D. Strang, president; J. E. Ramsden, vice-president, and Mrs. O. McGuirk was named secretary to replace her husband, Major McGuirk, now in the army.

BRANDON, Man.—W. A. Cameron was elected president of the Provincial Exhibition of Manitoba here, and W. Davison and A. G. Buckingham, vice-presidents. President Cameron has had 24 consecutive years of service on the board.

RUSSELL, Man.—James Rea was re-elected president of Russell Agricultural Society for the 11th term. Vice-presidents are John Peddie and M. S. Coulter. Secretary-Treasurer is H. R. Barry.

## IAFE 50—STILL GROWING

(Continued from page 3)

among smaller fairs, and to add smaller boards in legislative matters. About 15 representatives were in on the initial session last year and a much larger roster will be reported when all returns are in after the 1940 session. Charles W. Green, Missouri State Fair, Sedalia, is chairman; E. W. Williams, secretary of Iowa Fair Managers' Association, Manchester, vice-chairman, and Mrs. Don A. Detrick, executive secretary of Ohio Fair Managers' Association, Bellefontaine, secretary.

### Exhibit of Advertising

A new group meeting will be an advertisement clinic, open only to fair secretaries and publicity directors. Their deliberations will be reported back to the main IAFE body at the December 4 session. Henry Lund, Minnesota State Fair, will be clinic chairman; Paul Jones, State Fair of Texas, Dallas, vice-chairman, and L. R. Fairall, Iowa State Fair, Des Moines, secretary.

Following a meeting of IAFE directors on Sunday, December 1, at 11 a. m., there will be an exhibit at 4 p. m. of printed matter and advertising material. Judges will be taken from the ranks of advertising managers of nationally known Chicago business concerns.

Again the recently inaugurated reception and buffet supper will be held, this time with the Golden Jubilee touch. This get-together for introduction of new members and social exchange will be at 6 p. m. on December 2 with President and General Manager Samuel S. Lewis, York Pa. Interstate Fair chairman, and Manager Harry C. Templeton, Indiana State Fair, vice-chairman. A special feature will be motion pictures in color of Los Angeles County Fair, Pomona, Calif., and State Fair of Texas, Dallas.

Awated with considerable interest at the December 2 IAFE session will be a

report by a special bylaws committee, headed by Ralph E. Ammon, manager of Wisconsin State Fair, who suggested some changes in the bylaws in his address as retiring president two years ago.

### Activities in Hotel Sherman

In addition to all the biggies in the fair world, these past presidents are expected to be in attendance: Charles A. Nash, Eastern States Exposition, Springfield, Mass.; William R. Hirsch, State Fair of Louisiana, Shreveport; Percy W. Abbott, Edmonton (Alta.) Exhibition; A. R. Corey, Iowa State Fair, Des Moines; Elwood A. Hughes, Canadian National Exhibition, Toronto; Raymond A. Lee, Minnesota State Fair, St. Paul; Maurice W. Jencks, Kansas Free Fair, Topeka; Ralph E. Ammon, Wisconsin State Fair, Milwaukee; and Sid W. Johns, Saskatoon (Sack) Exhibition, Lewis E. Herring Jr., South Texas State Fair, as president of the IAFE, will preside at the business sessions. Charles W. Green, Missouri State Fair, Sedalia, is vice-president and next in line for the presidency.

"Under the same tent," the Hotel Sherman, in conjunction with the IAFE will be:

The seventh annual meeting of the American Carnivals Association, Inc., starting on December 2 at 11 p. m., Chicago time.

Exhibition of amusement equipment, sponsored by the Showmen's Exhibit Association, a non-profit organization, in the exhibition hall, on the mezzanine floor, and in the lobby.

Annual meeting of International Motor Contest Association on December 2 at 2 p. m.

Annual meeting of Middle West Fair Circuit on December 2 at 4 p. m.

Meeting of American Trotting Association.

From its clubrooms in the Hotel Sherman the Showmen's League of America has scheduled:

President's Annual Party, Saturday, November 30.

Annual memorial services of SLA at 1 p. m. on Sunday, December 1, Ball Tabarin, Hotel Sherman.

Annual election of officers of SLA, 1 to 6 p. m. on December 2 in clubrooms.

Annual SLA banquet and ball Wednesday, December 4, Grand Ballroom, Hotel Sherman, at which a dinner will predominate in honor of the IAFE.

Installation of officers of SLA on Thursday, December 5.

Ladies' Auxiliary of the Showmen's League will hold open house all week.

### Park Men in Hotel La Salle

In the Hotel La Salle, December 2-6, will be held the 22d annual convention and trade show of the National Association of Amusement Parks, Pools, and Beaches in conjunction with the American National Equipment Association. NAAPPB Executive Secretary A. R. Hodge reports a sellout of space for the annual exhibit of equipment and supplies, which will occupy the entire 19th floor of the La Salle. Registration will be free to all fair and carnival people on the four days of the exhibit, December 3-6.

The 16th annual meeting and second annual dinner of the AREA will be held in the East Room of the La Salle on December 2 at 7:30 p. m.

Program and executive sessions of the NAAPPB will be held in the Illinois Room, mezzanine floor of the La Salle, on December 3-6.

Beach and pool round-table discussions will be held on December 4-6.

Annual meeting of trustees of the American Museum of Public Recreation will be held on the afternoon of December 4.

Annual banquet of NAAPPB will be held in the La Salle on the night of December 6.

Dates of the International Livestock Exposition in Chicago are November 30-December 7.

At The Billboard's booth on the mezzanine floor of the Hotel Sherman visitors will find a complete list of the better shows and spots.

## INFLEX HEAVY

(Continued from page 3)

Sheesley, A. L. (Dinty) Moore, Saturday, November 30, T. M. Allen, Max Cohen, A. R. Corey, H. A. Denthal, William (Billy) Exton, Mr. and Mrs. Charles F. Goss, Max Gruberg, Mr. and Mrs. Ralph T. Hemphill, Mr. and Mrs. Maurice W. Jencks, Mr. Johnny J. Jones, Mr. and Mrs. Abner K. King, G. E. (Jerry) Kohn, Mr. and Mrs. Dee Legg, Jimmie Lynch, Levi P. Moore, Jimmy Morrissey, J. P. Mullen, Tom E. Murray, Mr. and Mrs. Harold Paddock, E. Lawrence Phillips, Clem Schmitz, Gus Schroeder, Mr. and Mrs. P. T. Strieder, Lee A. Sullivan, J. C. (Tommy) Thomas, Louis and Ned Tort, Capt. Bob Ward, John F. White, Flash



## Fair Meetings

International Association of Fairs and Expositions, December 2-4, Hotel Sherman, Chicago. Frank H. Kingman, secretary, Brockton, Mass.

Middle-West Fair Circuit, December 2, Hotel Sherman, Chicago. Charles W. Green, president, Sedalia, Mo.

Fair Managers' Association of Iowa, December 9-11, Savery Hotel, Des Moines. E. W. Williams, secretary, Manchester.

Western Fairs Association, December 11-14, Palace Hotel, San Francisco. Tevis Paine, secretary, Sacramento, Calif.

Iowa State Fair Board, December 11 and 12, Savery Hotel, Des Moines. A. R. Corey, secretary, Des Moines.

Oregon Fairs Association, January (dates to be set), Imperial Hotel, Portland. Mabel H. Chadwick, secretary, Eugene.

Rocky Mountain Association of Fairs, January (dates to be set), Rainbow Hotel, Great Falls, Mont. Jack M. Suckstroff, secretary, Sidney, Mont.

Indiana Association of County and District Fairs, January 6-8, Hotel Lincoln, Indianapolis. William H. Clark, secretary, Franklin.

Kentucky Fair Association, January 7 and 8, Hotel Jayhawk, Topeka. R. M. Sawhill, secretary, Glasgow.

Wisconsin Association of Fairs, January 8-10, Hotel Schroeder, Milwaukee. J. F. Malone, secretary, Beaver Dam.

Ohio Fair Managers' Association, January 15 and 16, Desher-Wallick Hotel, Columbus. Mrs. Don A. Detrick, secretary, Bellefontaine.

Minnesota Federation of County Fairs, January 15-17, Lowry Hotel, St. Paul. Lewis Scofield, secretary, Zumbrota.

Maine Association of Agricultural Fairs, January 17 and 18, August House, Augusta. J. S. Butler, secretary, Lewiston.

Western Canada Fairs Association, January 20-22, Fort Garry Hotel, Winnipeg. Keith Stewart, secretary, Fort St. James, B. C.

Western Canada Association of Exhibitions, January 20-22, Fort Garry Hotel, Winnipeg. Sid W. Johns, secretary, Saskatoon, Sask.

Massachusetts Agricultural Fairs Association, January 21 and 22, Hotel Bradford, Boston. A. W. Lombard, secretary, 130 State House, Boston.

Michigan Association of Fairs, January 21-23, Fort Shelby Hotel, Detroit. H. B. Kelley, secretary, Hillsdale.

Virginia Association of Fairs, January 27 and 28, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Nebraska Association of Fair Managers, January 27-29, Lincoln Hotel, Lincoln. Chet G. Marshall, secretary, Arlington.

Pennsylvania State Association of County Fairs, January 30 and 31, Penn State Hotel, Harrisburg. E. Charles W. Swoyer, secretary, Reading.

Texas Association of Fairs, January 30-February 1, Hotel Adolphus, Dallas. Pete H. Smith, secretary, Plainview.

New York State Association of County Agricultural Societies, February 18, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine Avenue, Albany.

SECRETARIES of associations should send in their dates, as inquiries are being made.

Williams, Sunday, December 1. Tom Archer, M. H. Barnes, Sidney Belmont, Edgar I. Schooley, Elmer I. Brown, T. Gordon Dalglish, Dave Eddy, Mrs. Emma Pink, Mr. and Mrs. H. L. Filton, J. S. Fleming, E. E. Mitchell, H. S. Gearty, F. E. Gooding, Max C. Goodman, Charles W. Green, Mr. and Mrs. G. S. George, W. Hamid, Ralph A. Hankinson, C. B. Hansen, W. L. Hartzler, W. R. Hirsch, Carl E. Hoffman, Mrs. Mae Howe, H. G. English, Mr. and Mrs. E. E. Irwin, S. T. Jessop, George W. Johnson, Art Lewis, Phil Little, George H. Lux, S. E. Mitchell, H. S. Gearty, F. E. Gooding, Max C. Goodman, J. F. Murphy, Dorothy Packman, Henry L. Rapp, Charles W. Ross, Mrs. H. W. Sellner, F. E. Sheldon, J. A. Sloan, Jack Story, C. W. Taylor, C. A. Tinscher, Mr. and Mrs. Phil C. Travis, Frank R. Winkley.

Additional reservations are coming in daily, and there are numerous reservations for December 2, 3, and 4.

# Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

RESPECTIVE dance classes for beginners and advanced skaters on Monday and Wednesday nights at Bay Ridge Roller Rink, Brooklyn, N. Y., have been well received, total membership being 658, reported Manager Art Launay. Sunday figure-skating class from noon until 2 p. m., under direction of Terry Pulvermiller and Jerry Griffin, has enrollment of 60. Josephine Kosis has been added as an instructor. Gloria Thompson and "Irish" Petrosini, Bay Ridge skaters, placed fourth in a Straight Skate contest at Paterson (N. J.) Roller Rink on November 7, first of a series known as Inter-Rink Medal Dance Championship, sanctioned by the Roller Skating Rink Operators' Association of the United States. Entry from Hillside (L. I.) Roller Rink took first place. Contest in the Circle Waltz, Class A, was slated for the latter rink on November 12.

AT THE 53d annual convention of the Amateur Skating Association of Canada in Montreal on November 16 Charnpin Provencher was for the 11th consecutive year re-elected honorary secretary and treasurer, and William E. Roughton, Montreal Amateur Athletic Association, was re-elected president. The Earl of Athlone, governor-general of Canada, has agreed to be patron of the association.

**HYDE PRESENTS THE**  
*Betty Lyle*  
**ROLLER RINK SHOES**



LET Betty Lyle go to work for you. Capitalize on the nationwide popularity of the queen of the rollers by carrying the shoes bearing her name exclusively. Thousands of roller enthusiasts are asking for them. 19 Other Styles in Stock.

**HYDE ATHLETIC SHOE CO.**  
Division A. R. Hyde & Sons Co.  
CAMBRIDGE, MASS.

Write for Catalog

Sanctions were approved for the holding of the 1941 North American speed and figure-skating championships besides the Canadian figure-skating championships. Permission was given to sponsors of the Middle Atlantic skating championships and the Joseph Donohue Memorial race at Newburgh, N. Y., on New Year's Day to invite Canadian skaters to take part.

ELBERT ALDRICH's new Farr-Alpaca Auditorium Roller Rink, Holyoke, Mass., opened on November 15. It has a new maple floor and Chicago skates. Nightly sessions and Saturday and Sunday matinees have been scheduled. Big newspaper advertising campaign preceded the opening.

J. PAUL SCHOOLEY, whose portable roller rinks recently closed successful tours of Missouri, Kansas, Oklahoma, and Arkansas, will operate only two during the winter, reported Virgil Miller, manager of one at Winfield, Kan. Chet Ewing is managing the other at Cherryvale, Kan. Both are doing good business. A number of parties are booked for the Winfield rink.

ELIMINATIONS in a 14-Step contest began on November 20 at H. D. Buhlman's Lexington Roller Rink, Pittsburg. They will be held three times weekly and close on December 4, when medals will be awarded winners.

FRED FERRELL has joined Al O. Johnston's 12th Street Market Rink, Erie, Pa., as director of figure and dance classes.

JESSE AND MALCOM CAREY, operators of Carman and Circus Gardens rinks, Philadelphia, are sponsoring a recorded show on WIP, Philadelphia, heard daily for a quarter hour. Program is titled *Hiya Skate, Let's Date and the Skaters Waltz* is used as musical theme.

STARTED November 20 and continuing until the end of the year, Rollarena, Gloucester, N. J., inaugurated a series of Wednesday night waltz contests with weekly prizes and a grand trophy for winning couples.

HARRIS SANTI, Hamilton Anderson, and Lyle Ballentine, enthusiastic followers of roller skating for years, announced recent organization of Ak-Sar-Ben Skate Equipment Company, Omaha, Neb., to supply rinks and skaters with complete lines of wheels and accessories. General Manager Santi, in reporting ex-

cellent reception of the firm's products, said they represent the highest standards in quality and workmanship and embody new features which are in keeping with consistent advancement being made in the roller-skating field. Lee Konecky, former Midwestern sports commentator, is in charge of advertising and sales.

FRED A. MARTIN, secretary-treasurer of the Roller Skating Rink Operators' Association of the United States and general manager of Arena Gardens Roller

Rink, Detroit; his son and daughter, Robert and Marjorie; the Detroit Figure Skating Club, and the RSROA were the subjects of H. G. Salsinger's column, The Empire, on the sports page of the November 12 edition of *The Detroit News*. Terminating Secretary Martin the father of roller figure and skate-dancing, Salsinger outlined the work he did in organizing the RSROA and in moving the business out of the classification of haphazard enterprises to the high plane on which it now rests. The article also dealt with the advancement figure and skate-dancing has made in recent years, beginning with organization of the Arena Gardens Skating Club, and following in the order of inception of the Detroit Figure Skating Club and the RSROA and (See RINKS on page 49)

**"Happy Days Are Here"**  
They are always Happy when they Roller Skate on  
**"CHICAGO"**  
TRADE MARK REG. U.S. PAT. OFF.  
The World's Greatest  
Now Better Than Ever the most complete line Rink, Racing and Private Dance "Rocker-Action" Skates.




**The Choice of Champions**  
Men's and Ladies' White Shoes

Wide Range of Styles and Prices  
Quality Gives Best Service  
Ask your Rink Mgr. for New Catalog and Prices.  
Beautiful 1941 Calendars in stock—Order Yours Now  
**CHICAGO ROLLER SKATE CO.**  
Winner of Records for 40 years  
4427 W. Lake St., Chicago, Ill.  
MEET US AT BOOTH NO. 30 AMUSEMENT PARKS CONVENTION HOTEL LA SALLE

**QUALITY**



**The First Best Skate**

**RICHARDSON BALL BEARING SKATE CO.**  
Established 1884.  
3312-3318 Ravenswood Ave., Chicago, Ill.  
The Best Skate Today

**Rink Operators**  
**Our New Special!**

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**SKATING RINK TENTS**  
SHOW AND CONCESSION  
NEW & USED TENTS  
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**ROLLER RINK MANAGER**  
or Floor Manager wants responsible position. At present managing American Legion Skating Rink at Orlando, Florida. Very capable skater. Have done own skating act for 15 years. Will consider partnership in rink business. Age 38. Write or wire SKATER, 218 E. Jackson St., Orlando, Fla.

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Creme Paper Hats with imprint of couple skating and names and address of your rink or club—8 assorted styles and colors.  
500 Lots, 32 Each, 1000 Lots, 2 1/2¢ Each. Sold 700 or 1000 lots only. Full amount must accompany order.  
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RS-231 Down by the O-Hio Ferry Boat Serenade	RS-236 Blaze of Glory
RS-232 Crosstown I Can't Get Indiana Off My Mind	RS-237 Trade Winds We Three
RS-233 Rumbogie	RS-238 Now I Lay Me Down To Dream
RS-234 Our Love Affair	RS-239 There I Go Only Forever
RS-235 That's for Me	RS-240 This Same Old Story
★ When the Lights Are Low	★ It Happened in Monterey
★ Pal of My Cradle Days	★ Two or More Records, \$1.00 Each. Five Records, \$4.50.
★ Waltzes	★ Marches
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White Buck or White Calf Our Best Grade. Extra High Cut. White Buckle Lining. Long Arch Support. Counter While Wool Tongue Lining. Combination Eye-Let and Hooks. Laces.

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# Speed Skating--What of Its Future?

By CAP SEFFERINO

Chairman, Speed Committee, Roller Skating Rink Operators' Association of the United States

WHEN Victor J. Brown, then president of the Roller Skating Rink Operators' Association of the United States, appointed me chairman of the speed committee, he did so with this admonition: "In making this assignment, I give you a task with no remuneration, a tremendous amount of work, and a great many headaches." I shall be grateful to him for the rest of my days, for, having lived the life of a speed skater and being so sure of its potentiality, he gave me an opportunity to play a small role in recapturing the lure of a most important phase of rink operation. I am sure of myself if for only one thing and that is (borrowing a phrase from Perry B. Rawson), I have box office on my side, for speed skating is definitely box office. I am confident that I can prove this statement and anything that is box office cannot help being attractive to any roller rink operator.

A good many years ago my brother Bill was searching around for something to bolster our Sunday matinee business. The regular session was attended by some 50-odd youngsters who seemed to prefer roller skating to any other activity and, while they were a little unruly, their patronage at that time was most desirable. With this latter fact in mind, he felt that he must not only keep this little group interested but attract others. In discussing this problem, he pointed out that races at one time had been a marvelous attraction in Cincinnati and he saw no reason why, if properly controlled, racing could not be resurrected.

He began with a few short races for both girls and boys, offering a small box of candy as a prize. It was just what the doctor ordered because this same session today has an average attendance of over 1,000 persons, and out

of these sessions have been born such nationally known figures as Nancy Flick, Vivien Bell, Allan Runk, and George Moore. Today our Sunday afternoon program requires a full three-quarters of an hour and consists of short races for everyone, from the age of eight years up to adults. To further emphasize that racing is box office, we now have a weekly workout period every Wednesday evening from 11 until 12:30 a.m. for our patrons who are interested in speed skating only. Our average attendance for this workout period runs around the 100 mark and the revenue derived from these workout periods takes care of a few little expense items quite nicely.

## Answering Principal Objections

I think the three most important reasons for lack of interest in speed skating in many localities are: (1) The undesirability of chalk flying around the rink; (2) the fear that racing will tend to make the general patronage too speed minded, and, last, the operator who feels that so long as his business is all right there is no need for either dancing, figure, or speed skating in his rink. The first two reasons should prove no more of a problem to other rinks than the Cincinnati Roller-drome.

First, we do not make it a practice to pour can after can of powder on the floor. This is not necessary. We chalk the corners only and use just enough to insure safety from slipping. We hold our race periods either as the very last thing on the program or immediately after our regular session is concluded. The surface of the rink is thoroughly cleaned twice a day, regardless of whether we have races or not, so the nuisance presented by a chalk-filled air is absent and thus presents no difficulty whatsoever. As to the fear that a program of races will have a bad effect on the general patronage, nothing could be more far-fetched for every properly operated rink has a staff of competent floor men to restrict fast skating, and if there were not such a competent staff in attendance at all times any rink would have rowdiness, and fast skating would prevail even though there were no races held in that rink. Then again, an occasional speed event is a good outlet for the pent-up emotions of most patrons of any skating rink, for somewhere

within all of us there is that urge to get up and go.

The third reason—the fellow who is content to sit back and watch his patrons go around and around, even though he may be breaking records in attendance—presents the greatest problem to the continued advancement of skating in general. Whenever anyone tells me that his business is fine and that he has no need for races or, for that matter, dancing or figure skating (and this has happened to me many times), I feel like fairly shouting, "Mr. —, you are going to be one of the very first to yelp about the craze being over." I sincerely believe, however, that in the RSROA we have the answer to this last and most perplexing problem, for the members of this association do not entertain the old-fashioned idea that in order to be successful one must keep the secret of his personal success to himself. As a harmonious body, we are striving to do away with the thought that any such thing as a "craze" ever existed.

Today a fellow operator is genuinely welcomed into any association rink, where business and methods of operation are freely discussed. Thus these methods the popularity of dancing on skates and figure skating have fairly swept the country, and thru this same medium we hope to recapture the public fancy for speed skating. We have conclusive proof that speed skating can be successfully exploited, and if a few of the operators are making it pay dividends, there is no reason in the world why it should not prove beneficial to every rink in the country. I think I can place the Roller-drome in the category of America's better rinks, and Bill Sefferino certainly has found speed skating most profitable, as has Fred A. Martin, whom we may quite appropriately term the "patron saint" of roller skating. While Mr. Martin is best known as a dance and figure skating enthusiast, he provided more national speed champions in the last national meet held in Cleveland than any other rink operator.

It is undeniable that speed skating is box office, for if an operator of Mr. Martin's ability and reputation has the time and place for racing in his method of operation, then there must be a place for speed skating on the program of

every roller rink in the nation. Furthermore, I readily invite anyone to discuss the possibilities of speed skating with Mr. Brown, who has very kindly given me permission to extend such an invitation. Mr. Brown's success in rink operation covers a long period of years and he has just recently added another professional speed skater to his staff so as to bolster his racing program.

## Back on Solid Foundation

The question often arises: If it is true that speed skating was once such a huge attraction, what has happened to it? The answer is simple indeed. It was an uncontrolled sport, with an open season on fighting and fouling and fixed races that became so nauseating that the public was bound to become aware that it was being hoodwinked, and it lost interest completely. These conditions have been eliminated today and as a result a healthy new infant has been born, with a strong parent—the RSROA, the president of which has made an earnest effort to appoint the most competent men available to oversee the various divisions within the organization. I am sure that he has given the speed committee a group of men who are not only thoroughly familiar with the history of speed skating but are capable of putting it back on a solid foundation and one which will endure. In Messrs. Klsh, Eglington, Hays, Martin, Bergin, Albrecht, and Hodas, I am sure we have a body that I can rely upon for counsel and encouragement in order to make myself worthy of the assignment given me. The field today is not confined to the professional, as was formerly the rule; in fact, we have given little or no effort to the professional as yet. However, when the time arrives and the board of control sees fit to assign our committee to govern the professional element, we will devote just as much effort to that group as we are now doing for the amateur.

Today we have an honest national championship with divisions for every boy and girl, beginning with the little tot up to the age of 10 years, who were, until the advent of the RSROA, positively unthought of. Under the plan of this organization, a youngster may graduate from one division to another and, if capable, can hold title in all divisions, just as is practiced in any other major sport, when a championship has been won he will not have to

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A ROLLER SKATER FOR 30 YEARS and many years a speedster, Cap Sefferino is associated with his brother, William, in operation of the Sefferino Roller-drome, Cincinnati. He is shown here (center) with George Moore, Cincinnati, national senior men's champion speed skater, and Verna Picton, Detroit, national senior women's speed champion. Cap Sefferino competed in speed events with all the former champions.

## Insist Upon GENUINE GOODYEAR WELT CONSTRUCTED ROLLER SKATING SHOES

NOT Goodyear Stitched. Also insist upon the manufacturer stamping the shoes Genuine Goodyear Welts.

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Used Skating Rink, in good condition; complete, or floor and skates only. Check for cash. Write, describing fully, CLARENCE VIEP, Box 148, Baton Rouge, La.

worry over every Tom, Dick, and Harry laying claim to his title.

And what does this mean to an operator? Just this: It means classes in his establishment—a new field for the skater who does not have ability nor interest in dancing or figures, giving the operator an opportunity to interest the non-competitive skaters in becoming official judges for tests. This is box office.

A point in favor of a promising future for the speed skater is the systematic manner in which the classes are conducted. Gone forever is the old method of merely turning speed skaters loose on the floor to skate until they become exhausted. Today the class supervisor will first group skaters into their proper divisions; that is, juvenile, junior, and senior, and each group must skate a fairly long, slow conditioning pace with the leader dropping to the rear after setting two or three laps of the pace. Some professionals have found it a good idea to skate the senior women along with the junior boys' group and, as they improve, allow them to skate along with the senior men. After each group has had its turn at pacing, a series of short races is held for each division and, as the time draws near for an important speed meet, these races are made to conform to the distances to be skated in the meet. While one group is skating, the others are schooled in the fundamentals of speed skating, such as how to conserve their speed, how to make a good corner, how to pass, the correct way to start, and each and every way in which a foul can be committed. The futility of committing a foul is stressed and, above all, skaters are personally told that the rink they represent expects them at all times to conduct themselves as true amateur sportsmen.

**Notables Comment Favorably**

At intervals during the season members of the school are given the opportunity to take tests up to the silver-medal class. These tests not only create a tremendous amount of interest for the competitive skater but open up a field for the non-competitive skater who may pass an examination set up for officials. And while the purpose of these tests is primarily to set up a medium for entering national competition, and any skater who has the ability to make a silver medal is automatically qualified to compete in the national amateur championships, they also serve to bring the management and the patron into a closer relationship and establish a deep feeling of respect and affection for his or her home rink on the part of the skater.

In a short time a new book of competitive rules governing speed skating will be available to all rink owners. It not only covers the official rules for speed skating but contains a great deal of information on the promoting of schools, race meets, a chart of an official track layout, and a description of various kinds of races that have proved attractive. In fact, there is a wealth of material which undoubtedly will prove valuable to anyone with an inclination to give racing a trial. Another innovation in connection with the promotion of speed skating is the interchange of speed skaters between RSROA rinks. William Sefferino, of the Roller-drome, has expressed his willingness to loan to other RSROA rinks, for exhibition purposes, any of the Roller-drome's well-known speed skaters, including George Moore, national speed champion, such arrangements, of course, to be on the basis of expenses, the amount of which must conform to the rules governing amateur skaters.

As an indication of the progress we are making in speed skating and how promising its future is, I have in mind the encouraging comments made upon the occasion of the last national championships by such persons as Joseph K. Savage, nationally known ice skating authority; Ted Young, president of the Amateur Skating Union, and Perry B. Rawson, of the RSROA. Under all of these favorable conditions, I am positive that

there is a brilliant future for speed skating, and I am sure that the next few years will bear me out on this point.

**RINKS**

(Continued from page 47)

the 1938 tour of Joan and Jimmy Lidstone and Billy Watson, British amateur skaters. It was illustrated with a picture of Secretary Martin, Robert Martin, Melva Block and Hugo Laine, Detroit skaters, and a diagram of the Mohawk Oval.

OPERATING since October 10, Campus Roller Palace, Akron, O., has been converting many to the sport, reported Manager Peter J. Shea. Recent party staged at the rink by society people was covered by photographers from a local newspaper, the rink getting much publicity on the event in the paper's Sunday edition.

MEMBERS of Arrow Roller Club, Scranton (Pa.) Rollerade, recently purchased new uniforms and had a group picture taken for publication in the rotogravure section of *The Sunday Scrantonian*.

SPECIAL attractions on November 22 after the regular session at Fred H. Freeman Winter Garden Roller Rink, Boston, were 16mm talking pictures, furnished by a cigarette company. Over 100 new members were admitted to the Monday night novice dance class on November 11.

RECORD crowd of 1,800 attended a Halloween party at Mineola (L. I.) Roller Rink on October 31, when General Manager Earl Van Horn distributed six watches valued at \$250 to winners of a costume contest. Door prizes of 15 turkeys were awarded on November 18, turkey night.

**CIRCUS SAINTS-SINNERS**

(Continued from page 35)

November . . . congratulations to Prexy Hoffman for the clever pictorialized notice for the November 27 luncheon, when Irving Berlin will be the Fall Guy as there are already 820 reservations for this luncheon, the Hotel Astor is going to tighten up to keep out curiosity-seekers. All members will have to show their luncheon tickets before being admitted . . . we have just scanned a copy of *Signal*, an illustrated monthly paper published in Germany for months of September. This great combination played Brooklyn, my city editor, knowing I was a fan, assigned me to the show for the Brooklyn week. The first thing I did was to sit down with Lewis Sells for a conversation, all the staff waiting to see me come out on my ear. But nothing happened. Mr. Sells and I got on fine together and before the show left town he invited me to visit him on the road. Well, I didn't know him quite so well then as I did later, and I didn't go. The first thing he said to me the next year was, 'Why didn't you come out to see me?' That was a good tip. The result was that for several seasons I spent all the time I could get with him. He always had a stateroom for me on his car and he worked me to death almost. But I had many visits varying from a week-end to two weeks with him in the East, Middle West, and the South. The Forepaugh-Sells Bros. was a real show and my acquaintanceships with Forepaugh-Sells Bros. people broadened until I knew many a trouper all over the country. Thanks, Dick! Whatever became of my other prolific correspondent, Baraboo Bill Kasiska?

Nice letter from Dick Ellsworth in which he writes, among other things: "Around 1900 I was a reporter for *The Brooklyn Eagle*. Those were the days of the Forepaugh-Sells Bros.' Circus. Whenever this great combination played Brooklyn, my city editor, knowing I was a fan, assigned me to the show for the Brooklyn week. The first thing I did was to sit down with Lewis Sells for a conversation, all the staff waiting to see me come out on my ear. But nothing happened. Mr. Sells and I got on fine together and before the show left town he invited me to visit him on the road. Well, I didn't know him quite so well then as I did later, and I didn't go. The first thing he said to me the next year was, 'Why didn't you come out to see me?' That was a good tip. The result was that for several seasons I spent all the time I could get with him. He always had a stateroom for me on his car and he worked me to death almost. But I had many visits varying from a week-end to two weeks with him in the East, Middle West, and the South. The Forepaugh-Sells Bros. was a real show and my acquaintanceships with Forepaugh-Sells Bros. people broadened until I knew many a trouper all over the country. Thanks, Dick! Whatever became of my other prolific correspondent, Baraboo Bill Kasiska?"

Jim Schonblom, press agent for the Lillian Letzel Tent, Bradford, Pa., writes about some of the members of that Tent as follows: "The fellows down here were sorry they couldn't get to the convention. Sixty Watson thinks that New York is just one big night club. That's all he saw on his last trip. Dick Camm is getting settled in his new home, Melgs Beam and Mayor Coit are recovering

from the affects of the Steamburg Lodge initiation the other night. Tim Eyssen insists he has nothing to do with his wife's stories in *The Post*. Juny Lowe is being besieged by foreign performers who wish to work for the Mighty Watson. Shows next season. Fred Heckel followed the Eks's street parade. Tom McDowell was the first one called in the draft from the Saints and Sinners. Jim Casey is sprucing up the winter quarters for the coming season."

**CORRAL**

(Continued from page 35)

Polly Insley, Gale Thomas, Ralph Johnson, Mary Cardinal, Dick Arvin, Lyle and Juanita Van Patter, Al Jones, Ray and Anne Doring, Bob Jones, Orval Gilliam, Georgia Sweet, Gordy Smith, Jack Nelson, Scapy Williams, and Billy and Beverly Harnett. Mary Cardinal was injured Monday night in a fall from her horse and several stitches had to be taken in her head at Highland Park General Hospital.

RODEO in the Coliseum on exhibition grounds, Toronto, Ont., November 14-16, staged by Gene Autry, Western screen and radio star, and Col. Jim Eskew, of the JE Ranch Rodeo, with Charles Mavety, of Toronto, as producer, proved highly successful. Mavety represented the moving picture industry's war service committee, sponsors, and the profits were used to augment the Lord Mayor of London's Fund to aid those who suffered in the recent German air raids. Total

receipts were \$92,100. First matinee Thursday was free to 4,000 Canadians in military training on the exhibition grounds. Autry donated his services and went from the Boston Garden Rodeo to Toronto. He received numerous ovations and was an honor guest at a banquet at the Royal York Hotel, Toronto, on Thursday night. Colonel Eskew made his price for stock and features to cover only his expense. The movie men, just before the rodeo started, made up a fund of \$500 out of their pockets, which was divided into final purses for the more than 80 contestants, many of them being Canadians. Features included Chief Opeld's Indian Band, Roscoe Armstrong and bucking Ford act; Jimmy Risk, champion horseshoe pitcher; Junior Eskew, Arvil Gilliam, and Gene and Don McLaughlin, fancy ropers; Curley McCall and his Roman auto jumping team and mounted basket ball, and a group of trick and fancy riders headed by Georgia (Sweet) Gilliam, of Waco, Tex.; Harvey Tier and Bill Hall, of Toronto; Tommy Horner, Brady, Tex., and Bill Parks, Nebraska, were judges. Lou Rudolph was the announcer and timer, and Bob Matthews, arena secretary. Final winners were: Bronk Riding—Harley Walsh, George Ward, Alvin Panshall, and Dewey Fox. Bull Riding—Curley Hatchell, Rabbit Gursk, Buck Dowell, and Mexico Slim. Steer Decorating—Curley Hatchell, Bill Parks, Buck Dowell, and Sllm Walsh. Wild-Cow Milking—Teams captained by Bill Parks, Junior Eskew, Tom Mix Eskew, and Buck Dowell, Mildred Mix Horner and Mary Parks rodeo exhibition bronks.

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**BEWARE ORDER YOUR HOLIDAY ROLLER SKATE SHOES NOW!**

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Insist on getting your shoes in widths. We have them. Ladies' Shoes, AAA-AAA-B-C-D. Men's Widths, B-C-D-E. All sizes and half sizes; also colored leathers and trims, or zippers applied. Our shoes highly praised by operators who use them. Reasonably priced, quality shoes. Rink Operators, and Managers, write for samples and catalogue. PROMPT DELIVERY.

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WIDTH: 40, 50 or 60 ft. LENGTH: Any multiple of ten ft.

These operators are using Mesker Steel Rinks: Hodges Bros., Roller Rink, St. Louis, Mo.; Fuchs Roller Rink, Rockford, Ill.; Fairclough Roller Rink, Sandwich, Ill.; Berryville Sport Center, Berryville, Va.; Frankie's Amusements, Dayton, Ohio; Tri-State Roller Rink, Evansville, Ind.; Big Top Roller Rink, Palacios, Tex.; Tice's Roller Rink, Mobile, Ala.

Send For Prices Today! Dept. X, **GEO. L. MESKER & CO.** Evansville, Ind.

# Railers Go to Barn in Black

## Lewis Climaxes Tour in Norfolk

Click home-coming celebration marks end of org's first season as rail show

NORFOLK, Va., Nov. 23—With streets bedecked in bunting, this city welcomed home the Art Lewis Shows at a click seven-day Home-Coming Celebration. Stand was a fitting climax to shows' first annual tour as a railroad show, a trek which carried the organization as far East as Plymouth, Mass.; as far North as the Canadian border, thru Pennsylvania, and as far south as the tobacco belt of the Carolinas.

Opening night here Mayor Wood, City Manager Charles E. Boland, City Clerk John Corbell, Chief of Police Woods, Inspector Petty, Captain Miller, Leon Nowitzky; George S. Thompson, U. S. Marine Commission, and members of the Association of Commerce, and a delegation of the Norfolk tent of the Circus Saints and Sinners Club of America were on hand to officially welcome Manager Lewis and the show back to quarters at the army base here. Altho the weather was cool, thousands crowded the showgrounds during the engagement. At 12 midnight November 11 the midway lights were dimmed twice as a signal that the season had officially come to a close, and the work of dismantling and storing the shows started. (See LEWIS IN NORFOLK on page 58)

## Big Top Theme For PCSA Ball

Name bands, talent array lined up for Coast club's 19th annual gathering

LOS ANGELES, Nov. 23.—In line with its plan to carry out a "big top" theme for the Pacific Coast Showmen's Association's 19th annual banquet and ball in the Hotel Biltmore on December 17, committee in charge of arrangements, headed by Chairman William (Bill) Hobday, announced this week that the Gilmore Circus Band has been contracted for the event. In an effort to carry out the circus theme the lobby entrance of the Biltmore's Gold Room will be made (See PCSA BALL THEME on page 58)

## Gooding Will Take Out Two Shows and Five Units in 1941

COLUMBUS, O., Nov. 23.—Indicating his declared confidence in the outlook for next season, Floyd E. Gooding, head of the F. E. Gooding Amusement Company here, announced that in 1941 the company will operate two carnivals, Gooding Greater Shows and American Exposition Shows, and five units of independent rides.

General Manager Gooding said that at close of a successful season this year he had found highly satisfactory his policy of keeping equipment as new and up to date as possible and that numerous new rides will be added in 1941. In October a modern daylight building was added to the winter quarters, 1900 Norton Road, Columbus, where facilities are ample for rebuilding and reconditioning company equipment and for work in its new line of buying and selling used amusement equipment.

Having contracted to furnish riding devices in conjunction with big-city presentations of Almon R. Shaffer's Worlds Fair Highlights, the Gooding company for the first time in many years will operate a unit during the winter season.



NOBLE C. FAIRLY, who sold his interest in the Fairly & Little Shows recently and who has been signed by Max Goodman, owner-operator of Goodman Wonder Shows, to serve as business manager for that organization in 1941. Manager Fairly, who had been part owner and manager of Fairly & Little combo for the past two years, will attend the Chicago meetings with Owner Goodman.

## Hector-Barker Form Combine; To Launch New Show Next Year

ROCHESTER, N. Y., Nov. 23.—Thomas J. Hector and Gerald Barker pooled their interests here recently and will take out a carnival in 1941 to be known as the Sunburst Exposition Shows. It was revealed this week by William Schoen, Hector, a resident of this city, has owned and operated the Great Lakes Amusement Company since 1928, while Barker has operated cookhouses, rides, and penny arcades on various shows for the last 15 years.

Management arranged to store equipment on the fairgrounds in Little Valley, N. Y., and as fast as the various units (See Hector-Barker Join on page 58)

## Wyse Greater Finishes Well; To Winter in Wayland, Ia.

WAYLAND, Ia., Nov. 23.—Wyse Greater Shows were put in storage here recently, after coming from Washington, Ia., where they successfully ended the season at the Festival Celebration. Work of removing old paint is under way. Owner-Manager H. L. Wyse returned this

## Goodman Jaunt Is Best in Years

Several records chalked up—Little Rock quarters work already under way

LITTLE ROCK, Ark., Nov. 23.—After a highly successful wind-up stand at Brazos Valley Fair, Waco, Tex., where they eclipsed attendance records for the last five years, Goodman Wonder Shows called it a season and stored equipment in quarters at City Zoo Park here.

Owner Max Goodman said the season was by far the most successful for the shows since their inception five years ago. Shows also lay claim to shattering attendance marks at Tulsa (Okla.) Fair, Kansas State Fair, Hutchinson, and Nebraska State Fair, Lincoln.

Goodman added that he planned to add three new rides for 1941. In quarters here designers and builders are preparing for next year's tour. Present plans call for addition to two more coaches to the 1941 show train.

## Great Sutton in Arkansas Quarters; Season Is Fair

OSCEOLA, Ark., Nov. 23.—Great Sutton Shows' 1940 trek, which came to a close in DeWitt, Ark., recently, was fair, Manager F. M. Sutton announced this week. He added, however, he has much better hopes for next year's tour. Work in local quarters is expected to get under way about January 1. Among those wintering here are Mr. and Mrs. L. H. Butler, Mr. and Mrs. Red Graham, Mr. and Mrs. Bill Norwood, F. M. Sutton Jr., and Babe Farrell.

Mr. and Mrs. George Campbell will spend some time in Memphis, but will return here after Christmas. Mrs. Sutton celebrated her birthday with a party recently. Sutton reports he has a number of fairs contracted for 1941.

week from an extensive buying trip and reported he plans to increase the line-up to eight rides and shows for next year.

Ward Hixon and Billie Clark returned recently from Tennessee, where they went to purchase a new Bullet ride. Mirror Show has been purchased from M. L. Van Buskirk, as have three shows from W. M. Warner. A new house trailer arrived this week and a number of new tractors and trailers have been ordered. Ward Hixon will leave soon with the new transformer truck to pick up transformers, recently constructed. Much winter work is planned.

## Complete Program of ACA in Chicago

ALL SESSIONS of the seventh annual meeting of the American Carnivals Association, Inc., will be held in Room 118, Hotel Sherman, Chicago, beginning on Monday, December 2, at 11 p. m. and continuing nightly at the same time and place until the business of the meeting is completed.

Opening of meeting by President Floyd E. Gooding.  
Roll call of member shows.  
Proof of notice of meeting.  
Reading of minutes of 1939 Chicago meeting and approval thereof.  
Annual reports of general council, Secretary-Treasurer Max Cohen and of associate counsel and approval thereof.  
Reports of committees, reports of officers.  
Communications.  
Discussion of activities of the association for the past year.  
Applications for membership and action thereon.  
Unfinished business.  
New business.  
Election of directors until the next annual meeting.  
Directors' meeting combined with membership meeting.  
Election of officers.  
Discussion of association's policies for 1941.  
Selection of next meeting place.  
Presentation of bills.  
Financial report of meeting.  
Miscellaneous business.  
Addresses by members present on subjects to be announced at the time of the meeting.  
General conference on matters affecting the carnival industry.  
Adoption of policies and legislative program for 1941.  
Open forum.  
Adjournment.  
NOTE: At the second session to be held Tuesday evening, December 3, Ralph Whitehead, president of the Circus, Carnival, Fairs, and Rodeo International Union (AFL), will address the membership present on labor matters.

## PCSA Aux Parties On 10th Anniversary

LOS ANGELES, Nov. 23.—Ladies' Auxiliary of the Pacific Coast Showmen's Association celebrated the 10th anniversary of the organization's inception with a combined meeting and dinner in the clubrooms on November 18. Event drew a large crowd and, after a brief business session, presided over by President Nina Rodgers, activities got under way. House Committee Chairman Rose Rossard and aids were in holiday finery, which were decorated in holiday motif. Turkey was the piece de resistance. Lucille King emceed and members present were regaled with stories and incidents of the club's 10-year history.

Telegrams from several members who (See PCSA AUX PARTIES on page 58)

## 15th Annual Jaunt Winner for Krekos; Shows to Old Barn

PORTERVILLE, Calif., Nov. 23.—For the 15th time in as many years, Mike Krekos' West Coast Amusement Company closed the season here on November 12. Business this year was better than it had been for a number of years. Results from the beginning of the 1940 tour showed a remarkable and substantial increase over other years, which continued in every town played until the last five, when the bottom seemed to drop out, W. T. Jessup, general agent, reported.

Town after town of the last five revealed a loss, some of them as much as 50 per cent. This trend held good until the closer here. Opening in Oakland the last week in March, shows toured California, Oregon, and Washington, and staff and personnel remained intact throughout. At conclusion here, shows were shipped back to quarters at 512 Alice Street, Oakland, Calif. During the season shows changed over from a railroad to a motorized organization. This was accomplished at Stockton, Calif., when management purchased 15 trucks and trailers.

Jack and Martha Joyce, Doc Cunningham, the Three Meteors, and Don Celestino provided the free attractions. Some of the members of the staff and personnel gave the following destinations: Bob Schoonover and family, Mr. and Mrs. Harry Meyers, Mr. and Mrs. Joe Zottler, Ralph Deering, and Fussy Brown went to Oakland, Calif.; Mr. and Mrs. Ed H. Wig, Bellingham, Wash.; Shorty Coogan, Weed, Calif.; Louie Leos, Los Banos, Calif.; and Owner Mike Krekos, W. T. Jessup, Mr. and Mrs. Charles Walpert, Mr. and Mrs. Hunter Farmer, Mr. and Mrs. John Weiss, Mr. and Mrs. Les Dobbs, and Mr. and Mrs. Frank Forest, Los Angeles.

## Fairly Signs with Goodman In Business Manager's Post

ST. LOUIS, Nov. 23.—Noble C. Fairly, for the past two years part owner and manager of the Fairly & Little Shows, upon arrival here on Monday from Hot Springs, Ark., announced he had signed contracts with Max Goodman, owner-operator of Goodman Wonder Shows, to serve as business manager of the shows for 1941. Fairly is now on a booking trip but will be at the Chicago meetings with Goodman. Goodman said that Sam Gluskin, last year's general agent, is no longer with the organization and the signing of Fairly, Goodman said: "Noble is now back to his old love—the railroad show."

## Brydon's Oddities Win At 10-Day Kaycee Date

KANSAS CITY, Mo., Nov. 23.—International Congress of Oddities, aided by a good publicity campaign, garnered one of its best weeks of the season so far at its 1120 Grand Avenue location here, in the heart of the shopping district. Good crowds were on hand from opening at 10 a. m. until closing at 11 p. m. Stations KCKM and WHB carried broadcasts from the museum floor by remote control twice daily and much newspaper advertising was used, with the result that the 10-day stand, put the unit well on the right side. Snow and cold weather during part of the engagement failed to hurt attendance. Starr De Belle joined during the local engagement and assumed duties of publicity representative.

# THE RIDES OF TOMORROW



## SILVER STREAK

As modern as tomorrow—With color appeal—Dazzling speed—Capacity—Intimate tandem seating—Positive portability and a proven TOP MONEY record.

### "OWNERS SAY"

"Silver Streak takes top money in keen competition with 20 other rides." . . . Gooding.  
 "Two seasons' experience makes me thankful that I own one—Most popular ride on the midway." . . . Solomon.  
 "The Silver Streak is really the ride of tomorrow with enormous earning power and flash galore." . . . Mamsch.  
 "Grossed \$18,418.00 in 12 consecutive weeks—Broke all records for single ride gross." . . . Linderman.  
 "Silver Streak has been the greatest ride surprise I've ever had. We sure ride them from 3 to 90." . . . Moberg  
 "Silver Streak topped all rides except the Roller Coaster—on Memorial Day it was tops." . . . Lake, Crescent Park.

These are just a few of the many owners of Silver Streaks whose records permit us to say: "Investigate and you'll invest in a Silver Streak."

## CATERPILLAR

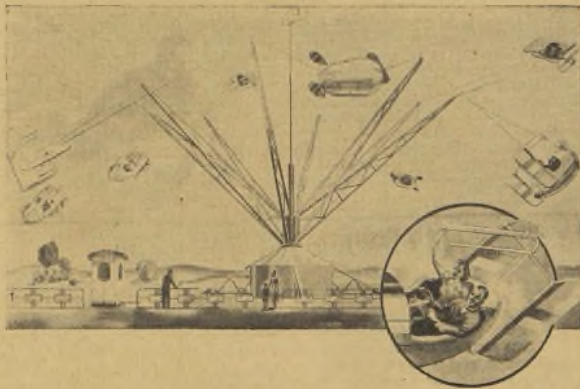
A brand new 18 car streamlined Caterpillar designed and engineered for a new speed thrill. Every detail from the center light to the new loading entrance exemplifies the best in modern ride smartness . . . The glistening all metal streamlined cars run on 10 inch noiseless wheels . . . The wide luxurious seats give added load capacity . . . New car steps are level with platform and speed up crowd handling. Color combinations on tunnel and banner have been ingeniously blended and present an unusually striking color effect. The new Spillman drive has been utilized for added smoothness in operation. F. E. Gooding says of his second 18-car Caterpillar: "It's a very beautiful ride . . . Runs as smooth as a sewing machine . . . You have left nothing undone to make it perfect in every respect." A letter from you will bring all the details. Write Today.



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"The Most Timely Ride Ever Offered"

Cash in on the fact that everyone is air-minded . . . Youngsters and oldsters stand in line waiting their turn to Zoom . . . Dive and Side Slip in the nearest approach to an airplane ride ever devised. Every rider is a pilot . . . Each car has a regular steering wheel that controls three oversize aluminum rudders giving the rider full directional flight control in a floating ride free from snapping or jerking. Cars are suspended from a free running light weight center with Vee belt drive . . . Fence is ornamental and of quick up design. Ticket office is of modern design with chromium trim and supports the indirect lighted sign. The Aerial Joy Ride is portable to an unusual degree. Write today for the details of this sensational money getting ride of tomorrow.



The Rides of Tomorrow pictured above represent the experience of over forty years of amusement ride manufacture. Every requirement of public appeal . . . sound engineering principles coupled with the finest phases of modern styling necessary to get tomorrow's profits today have been built into these rides. Scores of unsolicited letters from owners set up a blazing record of their appreciation of the top money records made by these positive profit producing portable Spillman built rides.

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| BOB SLED | LIGHT TOWERS | PORTABLE STAGES         | SILVER STREAK     | AUTO SPEEDWAY     |
| RIDEE-O  | CATERPILLAR  | STREAMLINE CAROUSSELLES | SCOOTER BUILDINGS | HI-DE-HO FUNHOUSE |
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**SPILLMAN ENGINEERING CORP.** NORTH TONAWANDA NEW YORK  
 WORLD'S LARGEST MANUFACTURER OF AMUSEMENT RIDES

# Suggestions for Increasing Carnival Appeal From Patrons' Point of View

By BRUCE PEACOCK

**B**ALLY! It won't be long now until another season will be upon us and that old familiar cry will again be heard on carnival lots. Showmen all over America will boast about the new paint jobs on their wagons, the thousands of feet of neon or chromium on their fronts, the new tops they have for their shows.

But how many of them will boast that they have real appeal in their various entertainment programs?

And will another season roll by and leave them a notch deeper in the already well-worn rut of sameness?

It seems that something could be done so that the bally of a show and the appeal of the entertainment inside might keep pace with the rapid changes that have transformed the stereotyped fronts of bygone years into works of art and beauty.

From personal experience and conversations with carnival-goers, the follow-

ing suggestions are offered, not to tell carnival showmen that they don't know their business, not to ghoulishly pick carnivals to pieces, but to point out a few of the irritable little things that cause people to talk adversely about their shows or pass them up entirely.

## Waits Between Performances

The biggest complaint from showgoers is directed against the maddening habit of talkers and spellers on sit-down shows to get people into shows for half an hour or longer between performances by telling each tip that the show is positively going to start right away. Ill will is built up and money is kept from circulating when patrons who are out to catch the grandstand, exhibits, and midway all in one day—and a lot of us are—are able to see only one or two midway shows at the most because they've spent so much time sitting idly in some tent.

Movie theaters have the right idea—a prominent display of the starting times of the various shows. If there could be a timing system on midways whereby huge neon-trimmed clocks would be displayed before each show, giving the various performance times, it would appeal mightily to carnival patrons, both from the flash and service viewpoints. One show would lead off, another would follow shortly after, and so on. The people then would see more shows in the time at their disposal, spellers would play to more compact tips, and spels might have a tendency to become more brief, more arresting.

Public opinion is all for this idea, but only carnival showmen can say whether the scheme is feasible.

If ballys must be long-winded and patrons must endure long sessions between shows, sitting on hard seats, it should be within the power of the showmen to cater to their comfort by providing in-between entertainment such as an instrumentalist, a monologist, or a sleight-of-hand artist. This shouldn't run into much extra money.

## Brevity, Honesty in Ballys

And what about the ballys themselves? General feeling is that a monument would be in order for the first showman with guts enough to cast aside tradition and blossom forth with a new bally routine.

How often has one seen the same old bunco—a youngster called up from the audience to assist in some pointless routine that has been used on every carnival that ever existed, a long-winded exhortation by the opener, and then a frenzied selling of tickets with nothing accomplished from a patron's standpoint? Maybe it pays. But judging by public comment and the cries of bad business on the part of showmen, it evidently doesn't.

After all, what is a bally? Isn't it an appetizer for something better to come? It should appeal to the tastes of the amusement-seekers just as a colorful, mouth-watering advertisement appeals to the housewife; it should act as a sort of teaser, just as do movie trailers in theaters.

But what do the people get? Usually just the opposite. And sore feet.

From a patron's point of view, ballys

would serve their purpose much better if they offered something of merit. And that goes especially for the non-paying public, because sooner or later, if the outside routine does what it is supposed to do, the non-payers are going to slacken their purse-strings and succumb to the drawing power of the show.

A smart illusion, even if it has been worked to death inside the show in former years, a brief and to-the-point outline of the inside attractions, and then the completion of the trick would give the patrons the idea that they were getting something for nothing. Some spellers are guilty of starting a trick forgetting to finish it, and forgetting to stop talking.

It seems one of the greatest things that ever hyped a box office would be a move towards brief, clear-cut spels with a minimum of exaggeration. Surely if a show has anything of merit to offer it can be sold to the public on its own strength. If it hasn't, it shouldn't be on the lot.

Briefness and honesty would go far towards removing a feeling that has grown with cancer-like deepness in the minds of carnival-goers that ballys are misleading, because experience has proved to them that they are usually lucky to see 10 per cent of the advertised attractions on the inside.

Talkers should not get all the blame on this point. Show owners should shoulder some of the responsibility for their habit of allowing banners to fly sometimes years after the attractions have left. The moths and the public would both be more satisfied if the banners were left in winter quarters.

Don't get the idea, tho, that the populace doesn't want to be fooled. It does. But not gypped.

## Uniformed Ticket Sellers

Uniformed ticket sellers would be a welcome addition to carnivals that do not now have them. How much better it is to walk up to a ticket box, carnival-goers say, hand over a quarter to a clean, uniformed ticket seller, preferably female, and receive a courteous "thank you" than to pay some unkempt, cigarette-smoking individual who won't even recognize your co-operation with a grunt!

Courtesy and neatness are requisites in other business enterprises; store managers, especially, will vouch for that. And what is a show front but a counter—a

Advertising in the Billboard since 1905

## ROLL TICKETS DAY & NIGHT SERVICE

★ Absolute Accuracy ★ Dependable Delivery ★ Finest Workmanship  
★ Best of Materials ★ Perfect Packing ★ \$50,000.00 Bonded Guarantee

CASH WITH ORDER PRICES - SPECIALLY PRINTED - SIZE 1x2

10,000..	\$6.95	50,000..	\$12.75	90,000..	\$18.55	250,000..	\$41.75
20,000..	8.40	60,000..	14.20	100,000..	20.00	300,000..	49.00
30,000..	9.85	70,000..	15.65	150,000..	27.25	500,000..	78.00
40,000..	11.30	80,000..	17.10	200,000..	34.50	1,000,000..	150.50

Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.

**STOCK ROLL TICKETS**  
ONLY 5c, 10c, 15c & 20c  
1 ROLL.....50c  
5 ROLLS.....40c  
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**WELDON, WILLIAMS & LICK**  
FORT SMITH, ARK.  
IF ADMISSION IS OVER 20c NAME OF THEATRE AND TAX MUST BE PRINTED ON TICKET—FEDERAL TAX IS ONE (1c) CENT FOR EACH TEN (10c) CENTS

LAST CALL!! . . . LAST CALL!!

## SHOWMEN'S LEAGUE OF AMERICA BANQUET AND BALL

Wednesday Night, December 4

In Grand Ballroom, Hotel Sherman, Chicago

Tickets \$5.00 Per Plate

Banquet Committee, Showmen's League of America

HOTEL SHERMAN, CHICAGO, ILL.

## SEASON'S GREETINGS TO OUR MANY FRIENDS EVERYWHERE THE DOUGLAS GREATER SHOWS, INC.

"The West's Newest Big Show"

12 RIDES 8 SHOWS 30 CONCESSIONS  
8 LIGHT TOWERS FREE GATE

Now contracting attractions for our 1941 season. Playing the better spots in the Great North West. Showmen and legitimate concessionaires who can stand prosperly, get in touch with us. E. O. DOUGLAS, Mgr., The Douglas Greater Shows, Inc., P. O. Box No. 1, Midway, Wash.

## WALLACE BROS.' SHOWS

Winter Quarters, Fair Grounds, Jackson, Tenn. Box 545.

NOW BOOKING

SHOWS — RIDES — CONCESSIONS

Can place organized Side Show, new Top and Banners, or will book your Show complete. RIDES—Want Octopus, Roll-Over-Plane with or without transportation. CONCESSIONS—Write what you have to book. Wallace Bros.' Shows will play industrial cities, including 10 Fairs. All Mail to BOX 545, JACKSON, TENN.

## Ballys and Pitches

By PHIL C. TRAVIS, Manager Tennessee State Fair

**D**URING the week of September 16-21 at the Tennessee State Fair, Nashville, the Royal American Shows failed to take in admission money worthy of note at the afternoon performances for the first four days. Officials of the organization said it was too hot in the tents. After making a careful analysis to determine the reason for the matinee's failure to click, I came to the conclusion that it was not due to the heat but to the management, which permitted ballys and candy pitches in too great a number before each show.

When people pay to enter a show they want to be entertained in the manner represented on the bally platform. They do not want to be kept inside any longer than necessary because they are at the fair to see it all or as much as their time will permit.

It seems that carnivals would grasp the fact that their people are at the fair to cater to the public morning, afternoon, and night. Isn't a dime taken in before noon just as valuable as one taken in after dark?

At the most there should not be more than three ballys. The cash customers should not be worn out by holding them longer than necessary to see a show. The performers are on hand to do their bit and they should be expected to go on even tho a tent is not filled to capacity.

During the daytime of the first four days many people would not go to the midway because they knew they would be subject to unnecessary delay. The fair operates six full days, and the carnival should co-operate by being in operation morning, afternoon, and night thruout. If this had been done at Nashville this year the carnival could have grossed several thousand dollars more. As it was, the gross was handsome, a record breaker in fact, but it could have been more. It wasn't the heat of the tents to which the people objected—it was too many ballys and candy pitches before each performance. 1 trust carnivals will find a way to eliminate those long waits between performances.

# EYERLY ANNOUNCING ANOTHER RIDE SENSATION

## THE FLY-O-PLANE

### ZOOM TO BIG MONEY WITH THE WORLD'S NEWEST RIDE



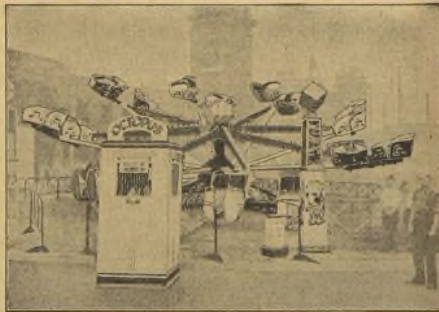
1, 2, 3 AND 4 UNITS ON ONE SHOW MIDWAY

#### ROLL-O-PLANES

Crashed All Sales for 1939 and 1940

#### SEE

THE WORKING MODEL  
BOOTHS NOS. 11 AND 12  
OUTDOOR AMUSEMENT  
MANUFACTURERS' EXPOSITION  
HOTEL LA SALLE  
DEC. 2 TO 6, CHICAGO, ILL.  
THE FIRST RIDE  
WILL BE SHOWN AT THE  
TAMPA, FLA., FAIR  
ROYAL AMERICAN SHOW  
COLOSSAL MIDWAY



8, 16-CAR UNIT INTERCHANGEABLE

#### OCTOPUS

Unequaled for Action and Dependability

## BE PREPARED BUY EYERLY RIDES NOW

WRITE FOR COMPLETE INFORMATION AND PRICES

# EYERLY AIRCRAFT COMPANY

Eastern Factory Branch  
**RICHARD F. LUSSE**  
Chalfont, Bucks County, Pa.

**SALEM, OREGON**  
**ABNER K. KLINE**  
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**LUSSE BROS., LTD.**  
Blackpool, England

**LIGHTING PLANTS \$250**  
Manufactured by  
**UNIVERSAL MOTORS CO.**  
4-5 K. W.  
110 V. D. C.  
Small 4-Cyl. Sets,  
Capable  
Lighting  
100 50-Watt  
Lamps.  
LIGHT—  
COMPACT,  
ECONOMICAL  
EDW. SAMARA, Inc., 37 South St., New York

place to encourage people to buy—and perhaps to even come again!  
Cleanliness might also apply to talkers, bally performers, inside entertainers; in fact, all show people who meet the public. A sartorial going-over once in a while is a fine thing if only to prove that one has some clothes other than those worn when unloading and setting up.  
Bad grammar seems to be another carnival ill, tho a lesser one. But it would be a pleasure to stop in front of a show and listen to a talker make a spiel that wasn't pock-marked with ear-jolting grammatical errors.

**Blasting P.-A. Systems**  
Another, more serious, type of ear-jolting encountered on some carnivals is that caused by blasting p.-a. systems. Couldn't showmen devise a sort of appeasement plan whereby they would turn their sound systems towards the center of their own shows rather than into the next, thus stirring up a blasting competition fit to drive a person of normal hearing off the lot? Ill feeling between showmen and their next-door neighbors might also be lessened to some extent if this were done.

All or even any one of these suggestions should add new business to box offices, carnival-goers feel convinced. They will recognize that their dislikes have been remedied, and mouth-to-mouth advertising will do the rest.

Or maybe some showmen look at these things differently.

But the public is certain of one thing—there is much room for improvement.

### FOR SALE

Seven Tub Tilt-a-Whirl, \$1200.00; Smith & Smith Chair-o-Plane, \$400.00; both complete. 100 ft. Side Show, complete, \$250.00.  
BOX D-8, Billboard, Cincinnati, Ohio

**SECOND-HAND SHOW PROPERTY FOR SALE**  
\$60.00—Two-Headed Wax Baby, glass case.  
\$37.50—Egyptian Mummy, life size, glass case.  
Wristing Wax, 18x20 ft., sell cheap.  
25 Torture Wax Subjects, sell cheap.  
150 Pair Chicago Rink Baskets, cheap. We buy Candy Floss Machines, Evens Wheels. Pay cash.  
**WEIL'S CURIOSITY SHOP**  
20 S. 2nd St., Philadelphia, Pa.

**CONCESSION TENTS**  
Give Measurements as Indicated BUY from Factory SAVE Money  
**POWERS & CO., Inc.**  
26th and Reed Sts., Phila., Pa.

**SHOW PRINTING**  
TENT SHOW HEADQUARTERS; DATES, POSTERS, CARDS, HERALDS, BANNERS. LOW PRICES — PROMPT SHIPMENTS  
Write for Price List and Route Book  
**CENTRAL SHOW PRINTING CO.**  
MASON CITY, IOWA

**TOMMY MARTIN**  
THANKS ALL OF HIS MANY FRIENDS FOR A MOST SUCCESSFUL SEASON WITH HIS COOK HOUSE ON THE  
**RUBIN & CHERRY EXPOSITION**  
Season's Greetings To All

**CATERPILLAR TUNNELS**  
Merry-Go-Round Tents, Ferris Wheel Seat Covers. Save 40 Per Cent.  
**ANDERSON TENT & AWNING CO.**  
FAIR ST., NORTHAMPTON, MASS.

**POPCORN**  
There are three good reasons why smart Concessionaires buy their Popcorn Supplies from us:  
**1—HIGH QUALITY 2—LOW PRICES 3—SAME DAY SHIPMENT**  
Write for Our New Fall Price List and Our Special Offer on New Popcorn Machines.  
**Gold Medal Products Company**  
181 E. PEARL ST., CINCINNATI, OHIO

**World's Cleanest Midway** **KING REID SHOWS** *Finest New England Territory*  
NOW BOOKING ATTRACTIONS FOR OUR ENLARGED 1941 SHOW  
The management of the King Reid Shows takes this opportunity to welcome back next season every Showman, Concessioner and Working Man that was with us in 1940. Let us hear from you at once. As in the past, we will book strictly legitimate Concessions only. WANTS: First class Conkhouse, Custard, Lead Gallery, Grind Stores. WANTS: Two more shows with own transportation. Liberal terms. WANTS: Free Acts for entire season. Send photo and lowest figure. Address:  
**KING REID Winter Quarters Dorset, Vermont**

**Frisk Greater Shows, Inc.**  
Now booking for the season of 1941. Season extends from March 15 to November 15, a long season with the best fairs in Minnesota, Missouri and Arkansas. This show will book the following RIDES—Roll-o-Plane, Scooter, Chair-o-plane or Silver Streak. CONCESSIONS—Ball Games, Ice Cream, Pitch-Tilt-U-Win, Watchie, Scales, Balloon, High Stripper. SHOWS—Giri Show, Freak, Illusion, Motor Drome, Fun House, Fat Show, Animal, Mechanical, Ten-in-One. Bill Chalkies, wite. We have several Parcel Fronts—What have you?  
**3719 NO. EMERSON, MINNEAPOLIS, MINN.**

**'Business Nearly Doubled'**

"We have found our Duplex Wheels very popular," writes J. F. SPARKE. "Although business was slow in the spring, it seems the two wheels have nearly doubled our wheel business." Put some money in DIG 2211 Wheels for positive profits.



**ELI BRIDGE COMPANY**  
Builders of Dependable Products  
800 Cass Avenue, JACKSONVILLE, ILL.

**INSURANCE**

**CHARLES A. LENZ**

**"Showman's Insurance Man"**

permanent address  
A738 Insurance Exchange, Chicago  
next 60 days  
635 17th Avenue, N. E.  
St. Petersburg, Florida

**CONCESSION TENTS**

**FULTON BAG & COTTON MILLS**  
Manufacturers since 1870  
Atlanta St. Louis Dallas New York

**CONCESSION TENTS**

Our Specialty for Over 46 Years  
**UNITED STATES TENT & AWNING CO.**  
701 North Bangamont Street, Chicago, Ill.

**NEW USED TENTS**

FOR SALE OR RENT  
WRITE FOR FREE CATALOG  
**VANDERHERCHEN, INC.**  
2846 Emerald St., Philadelphia, Pa.

**EDDIE HACKETT**

Now With "Mac" McNally  
Handling Show People's Business  
**Southland Chevrolet**  
MIAMI, FLA.

**TENTS-BANNERS**

Several Good Used Concession Tents  
With Frames.  
**CHARLES DRIVER—BERNIE MENDELSON**  
**O. HENRY TENT & AWNING CO.**  
4611 North Clark Street, CHICAGO, ILL.

**—LOOK, IT'S NEW—**  
MAKES THREE SIZE PHOTOS, 3 FOR 10c—3 FOR 25c—3 FOR 50c  
MAKES FULL LENGTH AND CLOSE-UPS



**IMPROVED CRESCENT DOUBLE OUTFIT**  
Makes 2 Size Photos  
New Heavy Duty Self Cocking Trouble Proof Shutter.  
New Solid Copper Trouble Proof Mechanism.  
New Special Super Speed Lens. Best Money Can Buy.  
**\$159.00 COMPLETE**  
Why waste time with an out of date outfit when you can get over twice the money with these new outfits?  
**FAST, EASY WORKING AND TROUBLE FREE**  
**Write Today**  
**A. HASSAN**  
P. O. BOX 971, PARKERSBURG, W. VA.  
3815 Murdock Ave.

**Club Activities**

**Showmen's League of America**



Sherman Hotel  
Chicago, Ill.

CHICAGO, Nov. 23.—With the regular meeting transferred from Thursday to Friday because of Thanksgiving Day there is no news of the meeting. All are laying plans for convention week. Chairman Sam J. Levy reports swell progress on the Banquet and Ball and his sub-committees are working hard to get things in line. Theme of this event will be to Honor the International Association of Fairs and Expositions on its Golden Anniversary.

R. L. (Bob) Lohmar, J. C. (Tommy) Thomas, and Sam Gluskin are among the early arrivals. L. S. (Larry) Hogan has improved enough to be out of the hospital and is back at his hotel. Bill Carvsky is showing improvement and will be out soon. Francis Bligh came in from the Rubin & Cherry Exposition. Walter F. Driver is doing yeoman service on the Memorial Committee in the absence of Chairman L. C. Kelley.

Tom Rankine, Jack Lydick, and James Murphy are still confined. Al Rossman continues plugging away on the program. Plan to make the big doings in Chicago. They'll all be here.

**Ladies' Auxiliary**

Club will hold open house during the convention here November 28-December 5. Many members and friends are expected to attend the gala event. Midge Cohen, president of the Ladies' Auxiliary of the National Showmen's Association, letters that she will be present, and President Ida Chase is looking forward to meeting all members and their parties.

Dues were received during the week from Mrs. Tom Allen, Mrs. Lena Schlossberg, Mrs. Martha Witter, Mrs. Al Miller, Mrs. Alice Hill, Mrs. Katie Reeves, Mrs. Ralph Gilck, Mrs. Margaret Felgrosse, and Mrs. Mary V. Taylor. New members are Mrs. Lillian Lawrence, Opal Phillips, Jean May Martin, and Virginia Shumway. Don't forget that your 1941 dues card will admit you to installation dinner to be held during the convention at the Sherman Hotel.



**National Showmen's Assn**

Palace Theater Building  
New York, N. Y.

NEW YORK, Nov. 23.—Club's Third Annual Banquet is being held on November 27 at the Hotel Astor, the day this issue of *The Billboard* appears on the news stands here. Speakers Committee Chairman Thomas Brady's dais is graced with such luminaries as the Hon. Harold G. Hoffman, toastmaster; humor-

ist Harry Hershfield, Senator Edward Ford of Michigan, License Commissioner Paul Moss, and Congressman Joseph Gavigan, as well as high-ranking officials from the Army and Navy Departments. Publicity Chairman Bert Nevins arranged for radio time on local stations besides publicizing the event in newspapers. Brother Jack Rosenthal, thru his Palisades Amusement Park facilities, advertised the event thruout New York with three-sheets. Entertainment Committee Chairman Jesse Kaye, of the Pancho & Marco offices, made arrangements for an outstanding array of talent. Reservations Committee Chairman Bill Bloch and Ticket Committee Chairman Joe McKee were very well satisfied with ticket sales. Brother George Hamid, of course, was pinch-hitting in all departments. Banquet Chairman Irving Rosenthal and Assistant Chairman Sam Rohnstein were well pleased with entire arrangements.

The Circus Saints and Sinners, holding their luncheon the afternoon of the same day, reserved an official table for the banquet and many of their members planned to attend. The organization thanks them for their generosity in loaning some of their props for the banquet. Music will be furnished by George Hall's orchestra, with Dolly Dawn, and Joe Basile's Madison Square Garden Band. Chairman Rosenthal and all committee heads thank all for their wonderful co-operation in making the event the biggest yet.

Vice-President Art Lewis, with his brother, Charles, dropped into town in time to preside at Wednesday's meeting in the absence of President Max Linderman, who was unable to reach town in time.

New applications were received for Donald F. Murphy and Harry Hauk, proposed by Max Linderman. Birthday congratulations to John S. Weiman, Sid Goodwalt, Jack Gordon, A. Robins, November 27; Ralph Edson, 28; Edward Lee Owens, 29; H. Dyer, Leo T. Jordan, Thomas W. Woodworth, 30; Harold D. Gilmore, James A. (Pat) Purcell, December 2; Gene O'Donnell, Joseph Weisman, 3.

**Pacific Coast Showmen's Assn**

623 1/2 South Grand Ave., at Wilshire  
Los Angeles

LOS ANGELES, Calif., Nov. 23.—Regular Monday night meeting was called to order by President Dr. Ralph E. Smith. First Vice-President Joe Glacy and Secretary Al E. Weber also were on the rostrum. Minutes of the previous meeting were read and bills were ordered paid. New applications for membership and reinstatement were for Brothers Mike Casey, Donald Edward Moore, and Dr. Louis J. Fisher. All were elected to membership. Committee reports included those of Brothers Ross R. Davis, cemetery; John M. Miller, finance; Ed Walsh, house; Roy E. Ludington, ways and means; Harry Chipman, publicity; Brother Pat Armstrong, sick and relief; William H. Hobday, membership, and Ed Brown, public relations.

Hobday gave a splendid talk about the banquet and ball to be held December 17 at Biltmore Hotel. He urged all to make a special effort to attend the big affair. Brother O. N. Crafts responded by ordering 14 tickets and Brother Ross R. Davis took seven, while many others raised their hands to denote their attendance was guaranteed. All seats are being numbered and sold only by reservation, so it's necessary to get tickets early to insure the best locations. Among members who were introduced after being away for some time were Brother Walter K. Sibley, who recently arrived from the Golden Gate International Exposition, San Francisco; Brother Ben Dobber, who returned after placing the Golden State Shows in the barn at North Hollywood, Calif.; Brother Al Fisher, who piloted the Clark Greater Shows to a successful season. Al also explained his recent conquest of the Ripley Believe It or Not column. Al's son, Dr. Louis J. Fisher, was elected to membership, and he introduced him and revealed that

his son was born on the Great Patterson Shows. Many members of the West Coast Shows also were introduced.

Brother Orville N. Crafts gave a brief talk on his recent deer hunt. Brother I. D. McCoy also gave a short talk, as did Bill Jessup, of West Coast Shows, and meeting then wended its way into discussion of new business, which brought up the subject of the many members who will be called by the selective service draft. Brother Harry Rawling suggested that a plaque be made and inscribed with the various names of draftees. Brother Elmer Hanscomb added that these boys have given the club's support by offering their heads to be kept paid up for them during their year in the service. Both motions are to be carried out. All draftees were requested to leave their names with the secretary. Brother Harold (Pop) Ludwig spoke on the good of the order and Brother Tom Leys reported that plans were under way for the memorial day services on December 15 at Showmen's Rest, Evergreen Cemetery. He urged that all members and friends attend. All in need on transportation were requested to contact Executive Secretary Lou W. Johnson. Le Fays also reported on the special "The Head" committee and expressed hopes of soon having sufficient funds to complete arrangements.

For the second session of the meeting, President Smith turned the gavel over to First Vice-President Joe Glacy. There were 168 members present and luncheon was served by Brothers Beno, Wagner, and Bigelow.

**Heart of America Showmen's Club**

Reid Hotel  
Kansas City, Mo.

KANSAS CITY, Mo., Nov. 23.—Regular weekly meeting was called to order by Third Vice-President Chester I. Levin, with Treasurer Harry Altschuler and Al C. Wilson, substituting for Secretary G. C. McGee, seated at the table. Minutes of the last meeting were read and approved. The Secretary being absent, a financial report was given, but communications were read from Ruth C. Beatty, Brother John Francis, R. L. Lohmar, and R. E. Haney. A committee was appointed to confer with Ruth Beatty and the secretary was instructed to acknowledge the other communications.

A good sum was turned over to the club by Brother Lohmar, of the Rubin & Cherry Exposition, from a benefit performance. Club also was enriched by contributions derived from a benefit show staged by Brother R. E. Haney on the Johnny J. Jones Exposition. Vance J. Law and George Helicos were elected to membership. Treasurer Altschuler reported dues are coming in satisfactorily. Brother Norris B. Cresswell spoke about the Banquet and Ball and said arrangements were completed with the management of the Hotel Phillips, which assured committee it would co-operate in every way to make the event an outstanding one. Event will be held as usual on New Year's Eve, and reservations are now being made.

In the continued absence of Chairman Hymie Schrieber, who is in charge of the Banquet and Ball Committee, Brother Norris B. Cresswell was appointed by popular vote as acting chairman to act in the absence of Brother Schrieber. Brother Bill Wilcox and Neal Walters were appointed to confer with the members of the Ladies' Auxiliary, with reference to the Annual Tacky Party which will be held the night before the Banquet and Ball. They reported that same arrangements as in the past would prevail. Upon motion of Brother Harry Altschuler and seconded by Brother Bill Wilcox, it was decided to carry out the same advertising program for the Banquet and Ball as last year. Meeting then was adjourned on motion by Brother Norris B. Cresswell, seconded by Brother Altschuler. Brother George and Hattie Hawk returned from a successful Southern trip.

Brother J. C. McCaffery, general manager Amusement Corporation of America, visited last week. Brother Dave Stevens, who has been ill for several weeks, is still confined to his home. Star De Belle has joined the International Congress of Oddities as publicity agent. Club regrets to report the death of Harry Altschuler's brother, Dave Altschuler, who for several years was door-

(See HASC on page 69)



## ROCKET RIDE FACTS!

**LOOK** → **ROCKET RIDE GROSS RECEIPTS**  
ATLANTA, GEORGIA, NINE DAYS 1940

SAT., SEPT. 28th	..... \$ 229.40
SUN. 29th	..... 289.50
MON. 30th	..... 184.25
TUES., OCT. 1st	..... 299.75
WED. 2nd	..... 477.55
THURS. 3rd	..... 496.45
FRI. 4th	..... 1,694.30
SAT. 5th	..... 1,233.05
SUN. 6th	..... 318.80

**NINE DAYS' TOTAL ..... \$5,223.05**

## ROCKET INCREASING IN POPULARITY OUT-GROSSES ALL RIDES AT C. N. E., TORONTO, IN 1940

1938	1939	1940—
\$5,055.20	\$5,226.95	\$7,377.65

(Carried over 20,000 on Kids' Day each year)

**WE ARE PROUD** to number among **ROCKET** owners men whose judgment of amusement rides is based upon years of experience, men who are successful because they know which device makes money.

**YOU, TOO,** can enjoy the profits which are certain to be yours—**BUY "ROCKET" NOW!**

**AVAILABLE IN PERMANENT OR PORTABLE MODELS**

**ALLAN HERSCHELL COMPANY, Inc., North Tonawanda, N. Y.**

## SELL MORE POPCORN

**HYCOL Golden Yellow**



(Formerly Called "Nucol")  
Added to seasoning, so that when popcorn in kettle-popped it comes out a delicious and appetizing golden yellow. **INCREASES SALES.** Cost very small for it goes so far. Send name of dealer and **ONE-OUNCE TRIAL BOTTLE** will be mailed on receipt of 10¢ cash or stamps to cover handling expense.

**THE DYKEM COMPANY** 2301 N. 11th St. ST. LOUIS, MO.

## Michigan Showmen's Association

DETROIT, Nov. 23.—In the absence of President Leo Lipka, who is ill, Monday night's meeting was called to order by Vice-President Hymie Stone. Officers on hand were Harry Stahl, Secretary Robbins, and Vice-President O. A. Baker. Members of the board of directors in attendance were Frank Wagner, Isadore Soble, Sammy Wilson, Hymie Soble, Tommy Paddles, Lew Rosenthal, and Attorney Leonard Simmons. William (Red) McKernan, house chairman, has

the concession well stocked. Oscar Margolis, membership chairman, presented applications for Nate Golden, Moe Wineman, and Louis Stone. Sammy Stone arrived from Boston. Brother George Harris entered the auto sales business.

Preparations are being made for the annual New Year's Eve Party to be held in Eastwood Ballroom. Name band has been booked, and heavy program and ticket sales are reported by the committees. Tickets will sell for \$1, and an overflow crowd is expected. Harry Stahl and Frank Wagner are in charge of arrangements. Dutch Croy is still in Northville Sanatorium.

Attendance at the meeting totaled 85. Several brothers arrived this week, including Leo Sennett, Stanford Baker and several other members are working in local plants, while Ray Meyers, Charles Stewart, Marshall Ferguson, and Sammy Wilson have positions in department stores. Whitle Tate, Elmer Cote, and Doc Plack meet frequently at Pop Baker's Game Shop. Edward McMillan is busy at his theater.

## 3000 BINGO

Heavyweight cards, blank on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices:  
95 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$6.25; 200 cards, \$7.11; 250 cards, \$8.25; 300 cards, \$9.50. Remaining cards, \$5.00 per 100. No. 140 — Extra Heavy Green Both Sides. Per 100, \$8.50.

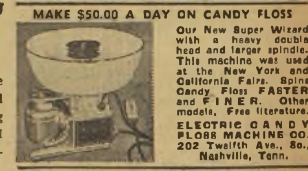
## 3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight card. Per set of 100 cards, tally cards, calling markers, \$3.50. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 7/8" x 3 1/2".

## LIGHT WEIGHT BINGO CARDS

Black on white, postal card thickness. Can be returned or discarded. 3,000, size 5 7/8" x 3 1/2". In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.  
Automatic Bingo Shaker. Real Class ..... \$12.50  
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 ..... 1.25  
Lightweight Lappacard, 616 Per 100 ..... 1.25  
3,000 Small Thin "Brown" Bingo Sheets, 7 colors, pads of 25. Size 4 1/2" x 3 1/2" ..... 1.25  
3,000 Featherweight Bingo sheets, 6 1/2" x 8. Loose, \$1.25 per M. Stamped in pads of 25. Per M. .... 1.50  
Package extra on these sheets  
Bingo Card Markers, in strips, 25,000 for ..... 1.25  
Dice boards and pads, wardrobe checks, coupon books, subscription books, misc. items. Cat and sample cards free. You pay any C. O. D. fees. No personal checks accepted. Instant delivery.

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**MAKE \$50.00 A DAY ON CANDY FLOSS**  
Our New Super Wizard with a heavy double head and larger spindle. This machine was used at the New York and California Fairs. Spins Candy Floss FASTER and FINE R. Other models also available.  
**ELECTRIC CANDY FLOSS MACHINE CO.** 202 Twelfth Ave., So., Nashville, Tenn.

**SERIAL PAPER PADDLES**  
Attractive colors for all the leading wheels.  
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## MOTORIZED NOW 1941 CHEVROLET TRUCKS AND PASSENGER CARS

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**CHAS. T. GOSS** With STANDARD CHEVROLET CO. EAST ST. LOUIS, ILL.

## Merry Christmas and a Prosperous New Year to all Our Friends

## TILLEY SHOWS

NOW BOOKING FOR SEASON OF 1941

**CONCESSION**—Can place legitimate Merchandise Concessions of all kinds. Nothing over ten cents.  
**SHOWS—SPECIAL PROPOSITION TO SHOWMEN WITH OWN OUTFITS.** Will book any meritorious attraction with or without own outfit. Especially want Side Show, Old Show, Posing Show, Snake Show, Illusion Show, Mechanical Show, or any show capable of getting money when money is there. Following, write me: **HOSE SMITH**—Will book flashy live Pony Ride.  
**RIDE HELP**—Can use sober, experienced, reliable Ride Help who can drive semi-trailers. Pay in full EVERY WEEK. Drivers and women chasers, save your stamps.  
Why experiment? Join a show that has a route of proven spots booked for 1941.  
**ADDRESS BOX 297, LADD, ILLINOIS**

## FOR SALE ZIMDARS GREATER SHOWS

All or Any Part of It—Reason, Other Business.  
Show consists of twenty-eight Trucks—seventeen Semi-Trailers—nine Major Rides—three Kid Rides—eight Show Fronts—one Entry Arch—Furnish mounted complete on Semi-Trailer—Transformer Truck—Top—Sawall—Banner—Cable—Wiring—Lights—Four Light Towers—Motors—Office Trailer—Ticket Boxes—Staging—Beats, etc. Show is complete in all details. Address:  
**P. O. BOX 79, or Winter Quarters, Winona & Central Sts., Hot Springs, Ark.**

## Missouri Show Women's Club

Maryland Hotel St. Louis, Mo.

ST. LOUIS, Nov. 23.—In the absence of President Anna Jane Pearson and all vice-presidents, November 14 meeting was presided over by Past President Neil Allen. Secretary Grace Goss and Treasurer Gertrude Lang were in attendance. Entertainment committee reported the club would hold a tacky party in the American Hotel on December 14 with Ethel Hesse, Grace Goss, and Neil Allen in charge of arrangements.

Club received a letter from its first president, Marietta Vaughn, from Dallas, where she now resides because of ill health. Night's award went to French Dean, Elsie Miller, of Chicago, donated a number of attractive pot holders to be awarded by the club. Millicent Navarro is still in Missouri Baptist Hospital here.



# Midway Confab

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

MAGIC Carpet maneuvering!

CONNIVING at the Crossroads!

EYES of Dixie showfolkl'll be "North of the Border" next week.

HOFFNER AMUSEMENT COMPANY closed a successful 21-week season in East Moline, Ill.

HAVING closed as general agent with Dick's Paramount Shows, H. A. Rodman is wintering in Boston.

WHATEVER became of that guy Confucius? The cookhouse clown says they must have called his number.—Cat Rack Annie.

My winter p. a. job seems so different! This boss really lays out some dough for the press.—SIX-Syllable Webster.

OUR boss is leaving for the Chi meetings with plenty of paper—blank contracts.—Oscar the Ham.

IDLE sayings of idle minds: "Altho it'll be my first season as g. a., I'll play every town on the streets."

WINTER trouping will often provide an alibi for not saving any scratch last season.—Milo McGooft.

SINCE ending the season with Rubin & Cherry Exposition, Frank S. Reed has

THE boss is taking his best hold to lift their ice so that he and the frau can make a showing at the meeting.—Mrs. Uphaw.

MR. AND MRS. H. D. CONAWAY, after closing with Lawrence Greater Shows in Anderson, S. C., left for their home in Mannington, W. Va.

H. B. DICKSON and family, who recently closed their second season with their ride unit on the J. J. Colley Shows, are now operating their photo gallery at Wynnewood, Okla., their home town.

HAVING closed their chicken ranch, Don and Maude Montgomery, former troupers, are back in Norfolk, Va., where Don is manager and Maude is hostess at the Hotel Gilbert.

GENERAL AGENT Charles A. Abbott is in Richmond, Va., on business, and William M. Bresse, representative of Lawrence Greater Shows, passed thru the city en route to Charlotte, N. C.

CORN GAME operator with Fuzzell's United Shows, Harold Clippard cards from North Little Rock, Ark., that he will return to Tupelo, Miss., for the winter.

MR. AND MRS. JACK PALMER, popcorn and high striker concessionaires, card from Los Angeles that they have

with conditions improving tremendously all over Canada.

THIN bank roll prayer: "Make me a real trouper again just for a day and bring back a few more penny-pitch promotions."

KENNETH BLAKE, high diver, in Cincinnati last week, visited the confab desk while en route from Atlanta to St. Louis. He said that after a few days' vacation in the Mound City he plans to head for the Chicago meetings.

BEFORE closing with the Art Lewis Shows in Norfolk, Va., Joe and Ruby Kane booked their four ball games for 1941. Joe again will work for Sem Thompson at his grill in Hackensack, N. J., making his third winter there.

FOREMAN of Bert Clawson's Whip on Cetlin & Wilson Shows, Max Sander went to Reading, Pa., for the winter after closing in Fayetteville, N. C. Al Westcott, manager of the Octopus, headed for Chicago.

SPECIAL AGENT with J. J. Page Exposition Shows the past season, C. C. Jernigan was in Cincinnati last week to consummate a business deal before going to shows' quarters in Johnson City, Tenn., for the winter.

RAE-TERRILL pens from St. Joseph, Mo.: "Charl-Lynn, South American Sex Oddity, is visiting me here. We were in vaude and musical comedy together way back when. We plan to open in a night club soon with a Gay '90s number."

FAMOUS last words: "Our agent is so well known he'll be able to keep other shows out of every town we want to play."

BILL THOMPSON, talker on Lorow Bros.' Ten-in-One Show on Hennies Bros' Shows, writes from Chicago that he is not the Bill Thompson who is framing a side show for 1941. He adds that he and Mrs. Thompson intend to return to Lorow Bros. again next year.

MR. AND MRS. JOHN GORDON, who wound up the season with James E. Strates Shows, are visiting Gordon's sister in Minneapolis and later will visit with Mrs. Gordon's relatives in Indianapolis. The Gordons report they will return to Strates next year.

WHILE Orange State Shows were playing the fair in Panama City, Fla., week of November 4, Leo Bistany, Ralph Endy, and Billie Clark chartered a deep-sea fishing boat and landed about 30 Spanish mackerel and 25 red snappers, reports Red Davis from Marianna, Fla. Ralph Endy obtained the largest catch.

ELECTRICIAN for four years with W. E. West Shows and this year with Paul Towe and Smith Bros' Shows, T. W. (Strawberry) Robb is in Veterans' Hospital, Muskogee, Okla., where he expects to be for at least three months more. He would like to read letters from friends.

MR. AND MRS. ABE FRANK and L. B. (Doc) Holtkamp visited Buckeye State Shows in Hattiesburg, Miss., briefly during shows' recent engagement there.

**PENNY PITCH GAMES**  
 Size 48x48", Price \$20.00  
 Size 48x48", with 1 Jack Pot, \$30.00.  
 Size 48x48", with 5 Jack Pots, \$40.00.

**PARK SPECIAL WHEELS**  
 30" in Diameter, Beautifully Painted. We have in stock 12-16-20-24- and 30 number Wheels. Price \$12.00

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 75-Player Complete ..... \$5.00  
 100-Player Complete ..... 7.25

**SEND FOR CATALOGUE.**  
 Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Cans, etc.

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Single Sheets, 8 1/2 x 14, Typewritten, Per M. . . 5.00  
 Analysis, 3 p., with Blue Cover, Each . . . . . .05  
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 Samples of the 4 Readings, Fair for 25c. . . . . .10  
 No. 1, 34-Pages, Gold and Silver Covers, Each . . . . .30  
 Wall Charts, Heavy Paper, Size 28x42, Each 1.00  
 Gazing Crystals, Ouija Board, Planchettes, etc.

**NEW DREAM BOOK**  
 120 Pages, 2 Sets Numbers, Clearing and Policy, 1200 Dreams, Bound in Heavy Gold Paper Cover, Good Quality Paper, Sample \$0.15  
**HOW TO WIN AT ANY KIND OF SPECULATION.** 24-Page Booklet, Beautifully Bound, 50c.  
**PACK OF 75 EGYPTIAN F. T. CARDS.** Answers 811 Questions, Lucky Numbers, etc., 55c.  
**ZODIAC F. T. CARDS.** Pack of 12, \$1.00  
 Graphology Charts, 9x17, 8am, 50c, per 1000 \$8.00  
**MENTAL TELEPATHY.** Booklet, 25 P., Folding, "WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written. Per Doz. \$5.00  
 Shipments Made to Your Customers Under Your Label. No checks accepted. O. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

**SIMMONS & CO.**  
 19 West Jackson Blvd., CHICAGO  
 Instant Delivery. Send for Wholesale Prices.

**The Improved Kiddie Airplane Swing**  
 Attention Careful Owners and Park Managers



Plan on adding one of these rides to your present equipment. Accommodates 15 large children. Newly designed Airplanes and beautifully hand-decorated seatings with no advance in price. Ride recedes from propeller position, no gears or belts to bother with. Weight about 2,000 lbs. Description and price on request.

SMITH & SMITH, Springfield, Erie Co., N. Y.

**BUDDHA—FUTURE PHOTOS—HOROSCOPES**  
 1941 ASTRO DAILY HOURLY FORECASTS  
 Buddha Papers, Horoscopes in 14 styles, Display Charts, Apparatus for Mindreads, Mental Magic, Spirit Effects, Mitt Cams, Graphology, Palmistry, Books, Crystals, 164-Page Illustrated Catalogue, 30c.

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**PEANUTS**  
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**LA PEER HIGH STRIKERS**  
 NEW SINGLE, DOUBLE, TRIPLE 1941  
 Real money-makers in marks, art, fairs, and on shows. SEND FOR CATALOGUE. 15% discount on orders of \$100 more during December and January. New 1941 games at special prices now.

**LA PEER HIGH STRIKER WORKS**  
 Turill Ave., Peer, Mich.



INAUGURATING their winter tours with their respective museums to satisfactory results last week were Pete Kortez (left) and Floyd King (right). Kortez' World's Fair Museum began its 22d annual trek on November 18 at a location in the heart of the business district of Fort Worth, Tex., while King's New York World's Fair Museum started its second week in Hartford, Conn., on November 16 to good results after a profitable opening week.

been operating a book store on Louisiana Street, Shreveport, La.

SPENDING the winter at their home in Orange, N. J., with their niece, Madeline Genovese, are Mr. and Mrs. Rocco Masucci.

THAT mug you see hustling so hard since the season closed is only one of the lucky boys looking for his luck.—Cousin Pete.

SAM LOVER, concessionaire with United American Shows this season, was glimpsed on the streets of New Orleans recently.

JOE E. FELDMAN infos from New York that he has booked his scales and novelties at three spots with Pioneer Indoor Shows.

LORRAINE WALLACE cards from Hattiesburg, Miss., that she recently closed with Buckeye State Shows and will play indoor dates with her lion act.

MANAGER of the Funhouse on Cetlin & Wilson Shows, Don Getty left for Florida for the winter after closing in Fayetteville, N. C.

COUNT JOSEPH ZAINO scribes from North Little Rock, Ark., that he has closed his show and will winter in that city until April 1.

AFTER a pleasant season as cookhouse cashier on Blue Ribbon Shows, Gertrude Clifton is en route to Los Angeles, where she will winter.

been enjoying a tour of California for the past six months.

WINTER QUARTERS note: "As soon as Uncle Sam assigns our post-office box we'll have some stationery for the agent."

AFTER a pleasant season with Cetlin & Wilson Shows, Mr. and Mrs. John B. O'Rear returned to their home in Miami for the winter. Mel Musser and Art Paul accompanied them.

ARTIST and designer H. C. Landaker is en route from Beaumont, Tex., to Los Angeles, where he has a couple of deals pending for innovations on West Coast carnivals.

"CLOSED a successful season on James E. Strates Shows," pens Robert Mansfield from Hot Springs, Ark. "Plan to leave here soon for St. Louis, Mo. and then take in the Chicago meetings."

MR. AND MRS. LARRY REESE, after closing with United American Shows in Hammond, La., went to New Orleans, where they expect to remain until after the holidays.

J. B. SWAFFORD, who closed a successful season as general agent of De Luxe Amusements, has resumed his duties as doorman at the Shubert Theater, Boston, his second season there.

J. W. (PATTY) CONKLIN says that his plans for the Frolexland at the Canadian National Exhibition, Toronto, next year are working out very satisfactorily.

**To All Friends and Customers**

Visit Our Representatives  
**EXHIBIT BOOTH 17**  
 N.A.A.P.P.B. Convention—Hotel LaSalle  
**EXHIBIT BOOTH 25**  
 Showmen's League Trade Show—Hotel Sherman

**CHICAGO, ILLINOIS**  
 December 2-6

Let them tell you about profitable **BIG ELI** Products  
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**GREATER FAIRWAY SHOWS**

Now booking for the 1941 Season.  
 RIDES, SHOWS, CONFESSIONS,  
 WANT FREE ATTRACTIONS, photos and price.

**EMIL J. ZIRBES**  
 BISMARK, N. DAK.

Other visitors included Howard Bloom, promoter of Central Labor Union Merchants' Exposition, and several attaches of United American Shows' winter unit.

WHO ne'er has trouped, he has lived but half. Who never spiled, he never knew of fun. Who never shined is stranger to a laugh, And he who never doubted never won.

MR. AND MRS. DATE CURTIS, Buckeye State Shows, writes from Elmore, Miss., that they leased a tourist camp there for the winter and that Mr. and Mrs. Walter B. Fox were among recent visitors.

SINCE concluding the season with W. C. Kaus Shows, where they had the side show, Mr. and Mrs. Don Newby and sons went to West Palm Beach, Fla., where they will spend the winter fishing and rebuilding their show for 1941.

W. L. (GEOHY) HARRELL, "Mayor of Moss Point" cards that he has returned to the fishing village of Gautier, Miss., for the winter and that the trailer camp there is full of visitors from all parts of the country.

GREATER UNITED SHOWS recently wound up a week's stand at International Fair, Eagle Pass, Tex., Frank J. Lee reports. He said that rain hurt the first three days, but that remainder of week was good.

JACK L. OLIVER writes from Biloxi, Miss., that he is now on the executive staff of Rogers & Powell Shows and that they had a good week in Pascagoula, Miss., where shipyards are working day and night.

DOWN yonder. "OUT-OF-STATE HELP NEED NOT APPLY." What a lot of folks there are who don't believe in signs!—Whitely Gooks.

WELL-KNOWN general agent, Bob Hallock advises he closed a successful season with William Glick's Ideal Exposition Shows at Wilmington (N. C.) Fair. He said he would announce future plans soon.

AL LYMAN is wintering in Florida after closing a profitable tour with photo gallery, grandstand, and cane rack. He cards that he has booked his knife and cane racks and pin-on-name concessions with Dodson's World's Fair Shows for next season.

MR. AND MRS. CODY will spend the winter in their new trailer home at Reading, O., where Cody will undergo treatment for his eyes. Mrs. Cody recently closed a successful season with the B. & N. Shows, where she had the penny pitch.

CHAIRPLANE attaches on the Cetlin & Wilson Shows this season, Greta and Whitney Campbell will be quarters in Petersburg, Va., when the shows range down the curtain in Fayetteville, N. C., while Ray (Lefty) Vignovich headed for Mount Pleasant, Pa., for the winter.

HAVING closed a successful season with Ripley's Believe It or Not Odditorium, New York, Wilbur H. Roden (Edema), in a man automobile tire, stopped off in Cincinnati last week and visited the confab desk while en route south.

FOLLOWING close of the season with Cetlin & Wilson Shows in Fayetteville, N. C., Curly Williams, Ferris Wheel foreman, and Mrs. Williams, in charge of tickets on the Whip, went to quarters in Petersburg, Va., and then headed for Mount Airy, N. C., for the winter.

THE girly-girly show thru at last. The towner around the entrance waits To see the gals come tripping past— With his husky, handsome ride-boy mates.

"I VISITED the World of Mirbs Shows while they were at Greenville (S. C.) County Fair," cards Bruce Heaton from Greenville. "Shows had swell crowds and business appeared good. Renewed acquaintances with Zippo and Flippo, Jim McHugh, Earl Purtle, Charley Klander, and members of the Club Esquire."

"I'VE quit the road for a position with a trucking company here," O. C. (Henry) McClain letters from Columbia, S. C. "Was formerly with Mighty Monarch Shows and have seen a number of trouper on my trips. My wife, Miggette, is still with Mighty Monarch, as mail and The Billboard sales agent."



MAX COHEN, general counsel-secretary-treasurer of the American Carnivals Association, Inc., Rochester, N. Y., who will carry greetings of the ACA to allied organizations during the Chicago meetings the week of December 1. Congratulations will be extended to the International Association of Fairs and Expositions upon its 50th anniversary and he will greet the 22d annual meeting of the National Association of Amusement Parks, Pools, and Beaches. His annual report to the seventh annual ACA meeting is expected to include some interesting recommendations.

OWNER of United American Shows, C. A. Vernon, who closed his organization at Hammond, La., departed immediately on a hunting trip near Mrs. Vernon's home in Bryan, Tex. A small winter unit of rides and concessions, under management of Ray Swanner, will remain out as long as weather permits.

IF you think it ain't tough, pipe this winter menu on the Great Bicycle Shows: Soup, potato peel, salad, lettuce leaf; vegetables, baked pea shells, beet tops, cabbage leaves; entree, Southern style meat scraps with beet-top gravy a la mode; dunk-water tea or skimmed buttermilk; dessert, baked-apple-peeling pie with skim-milk sauce.—Tanya.

QUERY. When the g. a. is 500 miles away, is it kosher to blame him because State authorities penalized the show for crossing the border without stopping?

O. F. FRIEND and Benny Rogers, who closed with Charley Fern's Side Show on Goodman Wonder Shows recently, are visiting at Friend's home in Massillon, O., after an Eastern jaunt, which included a visit to Floyd King's World's Fair Museum in Hartford, Conn. They report King has a flashy outfit and strong line-up of attractions.

C. M. (RED) MILLER, who built the electric junction boxes and was superintendent of the four Diesel light plants on the Gold Medal Shows, writes from quarters in Columbus, Miss., that he is catching up on sleep there. He says the shows were out 32 weeks; played 8 Sundays, making 33 show weeks, and covered 12 States.

NOTES from Funland Shows by Ted C. Taylor: Business in Tabor City, N. C., under Agricultural and School Fair auspices, which ended November 16, was good, despite cold weather. Captain Fitzpatrick's Wild Life Show clocked, as did Thompson's Casino, Marlon's Revue and Hillbilly Show did well. It was too cold for rides, but concessions got their share.

I AM amazed that some smart cookhouse waiters, concession agents, and plant show talkers that I know of did not long ago become successful executives.—Colonel Patch.

OWNERS of Blue Ribbon Shows, Mr. and Mrs. L. E. (Eddie) Roth, and Art and Ann Alexander are vacationing in Hot Springs, Ark., but will attend the Chicago meetings. They are staying at the Palm Apartments, owned by Mr. and Mrs. C. L. Dutcher, formerly of Johnny J. Jones Exposition, Rubin & Cherry Exposition, and Mighty Sheesley Midway. Dutcher recently closed with Goodman Wonder Shows as Penny Arcade operator.

SINCE closing with Art Lewers, where I had the front of Mabel Kidd's Treasure Island I joined Dr. and Mrs. Garfield for a long-promised visit and va-

cation in the South," pens Bo Lethliser from Fort Meyers, Fla. "Since closing in Wilson, N. C., we have visited Endy Bros., James E. Strates, John H. Marks, and several smaller shows in the South. We are vacationing and getting in some fishing here. Eddie Scott, Dr. Garfield's technician, is with us."

AMONG SHOWFOLK vacationing in Hot Springs, Ark., reports Mary Jean Robertson, of Blue Ribbon Shows, are Mrs. J. W. Laughlin, convalescing from a recent illness, and husband; Mr. and Mrs. Mike Rosen, Paul Miller, Jack Holliday, Rudy Singer, Johnny Toffel, Max Goodman; Mr. and Mrs. Noble C. Fairly and son, Paul; Mr. and Mrs. Harry W. Hennes, Mrs. Anna Jane Pearson, Harry Zimdars, and Tiger Mack.

HE who makes me for my poke steals eppus, but he who lies to the boss about me because he wants my job is lower than a whiz-mob apprentice.—A. Cent.

WILLIAM C. MURRAY, who finished out the season as general agent and assistant manager to Maurice Miller on Miller Bros.' Shows and saw the shows into quarters after they closed at Bishopville (S. C.) County Fair, jumped into Florida and, after visiting Dick Harris, of the Majestic Shows for a couple of days in Lake City, joined the staff of the Mighty Monarch Shows in Starke, Fla. He says he's currently directing the first county fair there, under American Legion Post auspices.

"MY WIFE and I are comfortably situated here after putting in the season with W. J. Bunts' Crystal Exposition Shows," letters Percy Martin, general agent, from Crystal River, Fla. "We're passing our time fishing and duck hunting to good results. This spot is getting to be a showmen's rendezvous, Curtis J. Velare, of Royal American Shows, being the owner of a beautiful home here, as are Mr. and Mrs. W. J. Bunts. They also own a number of other homes and buildings. Plan to return to the road next year, which will mark my 27th in outdoor show business as pilot of carnivals."

WHO misses or who wins the prize, Go lose or conquer; do not balk. But if you fall, or if you rise, Do not, we pray, emit a squawk.

NEWS from Cetlin & Wilson Shows' quarters in Petersburg, Va., by Raymond D. Murray: Show train and equipment are in quarters here. Luellie (Mom) Lee, wardrobe mistress of Paradise Re-

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Growing by leaps and bounds to be the most profitable indoor attraction in the country! Ideal for churches, bazaars, carnivals, night clubs, ball-rooms, taverns, etc. In every way the most practical and satisfactory outfit ever devised. Consists of handsome nickel plated brass Bingo Globe, 9 1/2" diam.; Cards (up to 3,000 without duplication); Ball Board and 75 numbered and lettered Balls. Well built to stand up under hard use. Now at new LOW PRICE!

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Take this opportunity to express our deep appreciation to A. J. KAUS, General Manager of the Cleanest Midway in America, for making possible a most profitable and pleasant season.

Curly & Delores James Mr. & Mrs. James Dowdy Mr. & Mrs. Geo. F. Whitehead Mr. & Mrs. Ernest Allen Mr. & Mrs. James Kane	Mr. & Mrs. Renee Mr. & Mrs. James J. Burns Mr. & Mrs. C. O. Davis Geo. G. Donnan Ray McWethy Willie Levine J. C. Crewes	J. Levinsky Adolph Johns Leonard & Roy Thomas Percival Chas. Joy Gramlich Lula Johns Arcade Boys
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 DALLAS, TEX. 2125 Commette  
 KANSAS CITY, MO. 310 West 9th

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vue Show. Is in charge of the quarters' cockhouse. Mr. and Mrs. I. Cetlin and Mr. and Mrs. John W. Wilson will maintain offices here during the winter. Cetlin and Wilson will attend the National Showmen's Association banquet in New York. Among the workers here are Frank Masick, superintendent; William F. (Heavy) Harris, and Hugh Gregory.

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**Showmen's Exhibit Assn.**  
Trade Show  
Dec. 2, 3, 4, & 5  
Sherman Hotel—Booth No. 26

**N. A. A. P. P. B. - A. R. E. A.**  
Trade Show  
Dec. 3, 4, 5, & 6  
La Salle Hotel—Booth No. 17

Drop in and see us. You will be welcome and under no obligations. Incidentally, if interested, we will be glad to discuss our favorite topic, the

**TILT-A-WHIRL**



**Sellner Mfg. Co., Inc.**  
FARIBAULT, MINN.

Agnes Funk left for her home in Mount Pleasant, Pa., and Mrs. Cetlin and Mrs. Wilson are making plans for the 1941 edition of their fairise night club.

AFTER a successful tour of Georgia, Tennessee, Kentucky, Indiana, Illinois, Michigan, and Wisconsin, Lofstrom & St. Elol Trained Monkey Show closed its season in Quitman, Ga., on November 9 and went to the barn in Valdosta, Ga. Shows' route this year consisted of 13 one-week, 18 three-day, 12 two-day and 9 one-day stands. Capt. Raymond Andette, ring emcee and trainer; John LaMar, canvas; Edward St. Elol, tickets, and William Lofstrom, openings and tickets, made up the roster. Some 18 monkeys and baboons were used this year. Among early visitors to show's quarters were Mr. and Mrs. Gary and daughter, Clyde Warrington, of Popcorn City; Edgar Hogan, bingo operator; Doc Murdock and son, and the Crawfords, free act.

IT being unanimously agreed that there should be more give-and-take in show business, the big trick now is to find out what that is.—Dime Jan Johnson.

NOTES from James E. Strates Shows' Savannah, Ga., quarters by Dick O'Brien: Manager James E. and Mrs. Strates left on their annual trip to New York. Master Mechanic and Builder James Yotas returned from a plane trip to Tampa, Fla., and is getting new equipment ready for 1941. Mrs. Putnam left for Florida for a vacation. Local papers have carried an extensive story on shows' growth and pictures of activities at new quarters. Arthur Walsh plans to leave for Florida as soon as he's released from his doctor's care. Nick Bozina departed for the North to visit his family but will return after the holidays. Electrical department is busy on the big revolving searchlights that will be placed on all of the light towers. Uncle Louis Strates is a daily visitor to quarters. Harriet Carrilia, niece of Manager Strates, is attending business college during the winter.

DORSET, Vt., Quarters Gossip from King Reid Shows by Jack Moore: All equipment was moved to local quarters after closing a successful season of 14 stid dates and seven Vermont fairs on September 28. A crew of three, in charge of Leo Grandy, remained to take care of routine work to clear the way for extensive construction work scheduled. Kitchen and bunk houses have been repaired and enlarged, and Grandy is currently working on new electric signs which will be uniform on all ticket boxes in 1941. General Manager King Reid returned from a month's tour of the Southern fairs. Jack Sudentfield, of Old Orchard Beach, Me., was a recent visitor and booked his four concessions for next season. Friday Patrick, ride king in Dorset, was in the park and signed for 1941. L. R. Burns, special agent, has recovered from the operation he underwent last summer and is handling indoor promotions.

"THE 40-mile's not for me!" Cried one aflame with youth's fierce fires. "I'll join a railroad show and see the world and all my heart desires!" 'Twas long and hard. One bawled knee He reached the top. What mounded grief He could not see— Cinders in his eyes!

NOTES from the Coast, by Harry Chipman: W. Lee Brandon, of the Foley & Burk Shows, reports a swell season. He went to the North and is reported to be in time for the Pacific Coast Showmen's Association 18th Annual Banquet and Ball. Chuck Gammon arrived in Los Angeles. Over 100 members of the Pacific Coast Showmen's Association and Ladies' Auxiliary were guests of the Hollywood Music Box Theater to witness the Zero Hour performance. Bill Jessup came into Los Angeles for a visit and reported excellent business with the West Coast Management Company. Arthur Hockwald is a daily visitor around the PCSA clubrooms, as is Roy Barnett. Al Fisher scored in all the local dailies by winning recognition in Robert Ripley's Believe It or Not section as the man who smoked 100 cigars in a day. Ben Dobbert, of Golden State Shows, reports a favorable season. Francis (Patrick) Shanley is sojourning at Mesa, Ariz. Prof. Arthur S. Morell is visiting in Los Angeles, while Jack Brooks is portraying Santa Claus at May Company and for the Downtown Business Men's Association. Milt Taylor again is working Snars-Robuck department store. Joe and Anna Metcalf are home again. Princess Olga Celeste is still working her animal acts on the roof garden of May Company. Hort Camp-

bell's Tip Top Shows are in Chino, Calif., while Hugh Bowen's Joyland Shows exhibit in Corona, Calif. Charles Alton has been playing Ford Avenue. Harry De Garro closed the season with Steffen's Shows. Ted Levitt has a turkey ranch near Los Angeles.

**LEWIS IN NORFOLK**

(Continued from page 50)  
At noon Wednesday everything had been placed in storage.

Manager Art Lewis, accompanied by his brother, Charles, left for New York to attend the National Showmen's Association Banquet and Ball at the Hotel Astor November 27 when Charles will be presented with a Gold Life Membership card for his efforts in obtaining over 50 members during 1940. After the NSA banquet they will leave for the Chicago meetings and then return here, where offices again have been established at the Hotel Fairfax.  
Prior to this point Manager Lewis will direct the routing and booking for 1941. Superintendent and Mrs. Howard Ingram motored to Wisconsin to visit relatives. From there they will go to Sarasota, Fla., for a vacation until after the holidays. Before leaving for New York, Manager Lewis was initiated into the Council of the C.S.C.A. here. Lewis also said that negotiations had been consummated for the addition of five more steel cars to the train; construction of two more neonized show fronts, and the acquisition of a trained Wild Animal Circus.  
Postmistress Aylene Potter Morency reported that she is holding selective service order number cards for Pete S. Smith, of Peabody, Mass., and James Edward Carnard, of Pawtucket, R. I., and will gladly forward them upon receipt of address.

**PCSA BALL THEME**

(Continued from page 50)  
into a circus marquee, and an exchange desk, directed by uniformed attendants, will handle the ticket reservations.

In the "big show" will be circus type of talent. A calliope will be laid out and Hobby promises numerous surprises for those who wend their way into the Gold Room for the big event. Also providing music for the dinner and dance will be Frank Hubbell's orchestra of note and the Strollers.

Hobby said that a special menu is being planned by the Biltmore's caterers and special decorations will be laid out. Reserved chairs and tables have been selected by nearly every show and showman on the West Coast, and numerous Eastern showmen have made reservations. Since the Western Fair Association meeting winds up three days prior to the event, plans are being made and have the fair secretaries and representatives come here in a group via an excursion.

Features of this year's event have been carefully planned by the banquet and ball committee, and from present indications it will be among the biggest in the organization's history.

**Memorial Plans Shaping**

Chairman Ted Le Fors of the club's memorial day committee continues plans for the services to be held in Showmen's Rest, Evergreen Cemetery here, on December 15, and this week requested all West Coast showmen or friends of showfolk to be on hand for the event. Le Fors said that there again will be special services by prominent members of the clergy. Music will be provided by a choir and soloists, and flag exercises and the firing of military salutes over the graves are planned.

**PCSA AUX PARTIES**

(Continued from page 50)  
were unable to attend were read and many regretted that Past Presidents Clara Zeiger and Maybelle Crafts, and Edith Walpert, who is ill in Madison Hospital, could not attend. Committees in charge included Rose Rossard, Margaret Farmer, and Vivian Gorman, dinner; Mabel Fisher, Betty and Martha Riely, decorations; Betty Wilson, Nell Ziv, Vivian Horton, Alice Jones, Patty Cook, and Lucille King, arrangements. Tables were set for 70.

In attendance were President Nina Rodgers, First Vice-President Babe Miller, Secretary-Treasurer Vivian Gorman, Mother Minnie Fisher, Past President Nell Ziv, Martha Levine, Marie LePera, and Peggy Forstall; Rose Rossard, Betty Wilson, Jennie Rawling, Vivian Horton,

**Lawrence Below Par At Wind-Up; Season Trek Is Successful**

ANDERSON, S. C., Nov. 23.—Hampered by cold weather, Lawrence Greater Shows closed their season at the fair here on November 16 to below par business as compared with last year, Bill Goff, press representative, reported. Tour as a whole, however, was successful, with shows registering a profitable 15-week fair trek and some swell stid dates. Because of the enlarging of shows before beginning the fair dates, everything received a complete overhauling and all equipment and paraphernalia closed in exceptionally good condition. Shows returned to quarters in Chester, S. C., marking their second year there.

Quarters' work will get under way soon after January 1. Two additions to the staff following the sudden illness of Mrs. Shirley Lawrence in the mid-season were Ed Reider and a book order, the secretarial duties in the office wagon, and W. M. (Bill) Breese, who joined as business manager. At close here, Manager Sam Lawrence went to his home in New York to be with Mrs. Lawrence, who is recuperating in a hospital there from her lengthy illness. Sunshine Club, composed of members of the personnel, held its final get-together dinner and dance at the Mayfair dining room. Bill Woodall, president, and George Hamilton, secretary-treasurer, handled the event in efficient manner and numerous speeches combined with dancing and good fellowship brought the season to a close.

Where they will winter: R. Y. Reynolds and Mr. and Mrs. C. L. and daughter, Margie, went to Nashville, Tenn.; Mrs. Ray McWethey and son, Ray, rejoined McWethey Sr. at Sarasota, Fla.; Mr. and Mrs. Harold Smith, Troy, Pa.; Art Prebish, Toledo, O.; Bill Meler, St. Augustine, Fla.

Tony Lento will winter in Greenville, S. C.; Mr. and Mrs. S. O. Orendorf, Cumberland, Md.; Harry Lear, Edinburg, Va.; Mr. and Mrs. Fred Fournier, New York; Pete Manz and Arthur Dole, Richmond, Va.; Jack Burke, Hollywood, Fla.; Charles Miller, Hedgesville, W. Va.; Mr. and Mrs. Charles Roy, Mr. and Mrs. Frank Joseph, and Nina and Pete, Florida; Mr. and Mrs. Art James, and John, Harry, and Joe, Florida; Mr. and Mrs. R. L. White, Jacksonville, Fla.; E. Katering, Florida fairs; Louis Gooth, quarters.

Ann Stewart, Alice Jones, Carlo Lipps, Blossom Taylor, Grace Lee, Grace, Maybelle Hendrickson, M. Taylor, Maryory Stephens, Margaret Farmer, Emma Clifford, Marie Forrest, Mabel Brown Estell Linton, Ester Carley, Eunice Olsen, and Jewell Honyar.

Maybelle Bennett, Mora Bagby, Norma Burk and mother; Ann Metcalf, Lucille Zimmerman, Mabel Stark, Josephine Foley, Lillian Schue, Ada Mae Moore, Oleta Joyce, Liliabel Williams, Ethel Houghtaling, M. E. Maxine Elston, Lela Palmater, Estelle Hanscom, Lill Eisman, Topsy Gooding, Josephine Thomas, Inez Alton, Allireta Foster, Esther Luthie, Vivian Jacoby, Rosemary Edwards, Gladys Forrest, Leona Barle, Etta Hayden, Cecelia and Bertha Kanthe, Jewel Smith, Marie Jessup, Linda Barnett, Ruth Kelly, Johnny Davis, Fern Chaney, Nellie Bowen, Ruth Korte, Millie Albert, Edith Lenzer, Peril Schaffer, and Lucille King.

**HOCTOR-BARKER JOIN**

(Continued from page 50)

ended their season they were hauled to quarters for storage and revamping. William H. Barker was appointed general agent, a position he has held for a number of years with the Great Lakes Amusement. He's currently on a booking tour. Hctor is directing quarters activities, with Fremont Smith in charge of the crew, which will handle construction work on several new semi's and overhaul trucks and tractors, was appointed to painting all equipment and building light towers and main entrance.

Mr. and Mrs. Barker have left for a brief vacation in Miami. They plan to return North earlier than usual in order to supervise redecorating of their cookhouses, penny arcade, and Tilt-a-Whirl, and construct several new show fronts. Management plans to carry six rides, five shows, and about 25 concessions. Free acts will be included, as will a sound and calliope truck.

# Additional Draft Serial Numbers; Delinquent List

CINCINNATI, Nov. 23.—Following are additional serial numbers of showmen who gave *The Billboard* Cincinnati office as their permanent address. Their registration cards are on file at Hamilton County Draft Board No. 7, Room 201, Havin Hotel, Cincinnati:

Moore, Donald.....	3886
Oakleaf, Oren Garnet.....	2723
Oliver, James.....	3887

### Delinquents

Draft Board No. 7 announces that the following men are considered delinquents, having failed to respond at the proper time:

Allen, Billy	Grant, Harry L.
Arbogon, George C.	Harper, Marshall
Breece, Dale V.	Heath, Theodore
Broda, Joseph J.	Hogg, Mack
Brown, Jim J.	Hooper, Harry J.
Chandler, Ray	Jensen, Ralph P.
Crus, Duyo	Jeter, Van L.
Davis, Arthur	Jones, Harold H.
Demetro, Tom	King, Henry
Eckhart, Harry A.	Lento, Tony
Endicott, Roy	Fariosse, Paul E.
Gaverson, Steve J.	Gaverson, Howard C.
Gibson, Howard C.	Gouldie, Frank C.
Gouldie, Frank C.	Marks, Frank

Mills, Madison E.	Satterfield,
Myers, Lucky V.	Thomas M.
Osterberg, William	Stewart, Jack A.
	H. Wells, Albert
Owen, George	Wilst, Richard L.
Redinger, George B.	Womack, Carmack
Reilly, James J.	D.
Richards, John W.	Woodard, Russey
Roberts, Steve	W.
Spillman, Don F.	Yost, Arthur M.

## Draft Order Nos. Assigned in Chi

CHICAGO, Nov. 23.—Herewith are given the names and order numbers of showmen who registered under the Selective Service Act and gave *The Billboard's* Chicago office as their permanent address. The numbers were obtained from Chicago Draft Board No. 1, 35 South Dearborn Street:

Anderson, Elmer Eugene.....	1105
Averill, William George.....	366
Baldi, Francis James.....	2123
Carter, Thomas J.....	702
Cox, John A.....	2251
Davis, Kenneth LeRoy.....	2155
Decco, Fred Lee.....	688
Douglas, John F.....	1857
Hallett, Robert Francis.....	1166
Hassen, Ollie.....	1112
Johnston, Don.....	673
Laycock, Walter Lewis.....	150
Long, Maurice.....	1281
Methison, Charles Allen.....	2191
Overland, Leo Eugene.....	1468
Rhodes, James Alden.....	1013
Teeter, Virgil Leroy.....	2235
Warner, Arthur G.....	1897

## Selective Service Mail for These Men at The Billboard's Offices

CINCINNATI, Nov. 23.—Following are the order and serial numbers of men who have Selective Service mail at *The Billboard's* various offices. In some instances the mail consists of questionnaires and in others order number cards. All of these men are requested to send forwarding addresses immediately.

### CINCINNATI OFFICE, 25-27 OPERA PLACE

Name	Order No.	Serial No.
Adams, Walter W.....	323	3553
Allen, Claude W.....	295	3222
Anderson, James.....	340	3219
Arbogon, Geo.....	84	3643
Chandler, Richard.....	256	3217
Babbs, Louis W.....	294	3549
Barfield, Carl C.....	178	3132
Baumgardner, Lee.....		
Beard, Elbert Loyd.....		
Bickford, Amos L.....	271	3472
Borsvold, Arthur E.....	369	3571
Bowen, Paul J.....	248	3038
Bowman, Chas. R.....	154	2870
Breece, Dale V.....	83	3783
Bright, James H.....	339	3671
Broda, Jos. J.....	143	3322
Brown, Jim J.....	115	3504
Cahill, Jos. L.....	231	3605
Chandler, Ray.....	107	3018
Conroy, Harry T.....	242	3018
Costello, Tom.....	297	2973
Crowe, Chas. H.....	381	3537
Crow, Richard D.....	368	3268
Crus, Duyo.....	121	3634
De Criscio, Anthony.....	36	3252
Dechart, Harry A.....	142	3649
Escalante, Filomeno Acevado.....		
Eysted, Benjamin A.....	267	3335
Ferguson, Walter Leon Jr.....	221	4346
Ford, John W.....	125	3107
Foster, Jack Mitchell.....		
Fricano, Frank.....		
Gaverson, Steve J.....	132	3530
Gawle, Walter E.....		
Gibson, Howard C.....	140	3445
Gouldie, Frank C.....	131	2928
Grant, Harry L.....	190	3664
Greaves, Wm. F.....	257	3673
Hanson, Harry Laverne.....		
Harper, Marshall T.....	4	3509
Harvilla, Albert.....	282	3043
Heisler, Raymond A.....	1536	3644
Hooper, Harry J.....		
Hughes, Howard Harold.....		
Jackson, Fred R.....	282	3040
Jensen, Ralph P.....	166	3254
Jeter, Van Lee.....	63	3663
Johnson, Mike F.....	134	3686
Kealey, Edw. E.....	215	1125
Kealey, Edwin M.....	215	3566
Kelly, John L.....	171	3187
Kelson, Charles E.....	151	3183
Killebrew, Raymond O.....	286	3696
King, Henry.....	80	3746
Knight, Joseph P.....	288	3006
Lamb, Buddy.....	240	3498
Leatherman, Fred L.....	220	3707
Lee, Arthur W.....	237	3093
Lento, Tony.....	137	3182
McGuire, Edward L.....	180	3521
Mallery, Richard.....	184	3137
Marks, Frank.....	66	2874
Miller, John L.....	162	3795
Miller, Orson Augustine.....		
Mills, Madison E.....	96	3655
Moore, Thomas.....		
Morley, Donald V.....	292	3104
Morse, David S.....	240	3057
Mullen, Harry J.....	357	3052
Myers, Lucky V.....	128	3034
Nicholas, Gordon J.....	161	3320
Noller, William.....		
O'Neil, Patrick J.....	263	3758
Oakleaf, Oren Garnet.....	100	2723
Owen, Geo.....	69	3681
Poitte, Leo.....	157	3173
Polk, Milton I.....		
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Robinson, Ralph J.....	303	3517
Rutherford, Claude R.....	397	3289
Satterfield, Thomas M.....	129	3674
Scotfield, Clifford M.....	354	3557
Shaw, Wm. M.....	315	3661
Sheldon, Samuel Edward.....		
Smith Jr., Geo. Edward.....		

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## George Martin, of WM, Dies After Mauling From Lions

RICHMOND, Va., Nov. 23.—George (Abe) Martin, 60, set trapper and employee of the World of Mirth Shows, died in Memorial Hospital here at 9:30 p.m. last Monday from injuries sustained a few hours earlier when he was attacked by two lions owned by Fred Delmar at the shows' quarters in the old locomotive plant grounds. Martin succumbed to the injuries despite physicians' efforts to save his life by amputating his left arm.

Accident occurred about 5 p.m. as Martin, who was a train hand with the shows, was placing a heavy wooden shutter over the cage den, and one of the lions thrust a paw thru the bars, pulling Martin close to the cage and severely lacerating his arm. While attempting to beat off the attack, Martin's other arm was gripped by another lioness and both savagely clawed and mutilated him. Show employees, attracted by his cries, found him with each of his arms in the grip of the big cats and his back badly lacerated. They beat off the animals with clubs.

Funeral services for Martin at the L. T. Christian Funeral Home were well attended, a delegation of the members of the local W. W. Workman Tent of the Circus Saints and Sinners' Club of America acting as pallbearers. Floral tributes were many.

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Stacey, Michael J.....	288
Stapley, Frank.....	330
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Stewart, Jack A.....	86
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Van Camp, Arthur J.....	183
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Wade, Harper F.....	218
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Washington, J. Nelson.....	153
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Wilst, Richard L.....	118
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Yonko, Spero L.....	266
Yost, Arthur M.....	130
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Young, Howard A.....	3339

**ST. LOUIS OFFICE, 390 ARCADE BLDG.**

Beaudreaux, Carlyle Albert.....	146	1428
Benjamin, Chester Everett.....	130	21
Burkwood, Eugene.....	177	5840
Langmo, Harvey Loomis.....		

**NEW YORK OFFICE, 1564 BROADWAY**

Garruso, John.....		
Harris, William A.....		
McCoy, Michael James.....		
McKernan, Patrick.....		

WARNING: Delinquents as far as the questionnaires are concerned are being referred to the United States District Attorney's office, so don't delay.

# Ballyhoo Bros.' Circulating Expo.

## A Century of Profit Show

By STARR DE BELLE

En Route East. Week ended November 23, 1940. Dear Editor: Reached the show would positively play Florida dates this winter. Having an open week, the office decided to route the show toward the Citrus State and to take its time in making the run. All rides, stages, seats, etc., were loaded Saturday night. The canvas was left in the air to dry out before loading. This found the train loaded by Sunday night and the move ordered for Monday. Arrived

in Galveston early Tuesday. Laid over there to let the folks have some good fishing and basket parties on the beach. Train got under way late Tuesday night and made a record run of 200 miles in 36 hours, putting us in Bloomer-on-the-Gulf, Ala., early Thursday morning. Here our Healthy Home Cook-house was unloaded and erected and all hands enjoyed a turkey dinner, which was cut short due to the local market running out of hamburger. All were enjoying themselves until the dining-car (See BALLYHOO BROS. on page 62)

### Charles T. Goss Optimistic Over '41; Predicts Big Biz

ST. LOUIS, Nov. 23.—Charles T. Goss, of Standard Chevrolet Company, of East St. Louis, Ill., looks forward to a big year for outdoor show business in 1941. His reason for the optimistic outlook is because of his many unfilled orders for 1941 Chevrolet trucks and passenger cars. He already has some orders calling for delivery after January 1. During a recent delivery after January 1. During a recent visit to The Billboard office here this week he was himself surprised when on checking over his fall deliveries he found that he had delivered 71 pieces of motor equipment to show people in 33 different States, the longest trip being to Salem, Ore.; while the company delivered north-east as far as North Tonawanda, N. Y.; southeast to Tampa, Fla., and southwest to El Paso, Tex. And as he put it, "this in the face of poor weather, national election, a hitting public, and most shows reporting business far below par."

Among the outdoor showfolk to whom Goss delivered equipment this fall were: H. D. (Doc) Hartwick and C. Johnson, Beckmann & Greely Shows; Dee Lang, Dee Lang Famous Shows; Marion Harris, Hardin & Rowe Circus; Conrad Haney, Great Sutton Shows; Jay Barton, Prince Dennis and Phil Little, Parly & Little Shows; Charles Oliver and Frank Hana-saki, Oliver Amusement Company; M. M. (Matt) Dawson, Acme Premium Supply Company; Jack Dondlinger and Lew Gordon, Hennies Bros.' Shows; W. H. (Bill) Williams, Walter (Mills) Cling-man, Mills Troupe; C. H. (Charles) Reed, Zindars Greater Shows; A. Floyd Carver, Carver's Diving Horses; Tex Stuart, Dod-son's World's Fair Shows; C. J. (Charley) Tenyson, Parade Day Advertising Com-pany; Ernie Campbell, Campbell Tent & Awning Company; Ralph Anderson, Beckmann & Greely Shows, and Art Riley, Sol's Liberty Shows.

Charles McNabb; Buck Owens; Gus Litts, Dixie Belle Shows; Tony Robinson; W. L. Bostwick, Great Sutton Shows; A. (Booby) Obadal, Texas Exposition Shows; George Nelson and (Whitey) Miller, Hennies Bros.' Shows; Morris (Charlie) Zingers, Rosenberg, Texas Ex-position Shows; John R. Ward, John R. Ward Shows; C. H. (Foots) Reeves, Skeeter and Snookey Lorow, and B. O. (Butch) Grantham, Hennies Bros.' Shows; Earl Montford, Montford Riding Device Company; J. J. (Jackie) Stevens, International Congress of Oddities; Donald Gibson, Sol's Liberty Shows; Mil-ton Cohen, Bud Anderson Circus; Orville and Ruth White, cookhouse operators, and the following concessionaires: Charles Peyla, A. R. (Andy) Bartek, E. R. (Eddie) Meyer, Sam R. Brooks, E. D. (Eddie) Grimm, Bob (Bob) Gorley, Charles Grinner, William (Bill) Duh, Hal Woolley, Henry (Hy) Younst, Sidney Goodman, Everett Wafar, C. M. (Chester) Harris, W. R. Huggins, B. Johnston, A. J. Simmons, R. A. (Ralph) Schorf-hauser, and Ernest (Ernie) Hiob.

### American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Nov. 23.—Inas-much as this "column" will be the last to appear prior to start of the seventh annual meeting of our association in Chicago, we extend a cordial invitation to all owners, managers, executives, and others affiliated with or interested in the carnival industry and our association to attend sessions of our annual meet-ing commencing on Monday, December 2, at 11 p. m., Chicago time, in Room 116, Hotel Sherman, and continuing nightly at the same time and place until busi-ness is completed, subject to action of the membership at the meeting.

There will be a review of association activities for the past year and an out-look of a legislative program and of other activities, as well as full discussion of matters pertaining to rail and motor transportation, federal and State social security laws, tax laws, and other mat-ters of interest. This year we are going a step further in proposing for dis-cussion several subjects of vital concern to members and to the industry which ap-pear to be imminent for the coming year. These problems are of great im-portance, in our opinion, and should elicit much discussion and consideration. As in past years, our sessions will be in conjunction with annual meetings of the Showmen's League of America and In-ternational Association of Fairs and Ex-positionists. This year, as is generally known, the National Association of Amusement Parks, Pools, and Beaches will be meeting separately in Chicago during the same week. We desire to ex-press the congratulations and good wishes of this association to the Interna-tional Association of Fairs and Ex-positionists upon its attainment of a notable record of 50 years of service in that por-tion of the outdoor amusement industry which it serves.

From the volume of mail being re-ceived at ACA offices, it appears that many, if not most, of our members will be in attendance, and indications are that there is a generally enthusiastic ap-proval of the activities of the associa-tion. We plan to arrive in Chicago on Saturday, November 30, and we would appreciate it greatly if members desiring to discuss specific problems would contact us as early after our arrival as possible.

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Fair Secretaries, Celebration or Special Events Committees, communicate with us. This is a thirty-car RAILROAD SHOW with the finest collective amusements ever assembled under one single title.

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### N. Y. World's Fair Museum In Click Start at Hartford

HARTFORD, Conn., Nov. 23.—New York World's Fair Museum opened its second week at 155 Asylum Street here on November 16 to good results. Armis-tice Day crowds the first week caused a clicking of turnstiles after an extensive advertising campaign a week in advance heralded the unit's local opening. Unit is said to be the first to appear here in several years. A modernistic front lends much flash to the exterior of the build-ing and the interior is replete with new stage settings and presents a new deco-rative idea in ceiling banners, Justis Ed-wards reports.

Opening was broadcast by remote con-trol from the floor of the museum. Line-up includes Floyd King, manager; John D. Foss, general agent; Justis Edwards, press representative; Cliff Patton, and James Carlton, lecturers; Tom Hart and Howard King, ticket sellers; Edna Price, sword and neon swallowers; Pedro Lopez, blow-torch artist; Gertie Aztec, pinhead; Freddie, armless wonder; Wendel Kuntz and flea circus; Lady Marie, tattooed girl; Richard Wolwender, tattooed boy; Tiny Cowan, fat boy; Princess Sylvia, torture cabinet; Rosemary, midget; Prof. George Burkhart, magician; Mae Patton, electric chair; Carmella, mystic; Chief Amos, Igarotte head hunter; Paul La Page, axman, and Mrs. Wendel Kuntz, superintendent of wardrobe.

Recent visitors were Blackstone, the magician; Paul Taubee, and Fred Jan-sen.

### Blue Ribbon Goes In on Right Side

COLUMBUS, Ga., Nov. 23.—Equipment of L. E. (Biddle) Roth's Blue Ribbon Shows has been stored in quarters on the fairgrounds here, organization having come in from Eufaula, Ala., where it closed a successful 28-week tour at Barbour County Fair to better-than-anticipated business on November 2. All quarters operations have ceased until after January 1, when a full force will be put to work rebuilding and repairing the various shows and rides. A new funhouse, new fronts, and light towers also will be constructed. James R. Paden, superintendent of transportation, and Lee Newton, who has charge of the office, will remain here to handle shows' affairs. Manager Roth announced the staff will be the same as last year, with the exception of a few minor changes.

Final check-up at close of the season found almost all of the same people who opened on hand. Many said they would be back in 1941. Mr. and Mrs. William R. Hicks left for their home in Park Ridge, N. J.; Mr. and Mrs. Mike Rosen went to Hot Springs, Ark.; Mr. and Mrs. Fred Clark and son, Indianapolis; Jerry Jefferies, Key West, Fla.; Gilbert Tracey, slide-show manager, New Orleans; Trudy Clifton, Los Angeles; Babe LaBarle, Florida; T. J. Montgomery & Company, Nashville, Tenn.; Neil and Dot Messaro,

Keystone Shows; Pat and Billie Brady to Davishoro, Ga.; Clarence Thames' Revue to Miami; Donald Gasdia, Florida; Mr. and Mrs. Frank Flanagan, Jackson, Miss.; Mr. and Mrs. Floyd Tomlin, New Orleans; Capt. Harry Seidler, Columbus for the present; Laymon Morgan, Spring Hope, N. C.; Al Creighton and Charley Wells, Atlanta Ga.; Robert McKenzie, Loris, S. C.; Mr. and Mrs. Sallor Evans, Humboldt, Tenn.; Ralph and Betty Walker, Fort Lauderdale, Fla.; Mr. and Mrs. L. E. Roth and Mr. and Mrs. Art Alexander, Hot Springs, Ark.

### Harry Lewiston's Museum In Opener at Charleston

CHARLESTON, W. Va., Nov. 23.—Harry Lewiston's Museum, which closed this season on November 9 with Johnny J. Jones Exposition at Anderson, S. C., successfully opened its winter tour at 188 Summers Street on November 11. Two-week stand was scheduled to close tonight. Business the first week was excellent, despite some snow. Last Saturday and Sunday were the biggest days.

Line-up of staff and attractions include Harry Lewiston, manager; Rose Lewiston, secretary-treasurer; Paul Sprague, general agent; Bob Hallock, press agent; K. B. Fitzgerald, billposter. Acts: Martin Laurelo, man with revolving head, and dog, Frisco; Harry Lewiston, big snakes; Pop Eye Porry; Mrs. Richard Flagle, midlets, annex; George Hill, human pincushion; Stella Rogan, tattooed girl; Johanna Rittley, mentalist; Earl Smoke Hall, man with two mouths; Edith Hubell, sword box; Art Hubbell, tickets; Joe Allen, human corkscrew; Charles Porter, ossified man; Vivian Dunning, sword swallower; Katherine Muldoon, annex; Al Lorraine, Spido, Electrical Robot.

Front ticket box sellers are Mae Hall and Art Hubbell; Julia Isom and Dr. Rose Jaffee, inside lecturers; Robert Bryan, cook; Robert Howelle, dietician; Joe Wallace, electrician; Raymond Meiss, construction. Show moves on two 22-foot semis and personnel is transported in seven cars. *The Charleston Gazette* and *The Charleston Daily Mail* were liberal with space.

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&

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Go anywhere, any time, in a modern Vagabond Coach. It has "all the class in the world" if you're going where you need class—it has all the COMFORT in the world for every day living and every night's sleeping! Hotel comforts yet no hotel expense! A Vagabond Coach is the ideal mobile dwelling for traveling, vacation or living.

Vagabonds are as modern as your automobile. Have steel truss-type frame, steel roof and bows (steel exterior optional extra), double floors, centerline insulation, latest type equipment for cooking and heating, ample trunk and wardrobe space, wonderful beds, ample tire size, beautiful 5-coat paint job in variety of colors, durable construction, balance, long life, comfort, safety.

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### Truck and Trailer Legislation

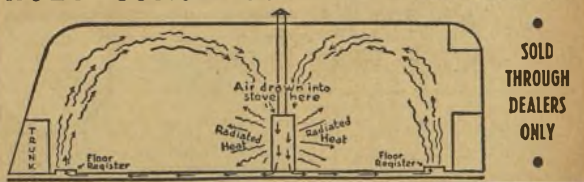
EAST ST. LOUIS, Ill., Nov. 23.—The truck regulatory law in Illinois requires that all trucks operating in that State be inspected every six months. In accordance with this law, 25 truck drivers were arrested November 16 by State highway police and an inspector for the Illinois automobile investigation bureau on charges of violating the safety section of the law. The drivers were unable to produce an inspection certificate and were fined \$10 and costs. The deadline for truck inspection was November 1.

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A glance at the diagram below will show the practical result of long, original study by Kozy engineers. Warm air is fan-forced under the used part of the floor to registers at either end. Now, at last, you can know the comfort of modern scientific heating in a coach. No wonder hundreds of travel-wise Americans say: "When Kozy Coach does something, it is always done better!"

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There are real profits in potato chips. Extraordinary profits in chips you make with my complete outfit. It peels, slices, fries the chips, then degrades them. Result—a mouth watering premium potato chip that wholesalers, grocers, restaurants, taverns, etc. grab for and you make a handsome profit. No previous experience necessary. Complete, simple, authoritative, instructions, trade marked boxes, advertising material, window displays. Very small investment necessary.

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LONG EAKINS COMPANY 115 E. HIGH STREET, SPRINGFIELD, OHIO



# Preem at Los Benefit Is Big

LOS ANGELES, Nov. 23.—Premiere of the Christmas Show, to be presented 37 days in the Miracle Mills area on Wilshire Boulevard here for benefit of British relief, drew a paid gate of 4,376 on November 19. The invitational affair, with tickets priced from \$1.25 to \$2.50, was a typical Hollywood premiere, with many of the film colony present.

Show is presented in a 10-acre enclosure, with a 50 by 280-foot front having brilliant illumination, animated animals and strainers, and a balcony on which appear notable for introduction, bands, marching orchestras, and characters from the show.

Patrons entering the area walk a narrow lane, both sides of which are lined with pine trees covered with imitation snow. At the main 346-foot pavilion are giant Christmas trees and a forest of candy sticks more than 10 feet high. Other attractions are an enchanted pool; Fairyland Theater, here for benefit performance; Miniature Train; Snow Man's Cave, in which are a forest and live deer; castle, workshop, and airplane of Santa Claus; gingerbread and marionette theaters, and Cave of the Snow Winds, all with appropriate music.

### Rides on Playway

Program includes Arnold Furst in the Magician's Cavern; miniature circus with life-size mechanical animals; Buster Brodie, Jack in the Box; Harry Monty, strong man; Rainbow Forest, Hall of Mirrors, one-act playlet with reduction mirrors; airplane exhibits, doll collections, Mrs. Jacob's Punch and Judy, Ben Fisher's chimps; Lilliputian Revue, directed by Carl Sonitz, with Noble Bergs-bloom, Marie Winters, Johnnie Winters, Jean Henderson, Jessie Becker, Helen Billingsley, Georgia Buresch, Charlotte Sullivan, John Williams, Harvey Billingsley, Joe Borsellino, Dominick Magro, cowboy; George Havens; Tex Cooper; Alyce Cummings; rumba and tap dancer; Edna Morris; prima donna, Nicholas Page, acro dancer; Victor Wester, singer; Four Snowdrops, harmony singers; Keeler, Myatt, Trueman, and Gould, miniature Santa Claus; Jean Henderson, Leon Schlessinger, characters; Lawrence Buck, Buster Resmondo, Johnny Pizzo, Walter Miller, Bill Wilcox, and Wilbur Pike. Topsy and Clyde Gooding are in charge of midgets.

Outside on the Playway are O. N. Crafts' Merry Go-Round; Auto Race, Kiddie Autos, Seaplane, and Ferris Wheel. In charge of Roy E. Ludington; Harry and Marie Taylor, frozen custard; Young's Market Lunch; Ralph Begins, candy apples and floss; snowball range; Crafts' conkhouse, in charge of George Fagan and Babe Collins, photo strips. Harold Mook is in charge of the Crafts office wagon.

### Kids' Circus Under Top

In a 30-minute kiddie circus under an 80 by 120-foot top are Winston's Equestrian Seals; Louis Velarde, bounding rope; Ray Behee, Bernie Griggs, and Billy Mack, clowns; Irene McAfee's dogs; Bob Thornton, equestrian director, and Claude Earle and Dave Larson, tickets.

Jack Stratton, publicity director, and photographers from newspapers, and news services present for the opening, and Allan Mowbray acted as emcee. In a procession leading to the show were Harold DeGarro, still walker; Herb Wilking's Wooden Soldier Band; Alavalo's Mexican orchestra; the Rangers, hillbillies, and John Ferguson's Grenadier Male Ensemble.

On the staff are Waldo T. Tupper, managing director, and his assistant.

## PHONE MEN

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If in this territory apply OMER J. KENTON  
**CHRISTMAS CIRCUS — ARENA, CLEVELAND**  
Must be A-1 and Sobes—Pay Own Wires.

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Population 80,000.  
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Fish class Carnival—on grill, chess show—in the Big Fish in the City. Located in the circus grounds in the City of Tennessee. Sponsored by the Young Men's Business Club. J. M. C. answer.  
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Conducted by CLAUDE R. ELLIS  
(Communications to 25 Opera Place, Cincinnati, O.)

## Shaffer's WF Cleveland Show Debuts to Over 7,000 in Rain; Free Bills, Midway in Layout

CLEVELAND, Nov. 23.—Attractions from the New York World's Fair and the San Francisco Exposition converged in the Public Auditorium Tuesday night to open a 12-day run of the World's Fair Highlights under the auspices of the Knights of Pythias, operated by Pythian Exhibition Committee, Inc. Entire production was brought to Cleveland by and is under direction of Almon R. Shaffer, who was producer-manager of Winter Wonderland at the '40 New York fair. The expansive "fair," spread over the main arena and underground exhibition halls, covering more than 250,000 square feet of space, drew 7,263 on the first night. Considering rainy weather, Manager Shaffer said he was pleased with the size and spirit of opening crowds.

Former Municipal Judge Joseph N. Ackeman, chairman of the Knights of Pythias committee in charge, presided at the initial ceremony, which included a welcome by Mayor-Designate Edward Blythin and music by drum and bugle corps of Post No. 352, Veterans of Foreign Wars. Patrons were treated to two different free stagehouses, one in the main arena and the other in one of the underground cafes. Show on the upper floor of the main arena includes music by Johnny Gowen's band, singing by Ben Yost's Varsity Eight, a daffing dancing and rope skipping act on an 18-inch platform on top of a high awaying pole by Benny and Betty Fox, tight-wire act by the Five American Eagles, led by the Great Lynch, and a personal appearance of Frank Buck, world renowned collector of wild animals.

### Good Play on Midway

In the night club in the big cafe in the lower exhibition hall Stanley Koz-

Earl I. Hall, Carl Sonitz, director, assisted by Steve Henry; Stuart Joseph and Frank P. O'Brien, exhibits; J. Howard Johnson, radio; E. C. Pinkham, building superintendent; Harry Oliver and Adrian Awah, art; E. H. Conklin, superintendent of concessions; William Severns, tickets; Raine Bennett, narrator; Dave Cavendish, advertising; Alice McCauley, office, and Pauline Miller, Bernice Wissacuk, Florence Messner, Ruth Smith, Jack Rittmayer, Joe Sutton, Adolph Berger, and Lew Rattner, tickets.



MERLE A. BEAM, widely known director of special events in Pennsylvania, who reports a fair summer season and sees bright prospects in the field because of rising employment in the national defense program. He has noted an increased demand for acts and other services, not only in stores for the holiday season but for winter months in schools and under other auspices for fund-raising activities.

loff and His Original Chester Hale Girls, dancing the rumba and can-can, took the biggest hand. Rest of the entertaining night club show includes acts by Jack Goldie, who emcees the bill; Jean Bedini, juggler, and Duke and Sloan, comedy singing team. Other free show in the lower hall has Judge Coleman Carroll's "Night Court," with Robert Burch as district attorney; Harry Rose, clerk of court; Jean Bedini as Dany The Dip; Jack Goldie, in the case of Moe Stinkman vs. Tim Murphy; Althea Kenick, in the case of Minnie Snapper vs. Oscar Peel; David Slott, in the case of Marie Janaki, and Hazel Miller as dancer in the case of the State vs. Miss Zasa. The crowd asked for more of the two shows, and many stuck around for the next performance.

Midway shows include Frank Buck's Jungleland, Thomas W. Kelley's large freak show, Jack Sheridan's Living Magazine Covers artist and models; Wally and Billy Jackson's Tiny Town Revue, midget show; Phil Platt's Girls Free in Ice, Dufour and Rogers' W. Humans, John Krimsky's De-Bunk-Her, and Harvey Ritz's Hell on Two Wheels. Between the schedules of the free shows, were Betty and Benny Fox, Lynch and his American Eagles, and Stanley Kooloff with his gals and fast-stepping floorshows and from midnight until closing, midway shows got a dandy play.

### Big Rides in Line-Up

Among concessionaires are Johnny Maney, perfums and jewelry; A. F. Beard, lavender and straw flowers; W. G. Ellis, peelers; O. F. Brooks, microscopes; J. P. Dart, cleaner; Murray Goldberg, guessing ages and weights; Frank Hess, tasty fudge; E. J. Reicher, wheels, Penny Arcade games, analyses, smokes, and fountain pens; Lawrence T. Levy, games; Fred W. Shaffer, smallest sax in the world; Homer B. Shank, sweetmeats; David Slott, juggling and outfitting; Greta S. Corey, pottery; A. Hasman, hair oil; Burt B. Wolf, toys, tricks, and silhouettes. Mrs. J. E. Vlosky has her Goose ride and a 100-foot ride and a giant swinging presents Ferris Wheel and Giant Octopus and Funhouse. There are booths of the Red Cross, Army and Navy, Cleveland colleges and universities, Auto Club, and Police and Fire Departments.

## 20,000 Draw and Stage Bill For Denver Auto Show

DENVER, Nov. 23.—Attendance at the 38th annual auto show in Municipal Auditorium here on November 4-8 was 20,000, and in view of a great business boom from seven days because of previous commitments for the auditorium and an election day, the gate was up to expectations, said Tom Braden, executive secretary of the sponsoring Automobile Dealers' Association. Admission was 15 cents during afternoons and 44 cents at night. Nightly one-hour stage shows, *Suing Out America*, was presented by Bertie Duffy. It included Anthony, Allen and Hodge, dance team; Ray Bond, Dick Gordon, Gayle Robbins, Virginia Lee, Reggie Roth, and Dale Taylor. Pete Smythe's orchestra furnished music.

## Christmas Parade Unit Opens

STUEBENVILLE, O., Nov. 23.—Santa Claus parade unit, framed and directed by William Nesbit, was launched here on November 22. Other Ohio dates booked to follow are Salem, Barborton and Uhrichsville. Itinerary will take the pageant into Central and Southern Ohio and winds up in Kentucky. In each city merchant groups are sponsoring the parade. Alice and Jimmy Foster, rodeo performers with stock, and Mable Mack's dogs present 30-minute shows. C. A. Klein, of Klein's Attractions, is assisting Nesbit and has his sound truck with the troupe.

## Charlotte Food Show Gate Is Cut to 70,000 by Rains

CHARLOTTE, N. C., Nov. 23.—The 15th annual Charlotte Exposition and Food Show closed on November 16 with 10-day attendance of 70,000, a drop of 15,000 below last year's figure, attributed to rain on three days. Top attendance of 8,000 was on closing night, when an automobile, radio, refrigerator, and watches were given away.

Vaude acts used were La Tosca, bounding rope; Canestrelli, unappreciated leaders; Captain Tebor's seals; Harrison and Gordon Irwin, cyclists; Kelly's Dog and Pony Circus; Edwards Family, acrobats; Dean Hudson and His Florida Clubmen on four nights, Bo Norris's orchestra on six nights, and members of local dance schools.

J. B. Vogler, secretary of the sponsoring Home Service Stores, managed the show.

## Shorts

ROBERTA and Marlon's magic show, Bohemian Glass Blowers, Taylor Grant's Music Quiz, and Stacco's orchestra were attractions at the Philadelphia Grocers' Food Show and Exhibit of Home Appliances in Commercial Museum on November 7-18. Attendance was highest in the show's 60-year history, estimated at 500,000 for the twice daily showings. Frances Marie Burke, 1940 Miss America, was added feature on November 14.

MERCHANTS' Division of Springfield (Mass.) Chamber of Commerce announced plans for a parade of giants to be put on by Parades, Inc., as opening gun in an advertising campaign designed to stimulate Christmas buying.

CITY council of Watertown, Wis., approved an increase in the appropriation toward the 1941 Fourth of July Celebration in Riverside Park from \$300 to \$1,000. It is to be managed by Inter-Fraternal Community Service and will include a musical festival, home-coming, Venetian Night, and patriotic program.

## BALLYHOO BROS.

(Continued from page 61)

manager arrived with his contract that gave him full control of all the folks' money while on route. Cutting himself in, he quickly cut himself out when he learned that it was on the house.

Thursday night the train again roared on due east. Friday at noon found the show on a siding at Valdosta, Ga. Here our entire personnel became week-end guests of the stockyards, where we took the sheep dip. Positively did not play the town, regardless of rumors. Saturday morning the train arrived in Jacksonville. The management decided to spend the day and night there, as we wanted to arrive in the next week's town at about 4 p.m. The train's arrival had been advertised for that hour. The shows' overland section caught up with us at Jax. Quite a bit of late fall house-trailer swapping was done. Met many showmen there; just how many, we couldn't say. But apparently they were all there. Could have put out a No. 10 show and had it organized in half an hour.

During the long trip most of the time was taken up with rummy games, bridge, jackpots, and idle conversation. One would imagine that a family of 500 people who were so closely confined for a full week would become irritable and hard to get along with. These layovers along the route kept all of them in a happy mood, and the dogs on the train had plenty of airing. The only disagreeable incident on the whole trip was caused by an ungrateful employee who was caught by our dining-car operator trying to sneak a lunch box into his stateroom. The box was confiscated, the rule breaker was justifiably ejected from the room and the matter was soon forgotten except that the car manager's wife had chicken putting her on the hamburger-loaf diet for the rest of the run.

The bosses spent their idle time rummaging thru the coaches and appraising the personnel's shoes, jewelry, and luggage in order to attend the Chicago meeting as America's best garbed, best flashed, and best equipped for hotel tab check in carnival managers. How many will attend is yet undecided. So far the trip has bogged down to a midget vs. overhead. MAJOR PRIVILEGE.



# CONVENTIONS

**CALIFORNIA**  
Los Angeles—Inventors of America. Dec. 3-6.  
Albert G. Burns, Box 14, Oakland  
Edwards—Rodeo Assn. of America. Jan. 23-25.  
Fred S. McCarger, Salinas.  
San Francisco—Western Fair's Assn. Dec. 11-14.  
Tevis Payne, Sacramento, Calif.  
San Francisco—State Cattlemen's Ass'n. Dec. 13-14.  
John Curry, 595 Mission st.

**COLORADO**  
Denver—State Grange. Jan. 21-23.  
Rudolph Johnson, Boulder, Colo.

**CONNECTICUT**  
Bridgeport—P. of H. State Grange. Jan. 14-16.  
A. W. Weston, Box 135, Plymouth, Conn.

**DELAWARE**  
Dover—Penninsula Hort. Soc. Dec. 11-13.  
Thomas F. Manns, Newark Del.  
Newark—P. of H. State Grange. Dec. 10-11.  
H. C. Johnson, Smyrna, Del.  
Wilmington—R. A. Masons. Jan. 15. J. Macklein.

**DIST. OF COLUMBIA**  
Washington—Order of Red Men. Feb. 10-11.  
Walter M. Alexander, 4108 5th st.  
Washington—Knights of Pythias. Feb. 19. W. A. Kimmel, 1012 9th st.

**FLORIDA**  
Jacksonville—Shrine Directors' Assn. of N. A. March 26-28.  
Louis C. Fischer, Box 635, Charleston 8, C.  
Sarasota—Tin Can Tourists of the World. Dec. 22-Jan. 1.  
G. R. Moudy, Fort Wayne, Ind.  
Tampa—Tin Can Tourists of the World. Feb. 10-24.  
G. R. Moudy, 714 Greenlawn ave., Ft. Wayne, Ind.

**GEORGIA**  
Macon—State Assn. of Agrl. Pairs. Early in Jan. E. Ross Jordan, Box 739.  
Atlanta—Assn. of Agricultural Workers. Feb. 7-9.  
Fred E. Miller, Box 2281, Raleigh, N. C.

**ILLINOIS**  
Chicago—Showmen's League of America. Dec. 2-5.  
J. L. Eitelbach, Hotel Sherman  
Chicago—Coin Machine Convention. Jan. 13-16.  
James Gilmore, Hotel Sherman  
Chicago—Int'l. Assn. Pairs & Expositions. Dec. 2-4.  
Frank N. Kingsman, Brockton Fair, Brockton, Mass.  
Chicago—Natl' Ass'n. Amusement Parks, Pools and Beaches. Dec. 2-6.  
A. R. Hodge, 201 N. Wells Bldg.  
Chicago—Middle-West Fair Circuit. Dec. 2.  
Chas. W. Green, Sealsia, Mo.  
Chicago—American Carnival Assn. Dec. 2-5.  
Max Cohen, 415 Central Trust Bldg., Rochester, N. Y.  
Peoria—State Farmers Grain Dealers' Assn. Feb. 11-12.  
Rockford—P. of H. State Grange. Dec. 10-12.  
Clarence W. Kieckner, 521 Summer st.

**INDIANA**  
Indianapolis—State Hort. Soc. Dec. 10-12.  
R. L. Winklepeck, La Fayette, Ind.

**IOWA**  
Des Moines—State Farmers Grain Dealers' Assn. Jan. 28-30.  
D. E. Edison, Box 666, Fort Dodge, Ia.  
Des Moines—National Farm Institute. Feb. 29-30.  
John D. Adams.  
Des Moines—State Fair Managers' Assn. Dec. 9-10.  
E. W. Williams, Manchester, Ia.  
Des Moines—State Fair Board. Dec. 11-12.  
A. R. Corey.

**KANSAS**  
Kansas City—State Hort. Soc. Dec. — George W. Kinkead, State House, Topeka, Kan.  
Larned—P. of H. State Grange. Dec. 10-12.  
R. M. Ferris, Co. City, Kan.  
Topeka—Kansas Fair's Assn. Jan. 7-8.  
R. M. Sawhill, Glasco, Kan.  
Topeka—State Board of Agriculture. Jan. 8-10.  
J. C. Mohler, State House, Topeka.  
Wichita—Masonic Bodies. Feb. 17-20.  
Joseph L. Kirk, Masonic Temple, Wichita.  
Wichita—State Hort. Assn. March 5-7.  
Will J. Miller, State House, Topeka.

**KENTUCKY**  
Louisville—State Farm Bureau Fed. Jan. 8-10.  
Ben Kilgore, 205 Bourbon Stockyards Bldg.

**LOUISIANA**  
New Orleans—Amer. Fed. of Labor. Nov. 18-29.  
George Meany, A. F. of L. Bldg. Washington, D. C.  
New Orleans—F. & A. Masons. Feb. 3-4.  
D. Peter Laquens Jr., 313 St. Charles st.  
New Orleans—F. & A. Masons. Feb. 3-4.  
L. W. Harris, Box 404, Alexandria, La.

**MAINE**  
Augusta—State Assn. of Agrl. Pairs. Approx. Jan. 10.  
James B. Butler, 691 Main st., Lewiston, Me.

**MARYLAND**  
Baltimore—State Farm Bureau. Jan. 17-20.  
C. E. Wise Jr., 2 E. North ave.

Baltimore—State Grange. Dec. 3-4.  
E. E. Holter, Middletown, Md.

**MASSACHUSETTS**  
Boston—State Agrl. Fair's Assn. Jan. 21-22.  
A. W. Lombard, 136 State House, Boston.  
Worcester—State Farm Bureau Fed. Jan. 8-9.  
H. Russell, Wayland Mass.

**MICHIGAN**  
Detroit—State Assn. of Fairs. Jan. 21-23.  
H. B. Kelley, Hillsdale, Mich.  
Grand Rapids—State Hort. Soc. Dec. 3-5.  
H. D. Hootman, E. Lansing, Mich.  
Jackson—State Assn. of Nurserymen. Jan. 21-23.  
H. E. Hunziker, Box 313, Niles, Mich.  
Lansing—State Farm Equipment Ass'n. Dec. 10-12.  
S. E. Larsen, 653 Ovilla st., Grand Rapids.

**MINNESOTA**  
Minneapolis—State Nurserymen's Ass'n. Dec. 9-11.  
R. N. Ruedlinger, St. Louis Park, Minnesota.  
Minneapolis—Farmers' Elevator Ass'n. of Minn. Feb. 18-20.  
A. F. Nelson, 506 Phoenix Bldg.  
Minneapolis—State Florists' Assn. Feb. — C. A. Mathes, 426 Cecelia ave., St. Paul.  
St. Paul—State Fed. of County Fairs. Jan. 15-17.  
Lewis Scofield, Zumbrota, Minn.  
St. Paul—State Assn. of Fairs. Feb. 17-19.  
Raymond A. Lee, Fair Grounds, St. Paul.  
St. Paul—A. F. & A. Masons of Minn. Jan. 16-17.  
John H. Anderson, 6th and Smith sts., St. Paul.  
St. Paul—State Farm Bureau. Jan. 20-23.  
J. S. Jones, Globe Bldg.

**MISSISSIPPI**  
Meridian—F. & A. Masons. Feb. 11-12.  
Sid F. Curtis, Box 1037, Charles City, Ia.

**MISSOURI**  
Kansas City—Western Assn. of Nurserymen. Jan. 7-8.  
C. C. Smith, Charles City, Ia.

**NEBRASKA**  
Lincoln—State Assn. of Fair Managers. Jan. 27-29.  
Chet G. Marshall, Arlington, Neb.  
Omaha—Farmers' Educational and Co-Op. Union. Feb. 11-12.  
E. L. Shoemaker, 39th and Leavenworth sts.  
Omaha—A. F. & A. Masons. Dec. 9-10.  
A. Brown, 2001 Douglas st.

**NEW JERSEY**  
Atlantic City—State Hort. Soc. Dec. 3-5.  
E. A. Farley, New Brunswick N. J.  
Atlantic City—P. of H. State Grange. Dec. 3-5.  
James Kirby, Mullica Hill, N. J.  
Jersey City—State Elks' Assn. Dec. 8.  
Trenton—State Farm Bureau. Jan. — H. E. Taylor, 19 W. State st.  
Trenton—State Poultry Assn. Jan. — Leslie M. Black, College of Agrl. New Brunswick.

**NEW YORK**  
Albany—State Agrl. Soc. Jan. 22.  
Perley M. Eastman, Dept. of Agrl. Albany.  
Albany—State Assn. Co. Agrl. Societies (Fair Societies). Feb. 18.  
G. W. Harrison, 131 N. Pine ave.  
New York—National Showmen's Assn. Banquet & Ball. Nov. 27.  
Irving Rosenthal, Palace Theater Bldg.  
Rochester—State Hort. Soc. Jan. 14-17.  
Roy P. McPherson, R. D. 2, Leroy, N. Y.  
Syracuse—State Farm Bureau Fed. Nov. 26-28.

**NORTH DAKOTA**  
Fargo—R. A. & S. Masons. Jan. 21-23.  
W. L. Stockwell, Box 1269, Fargo.  
Grand Forks—State Farmers Grain Dealers' Assn. Feb. — C. H. Conaway, 513 Black Bldg., Fargo.

**OHIO**  
Cleveland—P. of H. State Grange. Dec. 10-12.  
W. F. Kirk, 50 S. 3d st., Columbus.  
Columbus—State Farm Bureau Fed. Nov. 28-29.  
Murray D. Lincoln, 246 N. High st.  
Columbus—State Farm Equipment Ass'n. Jan. 10-12.  
S. E. Larsen, 653 Ovilla st., Grand Rapids, Mich.  
Columbus—State Bro. of Magicians. Jan. 24-25.  
S. W. Reilly, 57 E. Long st.  
Columbus—State Fair Managers' Assn. Jan. 15-16.  
Mrs. Don A. Detrick, Holland Theater Bldg., Bellefontaine, O.  
Columbus—State Hort. Soc. Jan. 27-29.  
Frank H. Beach, State Univ., Columbus.  
Toledo—State Farmers Grain Dealers' Assn. Week of Feb. 22.  
C. S. Letchaw, Box 128, Fostoria, O.

**OKLAHOMA**  
Blackwell—P. of H. State Grange. Dec. 3-5.  
Mrs. Myrtle Newland, 320 N. 8th st., Ponca City.  
Ertz—A. F. & A. Masons. Feb. 11-13.  
C. A. Sturgeon, Masonic Temple, Guthrie, Okla.  
Oklahoma City—State Nurserymen's Assn. Jan. 7.  
Tulsa—State Soc. Sons of Amer. Revolution. Feb. 22.  
Wm. J. Crowe, 807 Tradesmen's, Oklahoma City.

**OREGON**  
Medford—State Hort. Soc. Dec. 9-10.  
O. T. McWhorter, Agrl. Hall, Corvallis, Ore.

**PENNSYLVANIA**  
Harrisburg—State Assn. County Fairs. Jan. 30-31.  
Chas. W. Ewyer, Reading, Pa.  
Pittsburgh—National Poultry Club of Amer. Jan. 6-11.  
G. F. Wright, 646 N. Michigan st., Eau Claire, Wis.  
Wilkes-Barre—P. of H. State Grange. Dec. 10-12.  
Miles Horst, Harrisburg, Pa.

**SOUTH CAROLINA**  
Charleston—A. F. Masons of S. C. March 12-13.  
O. Frank Hart, 502 Palmetto State Life Bldg., Columbia, S. C.

**TENNESSEE**  
Nashville—State Nurserymen's Assn. Feb. 19-20.  
Prof. G. M. Bentley, Univ. of Tenn., Knoxville.  
Nashville—Woodmen of the World. March 24-25.  
R. V. Farrell, 618 Meridian st.

**TEXAS**  
Dallas—State Assn. of Fairs. Jan. 30-Feb. 1.  
F. H. Smith, Box 551, Plainview, Tex.  
Dallas—Order of Odd Fellows. March 17-19.  
Jennie Bain, 4241 Travis st.  
Fort Worth—American Nat'l. Livestock Assn. Jan. 7-9.  
F. E. Mollin, 515 Cooper Bldg., Denver, Colo.  
San Antonio—Texas & Southwestern Cattle Raisers' Assn. Nov. 20-22.  
Henry Ball, Coliseum Bldg., Fort Worth.  
Waco—A. F. & A. Masons of Texas. Dec. 4-5.  
George H. B. Wood, Box 447.

**VIRGINIA**  
Old Point Comfort—State Dairywomen's Assn. Jan. 16.  
R. C. Connelly, Blacksburg, Va.  
Richmond—A. F. & A. Masons of Va. Feb. 12-14.  
James M. Clift, Masonic Temple.  
Richmond—State Assn. of Fairs. Jan. 27-28.  
C. B. Ralston, Box 482, Staunton, Va.

**WEST VIRGINIA**  
Martinsburg—State Hort. Soc. Feb. 2-3.  
Carl R. Miller, Box 768.

**WISCONSIN**  
Antigo—P. of H. State Grange. Dec. 3-5.  
Mrs. Pearl Bayless, R. 1, Wausaukee, Wis.  
Madison—American Bandmen's Assn. Feb. 27-March 3.  
Glenn C. Balnum, Flisk Hall, N. U., Evanston, Ill.  
Milwaukee—State Assn. of Fairs. Jan. 8-10.  
J. F. Malone, Beaver Dam, Wis.

**CANADA**  
Lethbridge, Alta.—Order of Odd Fellows. March 13.  
Alex B. Ballentine, 203 I. O. O. F. Temple, Calgary.  
Winnipeg, Man.—Western Can. Fairs. Jan. 27-28.  
Keith Stewart, Portage la Prairie, Man.  
Winnipeg, Man.—Western Can. Assn. of Exhns. Nov. 20-22.  
Sid W. Johns, Saskatoon, Sask.

**WINTER FAIRS**  
Tucson—La Fiesta de Los Vaqueros, Livestock Show & Fair. Feb. 21-23.  
Mary Loveice.

**CALIFORNIA**  
Imperial—Imperial Co. Fair. March 1-9.  
D. V. Stewart.  
San Bernardino—National Orange Show. March 13-23.  
William Stark.

**COLORADO**  
Denver—National Western Stock Show. Jan. 11-18.  
C. R. Jones, Stockyards P. O., Denver.

**FLORIDA**  
Bowling Green—Hardee Co. Strawberry Festival. Jan. 20-25.  
H. H. Bryan.  
Eustis—Lake Co. Fair. March 10-15.  
Karl Lehmann.  
Georgetown—Broward Co. Agrl. Fair Assn. Feb. 8-15.  
W. E. Parker.  
Fort Myers—Southwest Fla. Free Fair. Feb. 11-22.  
C. P. Heuck.  
Homestead—Redland Dist. Fruit Festival of Dade Co. March 1-8.  
E. H. Gallaher.  
Largo—Pinellas Co. Fair. Jan. 14-18.  
J. H. Logan.  
Melbourne—Brevard Co. Fair Assn. March 3-10.  
C. H. McNulty.  
Orlando—Central Florida Expo. Feb. 24-March 1.  
Crawford T. Bickford.  
Palmetto—Manatee River Fair Assn. Jan. 20-25.  
Dr. L. M. Schulzstein.  
Plant City—Florida Strawberry Festival. First week in March.  
H. H. Huff.  
Ruskin—Florida Tomato Festival. April 24-28.  
George D. Buchanan.  
Sarasota—Sarasota Co. Agrl. Fair Assn. & Pageant of Sara de Costa. Week of March 3.  
John Brandt.  
Sebring—Sebring Fremen's Co. Fair Assn. Week of March 3.  
E. R. Wilson.  
Tampa—Florida Fair & International Carnival. Feb. 4-15.  
P. Strickland.  
Vero Beach—Indian River Co. Fruit Festival Assn. Feb. 3-8.  
B. H. Phillips.  
West Haven—Florida Orange Festival. Jan. 27-Feb. 1.  
W. W. Jamison.

**ILLINOIS**  
Chicago—International Live Stock Expo. Nov. 30-Dec. 7.  
B. H. Heide, Union Stock Yards.

**LOUISIANA**  
Lafayette—S. W. La. Mid-Winter Fair. Jan. 10-12.  
E. W. Stagg, Lake Charles.

**OHIO**  
Bluffton—Bluffton Agrl. Soc. Dec. 4-8.  
Harry F. Barnes.  
Columbus Grove—Putnam-Allen Co. Fair. Dec. 17-20.  
T. M. Tegardin.

**SOUTH CAROLINA**  
Brunson—Hampton Co. Fair Assn. Week of Nov. 25.  
W. F. Hogarth.

**TEXAS**  
El Paso—Southwestern Livestock Show. March 28-31.  
W. B. Foster.  
Fort Worth—Southwestern Expo. & Fat Stock Show. March 7-16.  
John S. Davis.  
Houston—Fat Stock Show & Livestock Expo. Feb. 5-12.  
W. O. Cox.

**WISCONSIN**  
Milwaukee—Milwaukee Co. Winter Fair. Dec. 3-6.  
R. C. Swanson, Wauwatosa, Wis.



# Coming Events

These dates are for a five-week period.

**CALIFORNIA**  
Huntington Beach—Christmas Frolic. Dec. 20-24.  
William LeGallienne, 5th & Orange.  
Los Angeles—Pacific Coast Showmen's Assn. Banquet & Ball. Dec. 17.  
Committee address: 623 1/2 S. Grand ave.  
San Diego—Electrical Show. Dec. 3-8.  
San Diego—Christmas Pageant. Dec. 18-25.

**FLORIDA**  
Jacksonville—Moore Charity Ball. Dec. 20.  
Harry E. Wilson.  
Miami—Mash Shrine Temple Fair & Expo. Dec. 4-14.  
David B. Endy.

**ILLINOIS**  
Chicago—Natl. Assn. of Amusement Parks Trade Show. Dec. 3-6.  
A. R. Hodge.  
Chicago—Showmen's Exhibit Assn. Dec. 2-5.

**INDIANA**  
Garrett—Mucko Corp. Show. Nov. 23-28.  
Roscoe Fraser.  
Iowa  
State Center—Corn Show. Dec. 10-12.  
Bert Merrill.

**MICHIGAN**  
Detroit—World's Fair Highlights. Dec. 5-15.  
Lillian Willard.  
Detroit—4-H Club Show. Dec. 10-12.  
W. J. Chambers.  
Grand Rapids—Apple Show. Dec. 3-5.  
H. D. M. Horton, East Lansing.  
St. Charles—Community Fair. Dec. 10-13.  
M. L. Bailey.

**OHIO**  
Akron—Firestone Employees' Children Christmas Entertainment. Dec. 20-21.  
Paul P. Sheeks.  
Bellevue—Lagan County Corn Show. Nov. 26-28.  
Fred Miller.  
Cleveland—Hamil-Morton Circus at Arena. Dec. 25-Jan. 3.  
Al Sutphin.

**SOUTH CAROLINA**  
Columbia—Indoor Circus & Charity Bazaar. Dec. 16-24.  
Tom Hasson.

**SOUTH DAKOTA**  
Sioux Falls—Auto Show. Nov. 28-Dec. 1.  
DeWalt T. Kieffer.

**TEXAS**  
Dallas—Cotton Bowl Show. Dec. 31.  
J. C. Sanford.  
El Paso—Southwestern Sun Carnival. Dec. 29-31.  
Willey Edwards.  
Raymondville—Hug the Coast Highway Celebration. Feb. 17.  
Harry W. Cook.



# Dog Shows

These Dates Are for a Five-Week Period

**CALIFORNIA**  
Palm Springs—Dec. 15.  
Jack Bradshaw, 1814 B Grand ave., Los Angeles.  
San Diego—Dec. 7-8.  
Mrs. Ella Leake, 4299 Van Dyke Place.

**ILLINOIS**  
Chicago—Nov. 30-Dec. 1.  
A. Wilson Bow, 2806 12th st., Detroit, Mich.

**INDIANA**  
Indianapolis—Dec. 3.  
Mrs. John F. Strayer, R. 1, Box 104, Carmel, Ind.

**MICHIGAN**  
Detroit—Dec. 8.  
A. Wilson Bow, 2806 12th st., Detroit.  
Port Huron—Dec. 7-8.  
A. Wilson Bow, 2806 12th st., Detroit.

**PENNSYLVANIA**  
Altoona—Dec. 28.  
A. Wilson Bow, 2806 12th st., Detroit, Mich.



# Frontier Contests

These Dates Are for a Five-Week Period

**ILLINOIS**  
Chicago—Colonel Gatewood Rodeo at Coliseum. Dec. 7-16.



# Poultry Shows

These Dates Are for a Five-Week Period.  
**CALIFORNIA**  
Oakland—Dec. 5-8.  
Harry C. Morison, 4001 Randolph st.  
Norwich—Dec. 4-6.  
Lillian E. Dyer, 30 Hedge ave., Norwich.  
(See POULTRY SHOWS on page 78)

In the Convention List appear only the dates of those meetings which we feel are of interest to the amusement industry. In this category we place, besides the strictly amusement and allied organizations, the following groups:  
American Legion, Veterans of Foreign Wars, Disabled Veterans and other Veteran organizations, Odd Fellows, Knights of Pythias, Elks, Knights Templars, Junior Order United American Mechanics, Eagles, Shrines, Red Men, Sons of American Revolution, Woodmen of the World, Masons, Moose, Knights of Columbus, Horticulture Societies, Farm and Home organizations, Live-Stock Associations, Poultry Breeders, Boards of Agriculture, Florist groups, Patrons of Husbandry, State Granges, Firemen and Outdoor Advertising Associations.







CLASSIFIED RATE

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Week's Issue

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads...

ACTS, SONGS & PARODIES

BIG DEMAND FOR NEW SONGS, MELODIES written for exceptional lyrics. Royalty basis. AL SANDERS, 1261 North LaSalle St., Chicago, Ill.

GREETINGS ON A RECORD—THRILL DEAR ones. Musical effects. Mail anywhere, \$1. Also your own song on 10-inch record. Vocal, Instruments, \$3. Send lead sheet. URAB RECORDING, 245 West 34th, New York.

MUSIC ARRANGED, COMPOSED (WORDS), printed. 1,000, Two-Page Plan, low prices. Write for information. CONFARE, 711 S. Loomis St., Chicago.

WANTED—SONGS, POEMS, RADIO SCRIPTS. Publication by leading firms. No fees. Enclose 15c return postage. RALPH SCHOENLEBEN, 1438 Carlisle, Racine, Wis.

BROADCASTERS NEED POPULAR SONGS—Write one. Complete or lyric or music. RADIO MUSIC PUBLISHERS, 117 W. Harrison Street, Chicago.

AGENTS AND DISTRIBUTORS WANTED

AGENTS MAKE BIG MONEY SELLING BOOK Matches for advertising Sample free. Write JOSEPH CURIN, 1807 S. Carpenter St., Chicago, Ill.

AGENTS—EXQUISITE GIFTS NOVELTIES; Catalog 12c. Your Profit 100%. Your Circulation 100%. Advance Enquiries 250-500. FREDERES, Coldwater, N. Y.

AGENTS—MEN'S SUITS, 88c; PANTS, 23c; Overcoats, 41c; Ladies' Coats, 36c; Dresses, 10c; Sweaters, 25c. Other bargains. Catalog free. PORTNOY, 566-C Roosevelt, Chicago, Ill.

AGENTS—SELL \$1.00 PACKAGE LAXONIC. Costs you 10c. 25c. Corn Remover, 3c. Guaranteed repeaters. VERIBEST PRODUCTS, 4250 Easton, St. Louis, Mo.

ART NOVELTIES—BEAUTIFUL RELIGIOUS Wall Plaques Good Xmas Sellers. Sample, 35c. PYRAMID STORE, 812 N. 4th St., Leavenworth, Kan.

ATTENTION! AGENTS-DISTRIBUTORS—BE Independent. Make more money. Super Electric Water Heaters make wonderful Christmas Gifts. Sample, \$1.00. Build your own profitable business. Write today. REAL PRODUCTS, 8622 Phillips, Chicago, Ill.

BEAUTIFULLY TINSELED XMAS SIGNS—25c seller, cost 5c. 15 samples, \$1. Postpaid. KLIČEK, P. O. Box 116, Midwood Station, Brooklyn, N. Y.

BIG MONEY TAKING ORDERS—SHIRTS, Ties, Hosiery, Underwear, Pants, Jackets, Raincoats, Uniforms, etc. Sales equipment free. Experience unnecessary. NIMROD, 4922-A Ash, Chicago, Ill.

BUILD PERMANENT BUSINESS OF YOUR OWN with new Roach Killer. Agent's name on label. Write GOLDWYN SMITH CO., Tampa, Fla.

CARTOONED CIG. PACK WRAPS—FLASHY, colorful, classy; samples and list sold weekly, 50¢; 500, \$10.00. Stamp attached. FIVE-FIFTEEN, 418 E. 9th, Kansas City, Missouri.

CHANGE PENNIES TO DIMES—ENTERTAINING stunt. No practice required. Money maker for agents. Complete outfit, 35c. AMERICAN SPECIALTY, Swampscott, Mass.

FAST SELLING NOVELTIES—ALL KINDS, Low prices, big profits. Stable business. Sample, 10¢. Write KENNEL'S, U. St., Fayetteville, Ark.

FAST SELLING COMIC POST CARDS—GOOD profit; \$5.50. Wholesale. Send 60 cents for 100 cards. HENRY KOST, Liberty, N. Y.

FOR MAKING EXTRA MONEY GET IN TOUCH with BLUE ASH CRAFT MILL, P. O. Box 162, Blue Ash, Ohio.

"GOD BLESS AMERICA SIGN" 26c—MAGIC trick or coin boxes. Good trick for Christmas parties. 10c. NOVELTY COMPANY, Box 233, Mt. Morris, N. Y.

LADIES USE IT, MEN LIKE IT, DIME BRINGS IT—You'll be pleased. Particulars, stamp. ARNOLD, 105 S. Halsted, Chicago, Illinois.

GOOD SIDELINE FOR PRINTING AND ADVERTISING Salesmen—Decalcomani Name Plates. In small quantities. Great demand! Also make your own "trials" and automobiles. Free samples. "RALCO", 305 Washington St., Boston, Mass.

JUST OUT!—UNITED STATES PATENT Trouser-Guards protects men's pants from fraying and wear on bottoms of cuffs. Sensational! Details free. NATIONAL TROUSER-GUARD, 222 Simon Bldg., Shepley, La.

JUST OUT! NEW AMAZING, SHOCKPROOF Watch. Elegant thin, gold-color, engraved effect case. Red minute dial. Three-year guarantee. Each in rich display box with Free Knife and Chain to match. Your profit, \$1.00. Send check for 25c sample offer. UNITED WATCH COMPANY, Dept. C-12, Saint Cloud, Minn.

KENTUCKY WANTS SHEET-WRITERS!—Tobacco markets open all winter. 100%. Outline experience first trial. KENTUCKY FARMERS HOME JOURNAL, 407-B McDowell Bldg., Louisville, Ky.

MEDICINE MEN—SELL OLD INDIAN TONIC in pints. Easy payment plan. Write AMOGEN COMPANY, 147 North Street, San Antonio, Tex.

MEN OR WOMEN WORKING RURAL ROUTES earn additional money soliciting subscription to their farm magazine. Write 950-536 SOUTH CLARK, Chicago.

NEW TRICK, EASILY, QUICKLY DONE BEFORE their eyes. Mystifying, baffling. Stands amimation and repeating. Sample three dimes. Also have new well made Tricks, Jokes, Puzzles. Ten assorted sent postpaid for \$1.00. Nothing free. CROSS SPECIALTY, Box 23, Belmar, New Jersey.

OPERATE OWN WHOLESALERE CANDY BUSINESS—Samples, Price Lists, 50c. Nationally known items. MONROE DISTRIBUTING CO., 21 Hall Avenue, Newport, R. I.

QUICK SELLING TIES—BIG ASSORTMENT. \$1.50 dozen—higher grades. Over 100% profit! Free Swatches, details. DANFORTH, 489-B Fifth Avenue, New York.

RED HOT SELLER! EVERYBODY SEES IT wants one. Agents and salesboard men, write at once. ENTERPRISE NOVELTY CO., Box 294, Baltimore, Md.

RESURRECTION PLANT—Unique novelty. A miracle of Nature. Costs below 2c; sells for 25c. C. E. LOCKE, 7 Rio St., Mesilla, New Mexico.

SELL CHRISTMAS SCENTILLERS, CHANGEABLES—Improved 9x11", 4 1/2x11" Signs. Tremendous unlimited market. Big quick profits. Write. KOEHLERS 335 Goetz, St. Louis, Mo. no30x

SELL NEW ARTISTIC PATRIOTIC PICTURE! Lincoln's Gettysburg Address. Beautifully illustrated 12x 1/2 x 19. Sells on sight to every-where. Profit! Sample copy, 25c com. L. E. LE ROY, 4 Watessing Ave., Bloomfield, N. J.

SELL PHOTOS, ILLUSTRATED COMIC Booklets, Spicy Xmas Cards, Novelties. Wholesale lists, 10c. NATIONAL SALES, Birmingham, Alabama.

SELL TELEVISION EYE GLASS CLEANER—IT'S magic. At 10c on sight. Send 25c to cover mailing and packing sample. KINNER PRODUCTS COMPANY, Springfield, O.

SELL BANKRUPT CLOTHING BARAINS from home, store, auto. Shoes, 15c; Men's Suits, Overcoats, 75c; Dresses, 10c. Experience unnecessary. Free wholesale catalog SUPERIOR JOBBING, 1250-V Jefferson, Chicago, Ill.

SUITS, \$1.00 UP; DRESSES, 10c UP; COATS, 40c UP—Complete line. Write for circular. J. BRINKER, 246 Division, New York.

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directories and valuable information. MAYWOOD P. PUBLISHERS, 1107 Broadway, New York.

WINTER UNDERIES—That new 50c NOVELTY is plenty hot now. Send 25c for sample and quantity prices. JACK BLADES, Box 944, Altoona, Penna.

WOODEN WONDER RING—BEAUTIFUL novelties. Copyrighted. Absolutely new, 60c dozen; sample, 25c. MAEVEY, 291 Flatbush Ave., Brooklyn, N. Y.

XMAS GOODS—5-10-25c. FAST SELLERS. Big profit. Appoint sub-agents. Particulars Free. MISSION Office 15, 2328 West Pico, Los Angeles, Calif.

YOUR AND YOUR "SWEETHEARTS" FIRST names on a Wood Charm Agents wanted. Two Samples—25c. REMO, Box 527, Bridgeport, Conn.

15 FAST SELLING XMAS NOVELTY CARDS—\$1.00 or 3 for 25c. J. C. HUDSON, Box 351, Cranford, N. J.

121 WAYS TO MAKE MONEY IN HOME OR OFFICE. Business of your own. Particulars free. ELITE, 214 Grand St., New York.

1941 WATCHES, RADIOS, PHONOGRAPH Combinations, Shavers, Typewriters, Fountain Pens, Violins. All makes. Lowest prices. Write. We your wants. SIMMS, Warwick, New York.

ANIMALS, BIRDS & PETS

ALLIGATORS, LARGE VARIETY: SNAKE DEN, Chameleons, Iguanas, Wild Cats, Bears, Raring Turtles, Fox, Opossums, Frogs. Price list. ROSS ALLEN, Ocala, Fla. de7

ANIMALS, SNAKES AND BIRDS FOR SHOW Folks—Now contracting Trained Wild Animal Acts for next spring. SNAKE KING, Brownsville, Tex. de28x

BEAUTIFUL COYOTE RUGS, \$12.50 EACH—Mounted Coyote Head, \$3.00. All open mouth. Large Elk Head, \$25.00. STRANCE, Clarkston, Wash. de7x

BLACK BEARS, \$40.00; AFRICAN GORILLA, Tame, Dodging Monkey, \$20.00; Parrot, Tumbler Pigeons, \$5.00; pair Pea Cophers, Flying Squirrels, Chicks, White and Black Birds, Wallowing Mice, Pets all kinds. We buy and exchange. DETROIT PET SHOP, 3330 West Lafayette, Detroit, Mich.

CHUKAR PARTRIDGE, BREEDING STOCK, \$5 each. Strong healthy stock. World's finest game birds. W. S. SLOCOMB, Woodsboro, Tex. x

DEEP SEA CURIOSITIES—STUFFED CURIOUS Fish and Sea Animals for Pitt. Side Shows, Museums. JOSEPH FLEISCHMAN, 1515 Seventh Avenue, Tampa, Fla.

FEMALE AFRICAN LIONS—8 MONTHS OLD; weighs 225 pounds; perfect specimen. Price \$30.00 crated. CANNON'S WILD ANIMAL FARM, Fargo, Arkansas.

FOR SALE—OX TEAM OF MIDGET CATTLE from Otto Gray's Ranch. Will pull anything on wheels. SHY MUNGER, Stillwater, Okla.

FOR SALE—2 PUMAS, 2 AFRICAN LIONS, 1 Indian Leopard, 1 African Leopard, 1 Spotted Hyena. Price \$500.00 for the lot. CHASE WILD ANIMAL FARM, Egypt, Mass. de7x

GIANT MALE RHESUS, FEMALE RHESUS, Female Monkeys, all tame pets. Female Lion, Snakes, Iguanas, Parakeets, C. o. n. r. e. SNAKEY, Box 385, San Antonio, Tex. x

HAVE TWO EXTRA SPOTTED PERFORMING Ponies for sale \$50.00 and \$75.00. Nearly 1000 others. NESS TRAINED ANIMAL FARM, Bethlehem, N. C.

LIVE ARMADILLOS, 2.50; PAIR, \$4.00—Guaranteed feeders. Mother and Babies, \$9.50. Also Armadillo Baskets, Lamps, Novelties. APELT ARMADILLO FARM, Comfort, Tex. de28x

MIDGET CIRCUS STOCK—SMALL TYPE pure bred. Strelaners, any color. Missouri Mules that are real midgets. Matched pair and drill teams. FRED WILMOT, Richards, Missouri. x

FINE HEALTHY RHESUS MONKEYS, HAND RAISED; Parrots, Macaws, Pheasants, Peafowls, green, white and blue. OLYMPIC GAME FARM, Grand Junction, Colo.

STANDARD RABBIT AND PET JOURNAL, Milton, Pa. Year \$5.00, 3 Years \$15.00. Sample Dime. Pet Supplies; Printing. 250 Letterheads, \$1.25.

THREE-YEAR-OLD SPOTTED PICKOUT PONY, Two Year Old, Ponies, H. H. like new. WRITE AMUSEMENT CO., Geneva, Neb.

WRITE FOR OUR 1940 CATALOGUE—Largest, most complete ever published. MEEMS BROS. & WARD, Oceanide, N. Y. Direct importers from all over the world.

4 TRAINED DOVES AND PROPS—REAL ACT. Work on anybody. Fifteen Dollars. Set of Seven Punch Figures. Nine birds. Magic taken in trade. THOS. FINN, Hockick Falls, N. Y.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

COMIC XMAS CARDS—REAL CLEVER ONES. Circular and Samples, 25c. Fifteen cards by Express, \$1.00. STRALEY, 1015 Mulberry, Springfield, O.

EARN MONEY IN ANY CROWD—CALL Names of Strangers, tell Unspoken Questions. Professional Course Mind Reading, Spirit Writing. \$1.00. NORMAN, Box 341, San Bernardino, Calif.

HOLIDAY WINNERS—"OFFICIAL CURRICULUM Drinks Mixing" by "Pioneers-Experts 33 Years." Endorsed America. Choice five books. Complete Wines—American Whiskies courses, \$1.00. Books—50c each. NATIONAL DRINKS, 1107 Broadway, New York City.

HURRY, HURRY, HURRY! HANDBOOK OF midway games and attractions tells all about carnival business. Order today! Pay postman \$1.98 plus charges. Information, stamp, 10c. AMERICAN Box 116, Edgewood, R. I.

LEARN WATCHMAKING—MATERIAL INSTRUCTIONS for start and Wholesale Supply Catalog, all \$1.00. Refund not O. K. STEWART, Dept. BB 721 Olive, St. Louis, Mo. x

"MANUAL OF SHOW STUNTS" TEACHES Acrobatics, Juggling, Baton Twirling, Lariat, Balancing, and other circus stunts. Only \$1.00 complete (C. O. D. \$1.12). H. FLOYD, 1619 Wilson Ave., Chicago, Ill.

Pretty Girl (Real Photographs), BOOKS, Novelties. Big assortment, \$1.00; catalog, 10c. B. BRUN, 353 W. 47th St., Chicago, Ill.

SENSATIONAL SNAPPY CUBAN, MEXICAN Picture Books. Booklets. Miscellaneous. Samples. Lists, 50c—Large Selections, \$3.00. JORDANART-CEADARWAY, 16R, Boston, Mass. x

SUCCESS CLUB—COMPLETE INFORMATION and first lesson. Health and Success. \$1.00. Write for JENNINGS LABORATORY, 5430 Lawton Ave., Detroit, Mich.

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures Catalog 10c. BALDA ART SERVICE, Oshkosh, Wis. no30x

BUSINESS OPPORTUNITIES

ALL DOLLARS IN YOUR MAIL 100% YOURS—as "Co-Operator," supplying millions jobless satisfying employment information. We fill Co-Operator's orders! CO-OPERATIVE SERVICE, 77 Swan, Buffalo, New York.

ATTRACTIVE BALL-THROWING GAMES—Bottles, Cans, Dolls, Kids, Tenpins. Complete outfits and supplies. LA MANCHE, 782 Marion, S. E., Atlanta, Ga.

BIG PROFITS IN THE SOAP BUSINESS—Teach you how to make soap. Send 50c. HAROLD ENGLEHART, Copley, O.

CREATE SELF EMPLOYMENT THAT PAYS \$50.00 to \$100.00 month. Valuable instructions, 25c (silver), "CALI-CO," P. O. Box 157, Lake-side, Calif.

DO YOU WANT A WELL-PAYING SPARE time business? Send 25c deposit for your printing sales portfolio. BRINK PRINTING, 1130 Holmes, Menominee, Mich.

FOR SALE—ESTABLISHED BUSINESS U. S. Highway 35 miles from Cincinnati, Lunch, Beer, Gas, dance hall, lake, well stocked; good buildings. Ready to operate, fully equipped. Will sacrifice. C. B. COURTS, Mt. Orab, Ohio. np-x

"GAG" HEADLINE OUTFIT COMPLETE, NEVER used, first \$50.00 cash takes it. AL HESS, 55 Elliott St., Buffalo, N. Y.

GET DOLLAR BILLS GALORE—EASILY, quickly. The most amazing bargain for everyone. Information 10c. R. BROOKS, Box 120, Arkansasaw, Wis.

LOOKING FOR A JOB OR BUSINESS PROPOSITION? You will find it in Progress Magazine, Copy 10c. VICKS PRINT, Exeter, N. H.

OUR GENUINE BARBECUED FRANKS ARE "huge" moneymakers! Complete Formula (dime) postpaid. Other valuable information included. DAVIS, Box 1484-BX, Clarksburg, W. Va.

PITCHMEN! SOLICITORS!—MAKE EXTRA money with new Stamping Outfit. Stamp Checks, Plates, Fobs Catalog 69-B free. C. H. HANSON, 303 W. Erie, Chicago, Ill.

START MAIL ORDER BUSINESS!—PLENTY of mail selling, local opportunities. Ask for opportunities big mail. KATZ, 4254 No. Kimball, Chicago.

1,000 IMPRINTS—50c. YOUR NAME PRINTED thereon. Amazing profits. Full line samples, 10c. THORNBURG SERVICE, 1205 Monroe, Wichita Falls, Texas. de14

COIN-OPERATED MACHINES, SECOND-HAND

NOTICE

Only advertisements of use machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A-1 BARGAINS—WURLITZER 616, \$45.00; Wurlitzer 616, \$65.00; Wurlitzer 500, \$145.00; Wurlitzer Tan Strika, \$50.00; Chicago Sam (with base), \$49.50; Jennings Fast Tone (F. P.), \$90.00; Keeney Track Tone, 1938 Model, \$75.00; Faces Races, Black Cabinet, \$30.00; Gold Cup, \$55.00; Milk Q. T. C. play, \$30.00; Mills Vest Pocket Bell, \$30.00; A.B.T. Target-Red, White and Blue, \$16.00; Triumph, \$15.00; Commodore, \$15.00; Roxy, \$35.00; Ball Bearing, \$35.00. Will Pay Cash for Following Consoles: Keeney Triple Entry, Keeney Super Track Time, ATLAS VENDING CO., INC., 410 N. Broad St., Elizabeth, N. J. x

COMIC XMAS CARDS—REAL CLEVER ONES. Circular and Samples, 25c. Fifteen cards by Express, \$1.00. STRALEY, 1015 Mulberry, Springfield, O.

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HOLIDAY WINNERS—"OFFICIAL CURRICULUM Drinks Mixing" by "Pioneers-Experts 33 Years." Endorsed America. Choice five books. Complete Wines—American Whiskies courses, \$1.00. Books—50c each. NATIONAL DRINKS, 1107 Broadway, New York City.

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FOR SALE—PENNY PHONOS, STANDARD Models, \$25.00 each. 1/2 cash, balance C. O. D. VENDES SERVICE CO., 1817 N. 3d, Dayton, O. *de1x*

FOR SALE—4 Mills 1939 THROES, \$195.00; 5 Penny Phone, \$35.00; 2 Seburg Classic, \$225.00; Wurlitzer 600, \$185.00; Wurlitzer 61, \$90.00; Wurlitzer 412 with Grill, \$50.00; Rockola Windsor, \$95.00; Janelite Rotary Converter, 110 volts, \$25.00. C. C. JONES, Gunnison, Colo.

GET WISE! MODERN ARCADE SPORTLANDS are profitable year around. World's largest selection of equipment to choose from. Write for 1940 catalog and price list. MIKE MUNVES CORP., 593 10th Ave., New York. *tnfx*

COODBODY HAS A MESSAGE FOR EVERY OPERATOR reading this advertisement. Send in your name and address at once. JOHN GOODBODY, 1824 E. Main, Rochester, N. Y. *de7*

PARTS and SUPPLIES FOR PIN GAMES and Phonographs—Chutes, Fuses, Rectifiers, Contacts, Points, Coin Boxes, Slides, Springs, Taps, Rubber Rings, Rubber Rebounds, Collection Books, Balls, Timers, Solder, Tape, Wrappers, Tools, Screws, Electric Wire, Sockets, Plugs, etc. Write for Free Catalog. NEW YORK SPECIALTIES, 818 Tenth Avenue, New York City.

ONE WESTERN 1939 BASEBALL, ONE EVANS Ten Strike, 36 Sc Snacks, all in good shape, or will trade for 1c Grip Scales, 1c Challengers, 1c Scales. SENECA WHOLESALE CO., Seneca, Kan.

PIN GAME, PHONOGRAPH, CIGARETTE, Vending, Beverages, Sales Booth, and Slot Machine Stock Collection Books. Also other stock forms ready for immediate delivery. Specially printed books for all types of coin operated machines. Can be made to suit your requirements. If you already have forms, bring them to us, so that we can check for better design and more efficient use. Write to the attention of Charles Fleischmann, specialist on coin machine collection forms, who will be glad to advise you on any available. BALTIMORE SALESBOOK COMPANY, 120 W. 42d Street, New York City. *x*

RAYOLITE, HITLER CONVERSION, \$30.00; Model F Targets, \$5.00; Challengers, \$9.00. Trade 27 1c Vendors for anything. QUARTER VENDING, Shawnee, Kan.

RECONDITIONED LIKE NEW—QUARTER Futurity SJP, \$25.00; nickel Futurity SJP, \$25.00; quarter Caille SJP, \$15.00; Mills Rio, \$20.00; Golden Wheel, \$12.50. Sell separately entire lot \$89.50. 1/3 Deposit, Balance C. O. D. LIFETIME SOUND, 2000 Peoria Ave., Peoria, Ill.

REFINISH USED MACHINES WITH FOUR-IN-ONE—Removes scratches, cleans, waxes and polishes in one operation. Special: Sell 81¢ and recd. for only \$1.00 bottles. OHIO PRODUCTS CO., Canton, Ohio.

SACRIFICE—TWENTY 1c HERSHEY VENDERS, \$2.50; Ten 1c Ball Gum, \$1.50; Ten Hot Peanut, \$6.00; Fifty Postage Stamp, \$3.50. CAMO VENDING, 402 West 42d, New York City.

THE BEST OFFER TAKES THE FOLLOWING: Ray-o-Lives, F. P.; 6; Chicken Sams, 2; Western Base Ball, F. P.; 1; Ten Strikes, 150 score unit, 4; Keeney Antiaircraft, black cabinet; 2 Term. Term. Term. C. O. D. STATE COIN AMUSEMENT CO., P. O. Box 75, Lansing, Michigan.

UP AND AIR, MAJORS, AIRPORT, 4-5-6, HOLD TIGHT, each \$8.00. Lucky Strike, \$15.00; Jumph, \$11.00; Sports, \$18.50; Mills, \$2-2; \$29.95. All free plays, perfect condition. 1/3 deposit, balance C. O. D. WILLIAM PLEISS, 815 Cumberland Street, Lebanon, Penna.

WANTED—OLD-TIME OBSOLETE SLOT MACHINES, Music Boxes, Slot Planos, Band Organ, Arcade, etc. Write to: WOODEN INDIANS, BOYER, 2700 Washburn, Chicago.

WANTED—MACHINES IN GOOD CONDITION for arcade in Greater New York. Full particulars, prices, first letter. BOX 193, c/o Billboard, 1564 Broadway, New York.

WANTED Q. T.'S VEST POCKETS, BLUEFRONTS and Pace Cornets. "Spot cash." Write, giving serial numbers and denomination for estimate before shipping. W. A. HUFFMAN, 1310 E. Grand, Albuquerque, N. M.

WILL TRADE CHICKEN SAM WITH BASE, PERFECT, for three Mills Vest Pockets. F. SCOTT, Fairfax, So. Dakota.

WURLITZER PHONOGRAPHS—PERFECT CONDITION. Model 412, \$32.50; Model 616, \$54.50. D. ROBBINS & CO., 1141B DeKalb Ave., Brooklyn, N. Y. *no30*

3 CHICKEN SAM'S WITH BASES, 2 EVANS Ten Strike, 1 Rockola Ten Pins, A-1 shape, \$49.50 each; \$275.00 for set. Trade for Snare Masters, Crappers. HOUSTON (Texas) DISTRIBUTING CO.

15 DRUSHLETT STAMP MACHINES, USED month, \$10.00 each, three for \$25.00. What have you to trade? ASHBY SAUNDERS, Culpeper, Va.

20 SEBURG PLAZAS, 1939, A-1 SHAPE, \$49.00 each (credit) 10 Chicken Sams, \$65 each. OAKDALE SALES, 2875 N. Clark St., Chicago, Ill.

50 COLUMBUS MODEL A PEANUT MACHINES, \$3.00; 10 ABT, Model F, \$9.00; 15 Stewart Machine, Quire Hexagon shape gum machines, \$5.00. RICHARD INGE, 161 Glenwood, Mobile, Ala.

150 SNACKS TYPE FOUR COLUMN BULK Venders, \$6.50 each, 5 at \$6.00, 10 at \$5.50, 25 at \$5.00 each. AL BERMAN, 636 Lincoln Ave., Cincinnati, Ohio. *de7*

200 F. P. PIN GAMES—ADVISE GAMES wanted and best offer. Want American Eagle marks, Champions and Totalizers. MASONICILLS, Kirstun, N. C. *de14*

# Show Family Album



THIS PICTURE of clowns with Christy Bros.' Circus, season of 1922, was taken somewhere in Pennsylvania. In the rear, left to right, are the late Joe Dobeck, juggler; Charles Dryden, foot juggler, who tramped with the Bud Anderson Circus in 1939; Vernon West, wire walker, who is now a member of the Westlake Troupe, jugglers; "Fat" Rowe, dog trainer; "Shorty" Evans, tramp clown, retired and living in St. Louis, and Charles Nelson, producing clown, deceased. Standing in front is Harry James, who now has his own dance band.

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.

5,000 PHONOGRAPH RECORDS, \$150.00; TEN Refinished Groetchen Columbia Cigarette Reels, \$200.00. ARKANSAS NOVELTY CO., Magnolia, Ark. *x*

## COSTUMES, UNIFORMS, WARDROBE

HEADQUARTERS FOR SANTA CLAUS SUITS, Beards, Wigs, Boot Tops, etc. Sale or rent. COSTUMER, 238 State St., Schenectady, N. Y.

MODERN LECPADS—HIRS, RUBBER BUSTS, Rubber Garments, Circus Silk Opera Hose; (Wigs, Toupees, Evaslives of Human Hair); (Thermo Chin Lint); Cosmetics, Finger Nails; Evening Stage (Iridescent) Gowns, Female Impersonators' Outfits, 1940 Illustrated Booklet 10c with Costumes, 15c deductible from order. SEYMORE, 246 Fifth Ave., New York.

OVERCOATS, STREET SUITS, \$6.00; LADY'S Fur Coat, \$6; Orchestra Coats, Jackets, \$2.00; Tuxedos, \$10.00; Scaenery, \$10.00. WALLACE, 24 1/2 No. Halsted, Chicago.

PERSONAL WARDROBES OF STAGE AND Screen Stars—Slightly used. Gowns, Dresses, Costumes, Fans. Write MOSS, 6115 Fountain Ave., Hollywood, Calif.

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MONEY-MAKING FORMULAS — THOUSANDS of new "make-it-yourself" trade secrets and compounds. Illustrated circulars free. O. WARREN, 15 Park Row, New York. *no30x*

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**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.

**A LARGE CATALOG OF NEW 35MM. ROADSHOW Attractions from \$10.00 to \$300.00. Also Westerns, Comedies and Action Pictures. BUSSA FILM EXCHANGE, Friendship, Ohio** de21

**"ALL-AROUND" REFLECTOR COMPANY'S New Motion Picture Reflector; Guaranteed to Increase Screen Illumination 40%. BOX 1967-K, Cleveland, O.**

**AMAZING BARGAINS—16MM. SOUND AND Silent film, equipment and accessories. Write Ampro, Victor Sound or Silent Projectors cheap, easy terms. ZENITH, 308 West 44th St., New York.**

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**ATTENTION, ROADSHOWMEN—ONLY TEN dollars per week for a complete 16MM. Sound Movie Show. Large selection. Perfect prints. Send for our Roadshowmen's Special today. INSTITUTIONAL CINEMA SERVICE, Inc. 1560 Broadway, N. Y. C.**

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**BARGAINS CALORE—8MM.-16MM. LISTINGS. NO-WA-KA, 255 Main Av., Passaic, N. J.**

**BARGAIN—35MM. S. O. F. FEATURES, Comedies and Shorts, Dollar Reel. Ten cents stamps brings List. HART'S STUDIOS, Box 22, La Vernia, Tex.**

**CROWN OF THORNS, 35MM. POLISH Dialogues; sale or exchange. Write Polish and religious. 16MM. LEWEK, 1521 Sixth St., N. Bergen, N. J.**

**FOREIGN TALKIE FILMS FOR SALE—**Some with English titles. Good condition. Priced right. TETTEL FILMS, 440 N. Illinois, Indianapolis, Ind.

**CINEMATIC, OWOSSO, MICHIGAN—XMAS 35MM. Sound Bargins, adult, spook, religious, children's attractions, classroom entertainment. 16MM. library, special offer! Inquiries The Billboard.**

**NEW 16MM. SOUND SUBJECTS, \$5.95 per 100. Titles, \$1.00. Ends, 25c. Art Sample, dime. AIRCRAFT, 1121 East 6th Ave., Gary, Ind.**

**NICKELODEONS—CHAPLINS, PICKFORD, Hart, 16 MM. MEGFILMS, 340-G West 29th, New York.**

**SACRIFICING TALKIE OUTFITS—35MM. Portable, 12,000 ft., \$130.00. Theater Installation, \$200.00. Projection Booth, Films, etc. GROBARICK, Eldridge Park, Trenton, N. J.**

**SEE HOLMES PORTABLE MOTION PICTURE Projectors, 35MM., 2 projectors, amplifier, speaker. Suitable for small theatre. DAVID MULLIN, 314 Reed, Clearfield, Pa.**

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**LAW BLANKS PROTECT YOU—CONTRACTS, Wills, Partnership Agreements. Digest Divorce Law, \$1.00 each. D. A. FRANK, 1544 West Flagler, Miami, Fla.**

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No. N209. Contains 6 select assortment of 116 assorted needles, large and small sizes.

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SPORS CO. LE CENTER, MINN.
Check full of interesting money makers. Sales ideas that may increase your earnings \$2 to \$3 a day and thrilling new toys galore.



# The Increasing Demand for American-Made Mechanical Toys

By GEORGE KELNER

THE outbreak of the World War in 1914 served to transfer the mechanical toy field from Europe to America. Prior to that time this country had depended solely upon importations. Everything was marked with the name of the country in which it was manufactured, and the phrase "Made in America" was conspicuous by its absence.

The story today is much different, and the present war in Europe has had little or no effect on the industry. American factories have been working at full capacity to supply those items that click so solidly with the American public at Christmas time. With the people now watching closely to make sure that items are made in this country, the streetmen and street-stand operators who specialize in mechanical toys have nothing to fear. Today a majority of the toys come from factories in the United States. The remaining percentage, while comparatively small, is of Japanese origin.

**The Changeover**

It was about 1915 that American-made mechanical toys made their debuts on the market. Among the first items

**G**EOURGE KELNER, the author of *The Increasing Demand for American-Made Mechanical Toys*, has been associated with his father in the firm of Harry Kelner & Son for more than 20 years. About the time that the association was formed the mechanical toy business was rapidly shifting to this country.

Kelner has followed this trend carefully, for the firm is one of the largest in this field. Every year its sales of mechanical toys run into the thousands. Kelner has found the mechanical toy business not only profitable but interesting. His study of the field has been most thoro in an effort to bring his customers the items that were sure-fire.

It is about these trends that Kelner has written in the accompanying interesting article.

were the Climbing Monkey, sometimes known as Jocko; Balking Mule, and Ham and Sam, the Jiggers. The last-named item had a long run, and variations of

it are well known today. The original item had one colored figure playing the piano while the other jigger. The variations of this theme include one colored figure strumming a banjo while the other danced and the single figure that played the banjo and danced.

The 1915 era also produced the Honey-moon Express, a train that ran on a metal platform. Later came the Betty Doll, known to many as the Dancing Doll. Since 1920 American designers have relied upon their own initiative to produce mechanical toys and they have done an excellent job of it.

**Requirements**

Mechanical toys cover a wide range of items, but those suitable for streetmen and street-stand operators are of special concern here.

To begin with, a mechanical toy that is designed for street demonstration must of necessity be small. In fact, if a worker can carry six or eight dozen of them in a fair-sized package, the dimensions of that mechanical toy are within the requirements. Streetmen move from spot to spot where the crowds pass, and for this reason the size is important.

A mechanical toy for street work must be easy to demonstrate in a small space. One of the items that filled this requirement admirably was the Picking Bird, which covered only a space of six or eight inches square. While items that take a large space for demonstration are not good for street workers, they do find a place on the stands. Another item the streetmen have found profitable is the Marx Tricky Taxi. It spins around on the top of a glass jar or cigar box and will not run off a table.

The paramount requirement of this line is the novelty of action. The more antics a toy performs the more chances it has to click. However, there is no definite formula for making a mechanical toy that will be a hit. Those in the business can recall times when a new item came on the market and they themselves passed favorable judgment, but when it hit the market the public's reaction was mediocre. Streetmen depend upon a quick turnover, which naturally means volume to make money. A real hit has to be something out of the ordinary and one that can be sold at a rapid rate.

**Complaints Unfounded**

Streetmen sometimes complain that manufacturers do not have their inter-

ests at heart, because there may be a similarity between items. Explanation of this is that it costs between \$5,000 and \$10,000 for a manufacturer to produce a single item, because a new design necessitates new dies and tools. In America these costs come high.

In Europe the manufacture of mechanical toys was on a different scale. In some countries there were 150 or 200 small shops making toys. While these shops did not employ modern methods of production, the range of toys was wide. In America one firm manufactures mechanical toys in five or six factories. The average plant employs 500 or 600 men. It can be readily seen that the firm bringing out new items must be reasonably sure that they will click.

Notwithstanding the fact that it costs a small fortune to produce a mechanical toy, America is out in front in their manufacture, and little or no competition has been felt from European sources during the past 10 or 12 years.

**The Season Ahead**

Indications are that this will be a mechanical toy year. Never before in the history of the industry has the outlook been so promising. Staple numbers will be back to offer stiff competition with the new ones that are on the market. Demand for items was so stiff this season that manufacturers required orders to be filed early or they would not guarantee jobbers stock in time to take care of their orders. As anyone connected with the business knows, this is definitely an indication of a banner season. In previous years manufacturers have sent out warnings to jobbers to get their orders in early, but this year is the first time they've been so insistent upon it.

**Oh-U-Dog Returns**

What seems to be a sure-fire hit again this year is the Oh-U-Dog. This item has earned many a penny for mechanical toy workers, but there are different sizes this year. The smaller sizes nod the head and wag the tail. Larger models walk in a lifelike manner and have felt shoes hanging from their mouths. The Bouncing Oh-U-Dog does just what the name implies—bounces on all fours. The Q-T-Dog, a new item, walks, pauses, rears up on its hind legs, and moves the two front legs up and down. This is only part of the performance, for the dog runs in a semi-circle before repeating its antics. The performance takes several minutes, which is a definite selling point.

Again the mechanical seal is back to do what it can for the boys. The large-



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sized cloth-covered toy bobbles up and down in true seal-like manner while a ball held on its nose revolves. This item was exceptionally well received last year, and veterans in the business are willing to bet that it will repeat in 1940.

**Turn-Over Cat**

The Turn-Over Cat is one of the most lifelike mechanical toys to come on the market. In 1939 this item was tried out at the Danbury (Conn.) Fair, where it made a decided hit. Its sales record will be equaled at least this season. The item is sturdily built and consists of a black cat with white tail and rolls a ball held in its paws. In addition to this the cat turns over several times. This item is most realistically made.

The mere mention of monkeys gets a laugh. And in mechanical toys the monkey line has increased somewhat over last year. Jolly Jacko, a comical monkey with mirror and comb, is back to do its share toward getting folding money for the boys, as are the Metal Hat Fur Monkeys that have an overall measurement of 7½ inches, and the Dandy Monkey, mechanical monkey with top hat and cane. Symphony Pets, a monkey that wags its tail and swings a baton like a band leader, will again be seen among stragglers' layouts and door pitches, along with the Mechanical Skating Monkey made of celluloid and dressed in felt costume. The Circus Monkey, a newcomer to the field, is already on the way to the top as a money-maker. Monkey holds two chairs and swings them over, then does a hand-spring while holding on the back of the them.

**No Toy Shortage**

There will be no shortage of items this year, for a design to suit almost any taste is on the market. Other items include Tumbling Clown, Congo Ape, Wacky Donkey, Giant Penguin, Crawling Baby (white and black), Prancing Penguin, Conceited Monk, Looping Airplane, Dancing Couple, Pop Pop Boats, and similar items. The colored celluloid duck that shakes a frog in its mouth has shown its worth in many sections and

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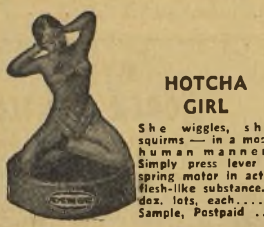
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will probably repeat this profitable performance. The Rumba Girl, a number that has plenty of action, is certain to attract crowds and profits. When wound up the girl shakes a mean rumba. The action is novel and the item fits every requirement.

Door pitch and store workers will carry additional lines, as the selection is broader here. No requirements are made concerning size of package, and for this reason the boys can handle the new shooting gallery that uses suction "bullets" shot from a candid camera "gun" or from a pistol. Here is an illustration of the ingenuity of mechanical toy manufacturers. The target has three disks that run for five minutes at a single winding. The "gun" is available as a candid camera with sight like one on a real picture-taking outfit. This design appeals to those who want something different. For those who want the staple line the manufacturer has made a pistol that works on the same principle.

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The mechanical toy worker has everything in his favor this season. Where "Made-in-America" products are demanded he is in a position to serve them. Where toys of various prices are in demand he is again in a position to serve them, for at no time in recent years have the prices on this line been so attractive. New items that are certain to click will be coming on the market rapidly now that the Christmas holiday trading is about to start. These will join up with the tested models and put the year over for the boys with a bang.

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### CHRISTMAS BANNERS IN SILK FROM FACTORY TO YOU

Size 14x18

Hand painted on Rayon satin in 4 colors with gold fringe and cord. Sells on sight to Stores, Clubs and Homes.

**Price per 100—\$25.00**

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NO JOKE . . . they're real profit items! Small investment, fast turnover. Write for catalog.

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Unusual \$2.98 retail values. 90x105 in., colored grounds. \$22.50 dozen. 8 samples \$1.00. F. O. B. Nelson. 25% cash, balance C. O. D. Satisfaction guaranteed.

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Wholesale Values for

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ROUND SALES ACTION!

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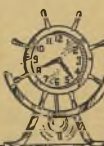
MERCHANDISE COMPANY  
64 W. Randolph St., CHICAGO, ILL.

# 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.

## Electric Clock

Prize users, especially bingo and sales-  
board operators, are now turning many calls  
for the new Nautical all-chrome electric  
pendulum clock, Howard Clock Corpora-  
tion reports. Design is that of a ship's  
wheel with steering  
spokes. Has triple  
chrome die-cast  
case, four-inch sil-  
vered dial and  
Howard precision-  
built silent electric  
movement with a  
year's guarantee.  
Overall height is  
9 1/2 inches, and base  
is 9 by 2 1/2 inches.  
It operates on 60-  
cycle, 110-120-volt AC current, has an  
underwriter's approved cord, and weighs  
three pounds when packed for shipment.  
Firm also reports a sales increase of over  
50 per cent, a gratifying response to the  
introduction of the new 1941 line of  
electric pendulum clocks. It will be re-  
called that Howard is a pioneer in the  
field, having originated and patented  
the electric pendulum movement. Line  
is designed primarily for operators and  
prize users and is available from es-  
tablished wholesale supply houses at  
profitable discounts.



Record Player

Salesboard and bingo operators report  
that the new Princeton Wireless record  
player is one of the biggest items they've  
had in recent months and, with the  
Christmas trade season getting into full  
swing, it shows potentialities of being  
out in front by a good margin. Item  
is handled by D. A. Pachter Company.  
This oscillator-type record player made  
available in an attractive cabinet made  
of selected, grained veneers, and will ac-  
commodate both 10 and 12-inch records  
with the lid closed. While the set en-  
ables one to hear the records played  
thru the radio, no connecting wires are  
necessary. The oscillator circuit which  
is built into the unit acts as a miniature  
broadcasting station, sending out the  
impulses that are picked up for re-  
production thru the radio receiver. Unit  
has self-starting AC motor. Price allows  
prize users an excellent opportunity to  
make a nice profit margin, the firm re-  
ports.

## Record Player

Greetings Novelty

Jackson Publishing Company reports  
that solve and novelty workers are mak-  
ing good money with the new "Case of  
Emergency" folder recently put on the  
market. This self-mailing novelty item  
is in the form of a modern travelling  
case. On the face of the folder is an  
illustration of Uncle Sam sitting on top  
of the world and beneath it is the cap-  
tion "I Should Worry." Attached to the  
inside of the folder is a pair of tiny  
bloomers with the words "Social Se-  
curity." A short poem is also contained  
inside the cover. Item is 3 1/2 by 4 1/2  
inches. On gross lot orders city or re-  
sort is imprinted at no additional cost.  
New prices on the item allow a good  
margin of profit, the firm reports.

## Greetings Novelty

Portable P. A.

Concessionaires are eying the new La-  
fayette Model 778-T sound system as an  
aid in increasing their takings. Lafayette

Send for  
NEW 1941 Catalog  
ELGIN—WALTHAM  
GRUEN—BULOVA—HAMILTON  
Wrist and Pocket Watches.  
PRICES START ..... \$2.95  
GUARANTEED LIKE NEW.

JOSEPH BROS., Inc.  
50 E. MADISON STREET, CHICAGO

# MECHANICAL TOYS

OFFER BIG SALES AND  
GOOD PROFITS

No.	Description	Per Dozen	Gross	Net
B40N17	4 1/2 Inch Metal Monkey	7.75	7.00	7.00
B39N29	4 Inch Penguin	7.75	7.00	7.00
B39N28	3 1/2 Inch Walking Scotty	7.75	7.00	7.00
B39N16	3 1/2 Inch Boy with Dog	7.75	7.00	7.00
B39N14	3 1/2 Inch Oh-U-Dog	7.20	6.50	6.50
B40N150	Dog with Show	7.20	6.50	6.50
B40N168	Dancing Couple	6.00	5.50	5.50
B40N180	Clown with Donkey Cart	7.20	6.50	6.50
B39N27	Oh-U-Dog	24.00	2.10	2.10
B39N41	Snuffy the Chicken Ostrich	22.50	1.95	1.95
B39N38	5 1/2 Inch Dancing Dog	21.00	1.85	1.85
B39N37	6 1/2 Inch Walking Dog	18.00	1.75	1.75
B39N19	4 1/2 Inch Sitting Panda Bear	18.00	1.65	1.65
B39N33	5 1/2 Inch Marching Soldier	18.00	1.60	1.60
B39N20	7 Inch Dancing Panda with Ball	16.00	1.50	1.50
B39N10	5 1/2 Inch Skating Monkey	16.50	1.50	1.50
B39N6	4 1/2 Inch Running Scotty	16.50	1.50	1.50
B39N12	7 Inch Feather Dressed Walking Doll	15.00	1.35	1.35
B40N185	7 1/2 Inch Duck and Frog	15.00	1.35	1.35
B40N185	Dancing Bear with Ball	15.00	1.35	1.35

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The Buying Guide of the Show World  
State Your Business as We Do Not Sell Consumers!

N. SHURE CO. 200 West CHICAGO, ILL.

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Firm Since 1897  
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& SONS**  
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FUR COATS \$8.00 Up  
FREE Catalog List-  
ing Complete  
Line.

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BEST ASSORTMENT IN AMERICA  
\$15 per thousand and up, with envelopes, 100  
sellers. Over 130 Cards and Folders. Printed  
on good stock, in 3 to 7 colors. No free samples.  
SAMPLES POSTPAID. Complete line, \$3.50  
(retail value \$15). 50 Cards and Folders,  
\$1.60; 12 Folders, 50c; 12 Cards, 25c; 6  
Cards, 15c. Order your samples today.  
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GIFT BOXES AND BOOKS, BEARDS,  
MASKS, PUZZLES, ETC.  
We can supply you hundreds of new items at  
wholesale. Prompt and honest service. Our  
Latest Wholesale Price Lists sent postpaid.  
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Third Ave. So. MINNEAPOLIS, MINN.

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Cost as low as \$20.00 a thousand with envelope.  
All are fast 10c sellers. Send 15c for sample  
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Xmas coming—Make extra money!  
Send for free 1941 Catalog of  
Watches, Diamonds, Jewelry,  
Novelties. Lowest prices.  
**PLYMOUTH JEWELRY CO.**  
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\$1 STARTS YOU IN BUSINESS  
Blyde-On Ties, Sample 25c;  
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Sample 15c; Da., \$1.50.  
Hand Made Ties, Sample 35c; Dor., \$3.50.  
Custom Made Ties, Sample 15c; Dor.,  
\$1.80. 25% deposit, balance C. O. D.  
Write for FREE Wholesale Catalog. PHILIP'S  
NECKWEAR, 20 W. 22d St., Dept. B-22, New York

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(Over 200 pages, size of post-  
age stamp, completely legible)  
And 10c & 25c Paper Covered Books on WYP-  
NOTISM, JU JUSU, LUCKY NUMBERS, MAGIC,  
DANCING, WINNING CONTESTS, PALMISTRY,  
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etc., etc. Over 100 books on unusual subjects. For  
premium and big-profit selling, 400% profit.  
Write for prices. Add this profitable side line!  
**JOHN B. SMITH & CO.**  
Wholesale Dept. D, Detroit, Michigan

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**FUR COATS**  
LOWEST PRICES  
FREE CATALOG

More and more successful men are handling the H.M.J.  
Line (there must be a reason) Better sellers than  
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Caps, Jacket—all styles, sizes. Nothing was spared to  
obtain the most superb styles and quality! Satisfaction  
guaranteed or money refunded in 3 days. Prompt de-  
liveries. Write to us today for our BIGGEST AND MOST  
BEAUTIFUL NEW CATALOG FREE!

**H. M. J. FUR CO.**  
150-B WEST 28TH ST., NEW YORK CITY

GET IN ON THIS  
HOT ITEM NOW!

"House Brake" Pets... the new novelty sensation.  
This liquid extinguisher 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 6 to a box. Each ash tray  
is furnished with a unique story of the origin. Cash  
in now on this sensational seller! An ideal item for  
novelty stores, taverns, hotel restaurants, cigar stores,  
drug stores, salesboards and pitchmen.  
No. B31V19, 25c. 75c. 75c.  
Per Doz. \$20.00. \$42.00  
2 Samples Postpaid for \$1.00

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Catalog 401 of 684 pages of quality merchandise  
ideal for premiums, prizes and awards, concessions  
sent on request. Mention your business. We do not  
sell retail. Prices less 2% cash, 25% dep. on C.O.D.

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Exclusive Distributors  
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Cash in now on wave of national defense patriotism. Sell new process American Flag (16x24) done  
in oil paints, titled "Our Flag of Freedom—Long May It Wave." Sell on sight for 80¢ up. Good  
sideline or straight selling, 100 million prospects. \$3 dozen. Send 25¢ for sample to

**E. H. NIEUKIRK**  
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**CASH IN**  
ON THE  
\$10,000,000,000.00  
DEFENSE PROGRAM

OUR SPECIALLY DESIGNED  
**PILLOW TOPS**

For the  
**ARMY—NAVY—AIR CORPS**  
ARE RAPID-FIRE SELLERS

Also Complete Line of Pennants, Kerchiefs, Koozak  
Albums. Write for Free Catalog.

**WESTERN ART LEATHER CO.**  
P. O. BOX 484 (Manufacturers Since 1914) DENVER, COLO.

**Great Christmas Item!**

Two Large Size 25 inches  
Sixes Small Size 18 inches



Dressed in Red Rayon Silk Garment, Trimmed with White Plush, Black Belt, Black composition Boots, Each packed in a box.

Jobbers, Write for Full Particulars  
**ARROW FUR CO., INC.**  
142 W. 24th St., NEW YORK, N. Y.

Radio Corporation reports. Complete set self-contained for travel in a sturdy carrying case 21 by 18 by 13 inches, and may be set up in a few minutes. Has 32-watt sound output, rising to 45 watts for instantaneous sound peaks. Set contains eight-tube high-fidelity amplifier, choice of one standard microphone with telescoping floor stand, two heavy-duty 12-inch dynamic speakers, and cables and plugs for interconnections. Amplifier provides for simultaneous operation of two microphones and record player or contact pick-up, with individual controls for blending the three in any desired proportions. Also has volume-level indicator meter, master volume control, and separate bass and treble equalizer controls for matching output to acoustics of the room. Bingo operators are also finding the unit big help in their games, the firm reports.

**Plastic Knife**

An increasing market for the new Iron-Glas Plastic Knife is bringing demonstrators larger profits, Renewal Distributing Company reports. Item is an all-purpose knife made of a new plastic material that is said to be as strong as iron. Knife is clear, stays sharp, and will not tarnish. Since it cuts, pares, and slices all foods, it is an item that is wanted by every housewife. Of the latest design, it is made so that it will not cause cakes or pastries to crumble while being cut. Because of the plastic material, cake will not adhere to the knife. Available in three finishes, sapphire blue, rock crystal, and shell pink and pastel green, knife is 9 1/2 inches long and 1 1/2 inches wide. Since the item is suitable as a Christmas gift, many of those in the trade are ordering now to take advantage of the public's annual buying spree, the firm reports.

**Skeeter Trap**

Concessionaires over the nation welcome the news that Skeeter Trap is now on the market. Black Products Company reports. Set-up is low priced and may be installed in a space 65 feet long with a 12-foot ceiling. Twenty-two scatter shots are used. Skeeter Trap may also be used outdoors by installing it on a 1 by 12 by 16-inch plank that is secured to a level spot of ground by means of two or three stakes. It is ideally suited to such gun games as quail shoot, brush walk, grouse range, covey rise, and miniature skeet. Skeeter target is similar in design to the Black Diamond standard target, used for trap and skeet shooting, but, of course, is smaller. Skeeter target is one of the best flying small targets on the market, having been approved after wind-tunnel tests. A carton contains 375 targets. Skeeter Trap shooting provides the same thrills when regulation traps are used, the firm reports.

**Mechanical Toys**

According to Cohen Bros., this will again be a mechanical toy Christmas. Several new numbers are now on the market and earning folding money for those in the trade. Recently released items include the Bouncing Dog and the Q-T Dog. They are available in large sizes. The Bouncing Dog, as the name implies, bobs around in a small circle. The Q-T Dog begs in true lifelike fashion. Antics of both toys are sure to provoke laughs. New low prices are offered, the firm reports.

**Automatic Key Holder**

The Automatic key holder shows indications of being one of the big money-makers with key chain workers and pitchmen, according to R. C. Simpkins.

Holder is made of plastic and is 2 1/2 inches high. At the base is an extension that covers the slot into which the keys fit. By moving the extension, which also serves as a guard, the key that is needed pops out. All that is needed to return the key to its place is to push it back and return the guard so that it covers the keys in the holder. Additional keys may be carried in a hook attached to the top. The spring action of the key holder makes it an excellent pitchmen's item. Prices are low to introduce the item to the trade, and large quantities are now being shipped, Simpkins says.

**Radio-Phonograph**

A. M. Goldberg, direct factory representative for the Arvin radio line, reports increasing demand for the new radio-phonograph combination. Bingo and salesboard operators say the item is clicking and, with the Christmas trading season now on, indications are that it will be a top-flight number. Radio has aerial attached and uses four tubes, in-

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Extra Value! **\$2.25 EACH**  
5 for \$10.50  
No. 88 9883—Ladies' Bracelet Watch. Exquisitely Styled 1 1/2 L. Chrome Case in a secured engraved design with beautiful link bracelet to match. Guaranteed jeweled movements. Each in attractive gift case. An amazingly Big Value and whirlwind premium item. Save money NOW by ordering five Watches for \$10.50.  
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POPULAR GIFT ITEMS  
**Secret Pocket**  
**WALLETS**  
Excellent Gift and Premium Item  
Write for Our Circular Illustrating Largest Assortment of Wallets.  
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Lowest Wholesale Prices  
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**Jackass Cigarette Dispenser**  
Just nod his head and cigarette slips out under his tail. It's HOT for salesboards and novelty displays. Sample, 50¢. Sample Dozen, \$4.00 Prepaid.  
**KELLY SEARS, Siler City, North Carolina**

**ELGIN - WALTHAM \$7.95**  
Rebuild Pocket and Wrist Watches.  
We carry a complete line of Swiss and American Watches.  
WRITE FOR FREE CATALOG.  
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**STREAMLINED**  
Cedar Chest  
Gorgeous embossed Cedar Chest filled with 2 pound pack of delicious chocolates. Lots of eye value with wide appeal.  
Sample, Each...\$1.05  
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25% Dep. 11  
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**NEW 25 PIECE SERVABAR**  
Portable Bar Service  
Latest Model. Streamlined! Selected Walnut with full Chrome trim. Portable—service for six people. Fine crystal glassware. Over 25 inches long—25 pieces. Everybody goes for it. It's clicking like a natural. Immediate shipments. Wire your order  
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Send name and address for our mailing list. Get regular monthly list of specials.  
**ELECTRIC VANITY**  
Electric Lined Vanities with 1 pound pack of delicious chocolates. Complete with bulb. Hotter than ever. A real sales booster.  
Sample, Ea...\$2.85  
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Be sure and get Levin's Latest Catalog and Supplement for a very complete line of—  
**SILVERWARE — RADIOS**  
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HAVE YOU GOT OUR LATEST SALES-BOARD CATALOG?  
Be Sure and Write for Yours Today.  
**LEVIN BROTHERS**  
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We will send you our Watch and Diamond catalog illustrated with the best deals in the country. Write now. Don't delay.  
Your Order Filled by Return Mail.  
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**No. 2604 WOODEN WALL PLAQUES**  
Made of figured gum wood, 5 inches square, with luscious looking fruit made of composition and hand colored, so true to nature that one feels like biting right into it. Fruit in high relief, some so high as an inch from background, the magnificently colored fruit contrasting from the grained but uncolored background.  
Six different pairs, \$7.20 doz. pairs, boxed in pairs.  
Fully illustrated price lists of all six pairs mailed on application.  
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\$6.00 to \$15.00 Gro.  
Most Complete Stock on the West Coast.  
150 NEW ITEMS.  
IMMEDIATE SHIPMENT. GET OUR PRICES!

**TIN HORNS**  
All Sizes, \$2.00 to \$15.00 Gro.  
ALSO HATS, NOISEMAKERS, ETC.  
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**JEWELLED CROSS ON CHAIN**  
Acid test, gold plated. In attractive plush lined display box. \$1 seller at jewelry and department stores all over the country. Special price, \$2 per dozen, prepaid. Order now for prompt delivery.  
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**LOOK! PITCHMEN AND BOOK STORES**  
Phony Letters, \$10.50 Gr.; \$1.00 Doz. Chinese Ring Ill., \$3.00 Gr. Hindoo Mystical, \$3.80 Gr. 7 folds; \$3.00 Gr. 5 folds. Prayer Chain or Tumbling Ring, \$20.00 Gr.; \$1.75 Doz. Horse and Rider Puzzle, \$1.50 Gr. Ventrilo on Wonder Voice Thrower, \$1.50 Gr. Fun Cards, 12 to set, \$3.50 Gr. 50% Deposit, Balance O. D. 8amies \$1.00.  
**EDELSTEIN & RIMMEL**  
114 East 14th St., New York, N. Y.

cluding rectifier. Phonograph unit plays 10 or 12-inch records. It operates at a constant speed of 78 r.p.m. and on 110-volt 60-cycle A.C. lines. Audio system is designed to give high output and clarity of reproduction. Cabinet, available in deep brown finish with ivory trim or ivory finish with chrome trim, is unbreakable. Size is 10 1/2 by 13 1/2 by 6 1/2 inches. Carrying cases for this streamlined combo are available. Set is to be the smartest, best-performing, low-priced combination on the market and the public is going for it in a big way.

**Table Lighter**

The Mystic Table Lighter is an item that is going strong with prize users and its potentialities as a gift point to its increasing popularity during the Christmas season, Gordon Manufacturing Company reports. Item consists of a black molded case, gold trimmed and

decorated with bright catalin knob torch. Touch the torch to the side of the lighter and it ignites immediately with a clean flame. Comes packed in tissue with individual gift box. The item is adaptable to all prize fields, and salesboard and bingo operators are finding it hot, the firm reports.



Key chain workers are already garnering profits from the 1941 line of miniature license plates and key chains. Irving Green, successor to Meyers & Insko, is handling a complete line of the chains. In addition to tags with duplicates of the State automobile license tag names, funny sayings, three initials, and Social Security numbers are available. Different colored tags are obtained with colored foil paper. Counter cards are available with all 48 States in miniature. Green added.

Sun Radio Company reports that it has released an illustrated 24-page booklet on public-address systems. Equipment described includes amplifiers and sound systems of almost every type, and classifications such as portable and mobile systems. A part is devoted to p.-a. accessories, such as microphones, speakers, pick-ups, phonograph motors, tuners, and recorders, the firm reports.

**ANNOUNCING BINGO'S BEST BET**  
The NEW 5 STAR  
**Aero BINGO BLOWER**

- \* Fool-proof in operation.
- \* Two-tone in color—red and black; chromium and aluminum ornaments.
- \* Polished plate glass enclosure with flash lights.
- \* Automatic return masterboard—silk screened sends Bingo Balls back into machine at end of game.
- \* One year—12 months—guarantee against mechanical defects. Operates on A.C. or D.C.

Jobbers only write for full particulars.

**MORRIS MANDELL**  
Manufacturers of All Bingo Supplies  
1123 BROADWAY NEW YORK CITY

**Amazing New AUTOMATIC TYPELESS PRINTER**

**\$6.00 Profit To Agents**

Amazing, brand new model sells on sight at only \$18.95 to merchants, professional and business men. Has sturdier, smoother working features that compare with costliest stencil duplicators. Thousands of Print-o-Presses bought in past three years prove tremendous market. Other models from \$9.95. FREE Rush name and address for money-making agents' opportunity and territory. Write today.

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Dept. 1280, Silverton, Cincinnati, Ohio

**THE "ALL AMERICAN" all leather BILLFOLD**

Genuine Steershide Grain Leather With Space on Smooth Pocket for Gold Stamping.

<b>EMBOSSED</b> With Statue of Liberty Design on Front.	<b>HOLDS</b> (1) Military Registration Card (2) Social Security Card (3) Photograph (4) Auto Driver's License (5) Identification Card (6) Extra Key (7) Change Pocket (8) Currency Compartment closes compactly with snap button flap.	<b>PACKED</b> In Gift Box With Patriotic Cover in Colors.
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**\$36.00** Per Gross **25c** For Sample

25% Deposit—Balance C. O. D.—F. O. B. Hagerstown, Md.

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HAGERSTOWN, MARYLAND

**WELL KNOWN NEW YORK FIRM OFFERS**  
**GENUINE FUR COATS & FUR CHUBBYS**  
Latest Advance Fashions—Beautiful 1940-41 Styles—Finest Quality. Masterfully Moulded by Skilled Fur Craftsmen.

**PIECED SEAL DYED CONEY CHUBBIES** **\$5.50 EA.**

Black or Brown Colors. Finest quality—all lined—sizes 12-20. \$1 Deposit. Bal. C. O. D. Money returned within 3 days if not satisfied.

**LARGE VARIETY FULL SKIN & PIECED SEAL COATS**

Brown, Black, Sable, Minyetta, Silverstone, Boaverotto, Skunksletta, and Many Other Colors. Superb quality, fancy lined. Sizes 12 to 40.

At Attractive Low Prices. Write for Free 1940-41 Illustrated Catalog and Prices.

25% Deposit, Balance C. O. D. Money returned within 3 days if not satisfied. Agents Wanted.

**GENERAL FUR MANUFACTURING CO.** 152 West 24th St., New York, N. Y.

**SANTA With ELEC. EYES**

No. 9457—Electric Bulb Eyes with Flasher. Perfect for Salesboard. Store to store. Every Tavern, Store, Hotel will want one for Window and Backbar Display. 27 inches high. Dressed in red rayon, well constructed.

**Dozen Lots, \$33.00--Sample \$3.00**

**PITCHMEN** Closing Out All Mechanical Toys. Write for Listing and Prices.

**WIS. DELUXE CORP.** 1902 No. Third St. MILWAUKEE, WIS.

**RADIO-PHONOGRAPH COMB**  
**ARVIN HEADLINER SERIES 302**

**LAST CALL**  
LIMITED NUMBER AVAILABLE  
ONLY **\$9.95** SAMPLE

**BIG DISCOUNT TO QUANTITY USERS**

25% Dep., Balance C. O. D., F. O. B. Chicago

**WRITE—WIRE**  
**A. M. GOLDBERG**  
DIRECT FACTORY REPRESENTATIVE  
903 Merchandise Mart, Chicago, Ill.

**4-TUBE RADIO**  
Aerial Attached. Plays 10" or 12" Rec. Powerful Audio Sys. AC-60 Cycle, 110 Volt

**- MODELS -**  
Deep Brown Finish, Ivory Trim. Ivory Finish, Chrome Trim

*Specify Color Desired*

**HOLIDAY SPECIALS!**

XMAS CARDS, WREATHS, WRAPPINGS, TINSLS, Knife Sets, Electric Shavers, Lamps, Clocks, Turkey Cards, Men's Cotton Hose, Ass'd . . . . . Doz. 60¢  
Pine Knives . . . . . Doz. \$1.85

FREE CATALOG to Weaponman, Agents, Premium and House Consumers. Write today.

**CHAMPION SPECIALTY CO.** 814-C Central St., Kansas City, Mo.

**CHOCOLATE CANDY DEAL** No. 15 24 1-Lb. Gift Boxes & 1 600-Mile Board @ 5¢ each takes in \$30; costs you \$6.75 complete. No. 5 DEAL: 1 3-Lb. Chocolates (fancy tin) @ 1 24-Hour Push Card, takes in \$4.25; complete \$1.00. "GOD BLESS AMERICA" Satin Banners—517, doz. 65¢; 9-12, Doz. \$1.25.  
Cellophane Flags—2 to Pack. Doz. Packs, 35¢  
Metal Flag Lapel Button, 100 for 80¢. Rhinestone Flag Pin—Per Doz. 60¢. Window Stickers—24 to Doz. Brings \$2.40. Costs you 70¢ Od.

**SINCE 1912 THOSE BUYING OUR WATCHES BUILD FOR THEMSELVES A BETTER TRADE**

Try our Ladies' 15 Jeweled Watches, 10K gold plate, stainless back, \$3.25. Men's Wrist Watches, pink or yellow, beautiful designs, stainless back, 6 and 7 jewels, \$2.75.

**ZUSSMAN'S**  
207 W. Girard Ave., PHILA., PA.

**"Bella"**  
GENUINE SEA SHELL & MIRROR FRAMES with Religious Subjects. Line includes various sizes and shapes: frames 8"x8", 8"x10", etc.; complete assortment of fast-selling big-profit religious pictures. Any picture can be inserted in frames. Send \$1.00 (refundable) for samples. Write **BELLA PRODUCTS CO.** 41 Union Sq., New York City

**FUR COATS, \$12.50**

Guaranteed Genuine "CUSTOM-BILT" FUR COATS. Beautiful 1941 Styles. Finest Quality. Fastest Sellers! SAVE EXPRESS and TIME! Money refunded within 3 days if not satisfied. Send TODAY for complete price list.

**SALLY'S FURS**  
3732 Troost Ave., KANSAS CITY, MO.

**BINGO SPECIALS**

MARKERS Certified MOVIE BINGO Adms. Tickets \$1.00

WRITE - SCULLMAN'S 11 E. 19th ST. N.Y. WIRE CALL

**MONEY MAKING MECHANICAL TOYS**

**PLAYFUL PUSSY**  
 This cat is one of the fastest selling mechanical toys ever placed on the market. It is full of action, colorful and attracts large crowds wherever worked. There is a small metal varicolored ball between the front paws. When wound up the cat chases after the ball, then rolls over and over as natural as any live cat could ever do. The toy is well made, having a powerful spring and an all-metal body covered with plush.

**\$24.00**  
 GROSS

**O-U CUTIE DOG**  
 A cute little dog covered with fine quality White Plush. It runs around, then gets up on its hind legs and barks appealingly.

**\$2.00 DOZ. \$22.50 GR.**

**BOUNCING DOG**  
 All made Black Plush Covered Scotty Dog. When wound up it jumps and bounces around full of life like a real dog.

**\$2.00 DOZ. \$23.00 GR.**

**ACROBATIC CIRCUS MONKEY**  
 It tumbles and turns, performing tricks on two chairs. The monkey is dressed up in a bright colored suit. It is a well constructed toy and can take plenty of abuse.

**\$1.80 DOZ. \$20.50 GR.**

**RUNNING MOUSE**  
 Runs along the ground very realistically. Has sparkling eyes, and is covered with natural felt, which makes it look like a real live mouse. American made. 80¢ per DOZEN: net GROSS.

**\$6.00**

**NEW: LARGE ATTRACTIVE MECHANICAL STORK**. Carry in Boy in Straw Basket. Stands 7 inches high.

**\$24.00**  
 Gr.

1/3 Deposit, Balance C. O. D. Send \$24 for Sample of Any One or \$2.00 for 10 of Our Best Selling Mechanical Items, Postpaid. All Orders Shipped Out Immediately. NO CATALOG. We Specialize in Mechanical Toys and Therefore Always Have a Large Supply of the Finest Selling Mechanical Items on Hand. IF IT'S A GOOD MECHANICAL TOY—WE HAVE IT!

**LARGE ORIGINAL MECHANICAL OH-U WALKING DOG.** GROSS **\$24.00**

**LARGE MECHANICAL MONKEY WITH OOMB AND MIRROR.** \$1.25 Doz. GROSS **\$14.00**

**LARGE CRAWLING BABY.** Doz. \$1.25. GROSS **\$13.20**

**LARGE MECHANICAL MAESTRO MONKEY.** A Comical Band Leader. Box \$1.25 **\$13.20**

**COHEN BROS.** 108 PARK ROW. NEW YORK, N. Y.

**BINGO JOBBERS**

BUY YOUR BINGO SPECIALS DIRECT FROM THE PRINTER

WRITE TO **ST. MARKS PRINTING CORP.** 80 FOURTH AVENUE, NEW YORK, N. Y.

<b>5</b>	<b>27</b>	<b>35</b>	<b>50</b>	<b>65</b>
<b>10</b>	<b>18</b>	<b>41</b>	<b>47</b>	<b>68</b>
<b>12</b>	<b>25</b>	<b>3</b>	<b>53</b>	<b>70</b>

COMBINATIONS UP TO 3000 NO 2 CARDS ALIKE

**CHRISTMAS SPECIALS AT NEW LOW PRICES**

a 35¢ Q. T. Begging Dog—A new and most appealing of all mechanical dogs. Runs in a circle and gets up and begs in a most lifelike manner. Sample Postpaid 25¢. Doz. \$2.50. GROSS

Moose	..... Gr.	\$ 8.00
Krinkle Santa Claus W.	..... Gr.	6.00
Original Chinese Wiggy	..... Gr.	4.00
Snakes	..... Gr.	3.25
Roller Cats	..... Gr.	24.00
Bouncing Oh U Dog	..... Gr.	24.00
Trained Seal W. Ball	..... Gr.	21.00
Wax Tricky Taxi	..... Gr.	21.00
Max Walking Pinocchio	..... Gr.	21.00
Man Walking with Comb & Mirror	..... Gr.	15.00
Radio, Tipping Hat, Band Leader	Doz. \$1.50. Gr.	15.00
3 in 7 Spiral Balloons	..... Gr.	3.75
Mason Airships	..... Gr.	3.75
Large Box Toilet	..... Gr.	2.25
New Santa Claus	..... Gr.	1.00
Oh U Dog Red Box	..... Gr.	8.00

Send for latest price list. 1/2 deposit on all orders. Send \$2.00 for samples.

**HARRY KELNER & SON, INC., 50 BOWERY, New York City**

**TIE MEN!**  
 OUR EXTRAORDINARY NECKWEAR  
 With 8 New Improved Features  
 Beautiful patterns from materials which WILL NOT WRINKLE. Sell on sight.  
 Order today. NOW  
 Only 4¢ Per (Plus Sample) \$1.75 Prepaid (\$1.50 Doz. Postage) Doz. \$1.75

**1940 SPECIALS**  
**ELGIN & WALTHAM**  
 WRIST AND POCKET WATCHES

SEND FOR FREE CATALOG **\$2.75** 25% DEPOSIT, BALANCE C. O. D.

**STAR WATCH CO.** 725 BROADWAY, PHILA., PA.

**SPECIAL HOLIDAY OFFER**  
 Hand Tailored Pocket-Lined Neckwear. \$2.50 Per Doz (Plus Postage)  
 Sample Doz. \$3.00 Prepaid  
 20% Dep. Bal. (O.V.P.) P.O.R. N. Y.  
 CATALOG AND ORDERS FREE ON REQUEST.

**HERCULES NECKWEAR MFG. CO.**  
 772 Vermont Street, BROOKLYN, N. Y.

**DEALERS**  
 Send Dime (reimburse first order) for our Wholesale Lists of Imported Mexican and American Made Western Style Novelties, Curio and Gift Merchandise. Many new items this year in both miniature and regular size.

**GUS A. BECKER**  
 Mexican Imports, Mirando City, Texas  
 Send Your Correspondence to Advertisers by Mentioning The Billboard.

**DEALS**

(Continued from page 70)

drawing to be held at a ball which will serve as a grand finale to the program. The operator supplies coupon books with the cards and for each purchase made the purchaser receives a coupon entitling him to a chance in the drawing for the grand award, in addition to the chance of winning the major award on the card itself. With this extra inducement the purchaser has a greater incentive to make more than one purchase, and cards are completed in short order.

The operator arrives at his budget in this manner: He charges a flat fee for every member in the organization to cover his overhead, as a rule \$1 per member. For example, if there are 1,000 members the first item in his budget will be a charge for \$1,000 to be applied against receipts of the campaign. This covers all expenses entailed in getting promotional material and cards into the hands of members. The operator then adds to his budget the cost of the clerk's or secretary's salary, and if a drawing is to be held, the costs of the grand award, the hall, and the orchestra are also added. Before any money is split the operator receives all receipts until the budget is cleared. Then after deducting the cost of merchandise used in the promotion, the operator and organization divide the net profits on the terms arranged.

The operator, in most cases, not only shares in the profit of the promotion but also by marking up the cost of the merchandise makes a profit on the letter as well.

Returns on an organization mailing used to average around 20 per cent. If the boys can average half of that today it would still pay out handsomely.

A new type of candy and chocolate deal which is promoted thru the use of an ingenious machine will soon be placed on the market. The deal was tremendously successful in France and all signs point to it clicking as well in the States. More about this later.

**HAPPY LANDING.**

**BINGO BUSINESS**

(Continued from page 70)

from Atlanta, where bingo as a pastime and fund-raiser stands on a high plane.

HERE is the letter, in part: "I am planning on running a bingo game in a small town in Central Georgia. I would appreciate some advice and suggestions. Can you give me some idea as to the amount of capital it will take to start? What method of advertising would you suggest? Also would like the addresses of firms supplying the trade."

IN THE LAST SENTENCE of the letter is a hint to wholesale supply houses—where can I buy? The information has already been forwarded, for it was felt that this prospective bingo operator should also take advantage of the Christmas money that is going the rounds

**ANNUAL SPENDING SPREE**

(Continued from page 70)

rayon silk garment trimmed with white plush, with black belt and black composition boots. Wisconsin De Luxe Corporation is offering a 27-inch Santa Claus with electric eyes. Boule dolls, handled by firms, including Standard Doll Company and Blossom Doll Company, are also in demand.

In the clock and phonograph field are the new Lumitone table-lamp radio with 16-inch celanese taffeta shade, six-inch reflector, and three-way switch for selective lighting. Base is in an ivory and gold finish. The radio, with finger-tip control, has seven-tube performance, dynamic speaker, and volume control. A. M. Goldberg reports big demand by prize users for the new radio-phonograph combination, which uses four tubes and plays 10 or 12-inch records. Aerials attached. Phonograph motor and audio system are of the latest design. Unit comes in an unbreakable case, 10 1/2 by 13 1/2 by 6 1/2 inches.

Smokers Satisfied

Another item that is seen as a top-fighter is the Hollywood Port-a-Bar, which offers service for six. It has glasses and decanters sufficient to make it complete for serving small parties and other gatherings.

A number of items have been introduced for smokers. Cigarette servers are expected to do more than their share of the business. The Turn o' Top, which holds 20 cigarettes in individual compartments, is being used extensively on boards. Pres-a-Lite, which serves a lighted cigarette to motorists and fits

on the steering wheel housing near the dashboard, is another item that will be heard from when the profits are tabulated. Another smoker's item is the Extinguisher Ash Tray, which is made of plastic and finished in four colors. Silent lighters are also being groomed for a big season. This number has already established itself as a hot salesboard item.

Officials of Eagle Magic Factory report that addition of many subjects to their line of comic Christmas cards, in three to seven colors, makes a total of 130 offerings. The firm is again going into the wholesale business with a new line of jokes and magic tricks. It also offers a new line of gift boxes and books for the holiday trade.

**POULTRY SHOWS**

(Continued from page 63)

**ILLINOIS**  
 Morrison—Nov. 28-Dec. 1. George C. Beawick, 108 E. North st.

**IOWA**  
 Dubuque—Dec. 11-15. H. E. Williamson, 894 Mt. Loreta ave.  
 Manning—Dec. 2-5. M. F. Enebach, 404 4th st.

**KANSAS**  
 Arkansas City—Dec. 3-5. T. C. Paris, 1024 N. 2d st.  
 Newton—Dec. 4-6. O. C. Bharis, 422 E. 8th st.

**MAINE**  
 Portland—Dec. 11-13. Chester T. Adams, Kennebunkport, Me.

**MARYLAND**  
 Smithsburg—Dec. 3-5. Harold O. Rensberg.

**MASSACHUSETTS**  
 Springfield—Dec. 5-7. G. L. Colleston, 1694 Main st.

**MICHIGAN**  
 Detroit—Dec. 3. C. A. Manley, 645 Lu Prairie st., Ferndale, Mich.

**MINNESOTA**

Alexandria—Dec. 10-14. H. M. Hanson.  
 Cambridge—Dec. 4-7.  
 St. Paul—Dec. 6-8. George J. Reinhardt, R. 3, 1907 N. Snelling ave.  
 Slayton—Dec. 12-14. H. A. Patschow, 618 4th ave., S. W., Pipestone, Minn.

**MISSOURI**  
 Kansas City—Last week in Dec. Mrs. K. K. Blorck, 509 E. Noland st., Independence, Mo.

**NORTH DAKOTA**  
 Midot—Dec. 10-14. Bert E. Stewart.

**OKLAHOMA**  
 Oklahoma City—Dec. 4-8. T. D. Brown, 529 Mayo Bldg., Tulsa, Ok.

**OREGON**  
 Oakland—Dec. 10-14. Mrs. O. C. Brown, Dixonville, Ore.

**RHODE ISLAND**  
 West Warwick—Dec. 6-8. Francis V. Dufresne, 198 Centreville road, Apponaug, R. I.

**CANADA**  
 Saskatoon, Sask.—Dec. 10-11. Sid W. Johns.

**Fastest Selling Item To-Day**

**CHRISTMAS CORSAGES**  
 Also Patriotic Corsages  
 Price to you: \$6.00 100;  
 \$5.00 1000  
 25% dep. with order, bal. C. O. D.  
 Assorted Samples Postpaid 25c

**AMERICAN FLORAL CO.**  
 Importers and Manufacturers  
 621 MARKET ST., PHILADELPHIA, PA.

**BINGO CARDS**  
 100 to 3000 CARD SETS  
 LATEST COLOR CARDS  
 Heavy—medium—lightweight  
 Write for Bulletin  
 OUR AIR-BLOWER TOPS THEM ALL  
 AMUSEMENT INDUSTRIES, Box 2, DAYTON, OHIO

**WATCHES AND RINGS**

**BRAND NEW LADIES' WATCHES**  
 1 Jewel—Yellow Top. In Box  
 Lots of 6—Each **\$2.75**  
**10K SOLID GOLD LADY'S DIAMOND RING, SPEC. 100** Lots of 5. Each **\$2.95**  
 Special Prices for Quantity Users, 25% Deposit, Balance C. O. D. Sample 50c Extra. Send for Catalog. 172 Canal Street  
**N. SEIDMAN** New York, N. Y.

**BINGO JOBBERS**  
 Buy Direct. Complete Line of Bingo Supplies.  
**MORRIS MANDELL**  
 1129 Broadway, New York City

# PIPE FITCHMEN

A department for Fitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

**CHIEF REDFEATHER** . . . arrived in St. Louis November 14 after doing very well in the cotton section of Southeast Missouri with medicine. He visited The Billboard office in St. Louis and will stay in that city during the winter with Mrs. Redfeather and their baby.

**WHAT WILL it be in 1941? Got any plans?**

**S. MURPHY** . . . reports that last week looked like Old Home Week in Scranton, Pa., with many pitchmen working. The Scranton Dry Goods store has a regular pitch store on its third floor, according to Murphy. He saw Doc and Mrs. Murray there.

**FRED MAVIS** . . . is working juicers and graters in a hardware store window in Scranton, Pa.

**SUCCESSFUL PITCHMEN** get that way because they create their own opportunities.

**BESSIE MAE DAWSON** . . . pens from Fort Smith, Ark.: "Zero weather forced down suddenly on Arkansas, swooping tenters and platform show people who were still operating to fold for the season. Callers at the Frank C. Keith winter quarters in Fort Smith were Doc George A. and Dinah Ward, Jewell and Leo Thompson, Doc Mal Hathaway, Doc Tom Smith, Mr. and Mrs. Walter McEnroe, Max and Frances Holloway, and Mr. and Mrs. Red Maynard and family, still working under tent. Mrs. Keith entertained the gathering of friends with an evening buffet luncheon." Bessie Mae, who is visiting the Keiths, will depart soon for New Haven, Conn.

**TED O'DAY** . . . is on cleaner in Kresge's, Scranton, Pa.

**WE HEAR** that oodles of the boys and girls are migrating southward this year.

**T. D. (SENATOR) ROCKWELL** . . . pipes from Idaho Falls, Idaho. "I am still with R. Guild Stewart and Frank W. Hayton, who is still writing up candi-

dates on *The Hunter, Trader, and Trapper*. Robert (Box) Langford is also working paper out here. We were sorry to hear of Frank Libby's death. We were over in Reno, Nev., for 10 days; it is wide open to gambling. We expect to be out on the road until Christmas. I am still on blades, but have a 50-cent layout now instead of a 25-cent one."

**A NUMBER** of the specialty workers have already landed store demonstrations for the Christmas holidays.

**TOM KENNEDY** . . . is working glass cutters in McCrory's, Scranton, Pa., and Mary Greco, powder base.

**DOC VICTOR EDISON PERRY** . . . who says he formerly owned and operated 23 pitch stores in New York, has just opened a pitch store in the busy section of Sixth Avenue there, where he says pitches are running okeh. Perry informs that he is planning to open another store at Broadway and 47th and (*See PIPES on page 82*)



Round Signal \$13.50 doz. Heart Signal \$13.50 doz.

## Ideal Gift Promotion!

No. 110—Now . . . Ladies "Expansion" Bracelets . . . this season's biggest "jewelry gift seller"—at this "sensationally low price"—highly polished yellow finish—looks as nice as "gold filled quality" styles retailing for \$6.00 each. Both Round and Heart shapes—in gift boxes—an ideal Christmas Gift Promotion!

**HARRY PAKULA & CO.**  
5 No. Wabash Ave. Chicago, Ill.

Stationery Workers • Sheetwriters • Pitchmen  
Get the Pen That Makes You Money

### WALTHAM

New Push Filler Pens—Lever Pens—Combinations. The new Waltham all-pearl package gets you the real money. Write for price list on all types Waltham pens.

300 W. Adams St., Dept. B, Chicago, Ill.

### AGENTS—Sell Drafts

New everlasting combination copyrighted IDENTIFICATION plate, containing Draft and Order number, Name and Social Security number. Quick sales. Big profit! Send 10¢ for sample and prices for supplies.

**FRANK BONOMO (B&O)**  
65 Central Ave., Brooklyn, N. Y.

## SLUM JEWELRY \$1.00

Assorted Gross  
**FLAG PINS**, Pins & Lapel. Oloisnonne Enamel. 812 Different Sizes and Designs. \$9.00  
Gross Assorted  
**CROSSERS**, with Stones, fast sellers. Dozen \$1.00, \$1.25, \$1.50, \$1.75. RINGS, hot numbers. Dozen 75¢, \$1.00, \$1.25, \$1.50. **LOCKETS**, popular numbers. Dozen \$3.00 and \$8.00. 25¢ Deposit, Balance C. O. D. Include Postage.

**FELDMAN BROS.**, 169 CANAL ST. NEW YORK CITY

### NEW XMAS PACKAGES

Push Fillers • Lever Fillers  
Plungers • Combinations

**JOHN F. SULLIVAN**  
458 Broadway (Past Service Bully) N. Y. City

### VETERANS' HOLIDAY FANT SELLERS

Thanksgiving, Christmas issues, the magazines monthly Get a Terrific Patriotic Calendar, Armistice Day, Holiday Cloning Cards, Service Jobs Books "KEEP U. S. OUT OF WAR," thrilling stories by wounded soldiers; "Six Column Exposed," by J. Edgar Hoover, list 530 communists in government jobs. Will Rogers Greeting Joke Book. Cost 2c-5c, sell 10c-25c. Remprint 16c with copy U. S. Sup. Ct. Law. **VETERANS' SERVICE MAGAZINE**, 169 Duane St., New York.

# NO TUBES TO BUY!

## No Wiring Is Necessary

THE ONLY FLUORESCENT LINE IN AMERICA  
QUOTED EQUIPPED WITH TUBES—READY TO USE

# Masterlite FLUORESCENT LAMPS

save up to 60% on lighting costs  
Sensationally Fast Selling Big Money-Making Line

INDIVIDUAL SALESMEN ARE SELLING HUNDREDS  
AT A PROFIT OF \$3.00 TO \$6.00 PER LAMP

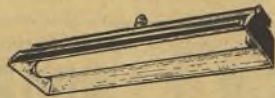
4 times as much light as ordinary electric light. An 18-inch 15-watt fluorescent bulb used with these lamps gives as much light as a regular 40-watt electric bulb; a 24-inch 20-watt fluorescent bulb as much light as a regular 75-watt bulb—and gives a clearer, brighter, shadowless light like daylight that is restful to the eyes—with 50% less heat. The immediate tremendous cash savings in current bills make the lamps pay for themselves quickly many times over—one of the big features that makes the line such a terrific seller.

READY TO USE AT ONCE — JUST PLUG IN

No expensive installation needed for Masterlite fluorescent lamps. No special wiring necessary. No tubes to buy. Every lamp comes equipped with the proper fluorescent bulb at no extra cost. Every tube alone retails for \$1.25. All you do is plug into any light socket and use.

### LOWEST PRICES ON MARKET — SMASHING ALL SALES RECORDS

Salesmen, agents and canvassers are making big money selling direct to stores, restaurants, garages, print shops, hotels, offices and homes. Individual men are selling hundreds of lamps. They are making a profit of \$3.00 to \$6.00 per lamp, and at that price are able to sell BELOW the regular electric supply houses because we sell direct to salesmen at regular wholesale jobbers' price and because other fixtures require service, wiring or installation charges. The fastest selling real money maker on the market.



### FLUORESCENT ADAPTER LAMP

This is the outstanding fastest selling lamp in the country, and THE ONLY LAMP OF ITS KIND MADE. This is the only lamp that works on both AC and DC without special installation. Comes in two sizes, 18 inches and 24 inches, both angle and two tubes.

Model 1. Holds one 24" tube. Retail complete for \$9.05. (Lamp retails for \$7.80; tube for \$1.25.)  
COBT (with tube) . . . . . \$9.95

Model 3. Holds one 18" tube. Retail complete for \$7.05.  
COBT (with tube) . . . . . \$3.45

Model 2. Holds two 24" tubes. Retail complete for \$14.80. AC only.  
COBT (with tubes) . . . . . \$6.80

Model 4. Holds two 18" tubes. AC only. Retail complete for \$10.20.  
COBT (with tubes) . . . . . \$8.00



### FLUORESCENT BED LAMP

Model 6. This is the only bakelite fluorescent bed lamp made. A magnificent gift and holiday item. Has rich polished walnut finish. Holds one 18" tube. AC only. A lamp that has absolutely no competition.  
Retail complete for \$7.95  
COBT (with tube) . . . . . \$3.80



### BAKELITE FLUORESCENT DESK LAMP

Model 5. The only lamp of its kind made. A beautiful rich walnut finish. Exceptionally fine appearance and fine lighting. Works on AC only. Holds one 18 inch tube. Retail complete for \$12.75.  
COBT (with tube) . . . . . \$6.50  
Model 8. METAL DESK LAMP. Handsome enamel finish. AC only. Retail complete for \$7.95.  
COBT (with tube) . . . . . \$4.45



### CLAMP-ON LAMP

Model 10. Holds one 18" tube.  
Model 11. Holds one 24" tube.  
Fastens on anywhere. Perfect for artists, draftsmen, and professional men. Can be swung in any direction. Works on both AC and DC. Retail complete for \$18.80 and \$15.60.  
Model 10. COBT (with tube) \$5.80  
Model 11. COBT (with tube) \$5.85



### KITCHEN UNIT

Model 7. 18" long for 3" holder. Holds Model 8. 24" long for 4" holder. Holds two tubes. AC only. Retail complete for \$11.20. COBT (with tubes) . . . . . \$5.85.

WRITE FOR FREE ILLUSTRATED CATALOG AND INFORMATION

**OAK-HYTEX BALLOONS**

**SANTA CLAUS TOSS-UPS**

Stand 20" high. In individual package, handily carried, and easily decorated, or in bulk. Large 31-inch demonstrator available. Also small 13-inch size.

The OAK RUBBER Co.  
CAYENA, OHIO

**NEW JEWELRY for ENGRAVERS,**  
Demonstrations and Promotions!  
Immediate Delivery.

Locketts, Rings, Crosses, Engraving Items, etc. Send for Free CATALOG or \$2.00 for samples.

MAJESTIC NOV. CO., 307 5th Ave., New York, N. Y.

**FILL-O-MATIC**

The Newest and Best Low-Priced Line of PENS—BETS—COMBINATIONS  
New Push-Filler (Illustrated) and Lever-Filler Types Backed by ARCO'S Reputation for Quality.

ARCO PEN-PENCIL CO., Inc.,  
220 Broadway, New York, N. Y.

**MEDICINE MEN**

Write today for new wholesale list of Tonics, Oil, Baire, Soap, Tablets, Herbs, etc. Low prices—rapid service.

GENERAL PRODUCTS LABORATORIES  
Manufacturing Pharmacists  
137 E. Spring St., Columbus, Ohio



# Streamlining Med Business

By FRANK HAITHCOX

THIS article is intended and submitted for "the good of the order." So please understand that any reference to myself is not ego, nor am I laying any claim to being a "wise guy." But after more than 40 years in every branch of the business I am fully aware of one fact: That the time has come when many changes must be made in the business or the medicine man, pitchman, and showman will become extinct.

Since the days of Bigelow & Healey, Kickapoo, and Blue Mountain Joe the medicine business has held a fascination for me that has existed thru all these years. Because of my efforts at all times to place the business on a higher plane I have been called a "sucker" and a

"high batten." Well, as to being a "sucker," if paying a high reader in some spot that has not been burned up or paying rent for a good location makes a "sucker," I am one. Or if trying to make the best possible appearance and living in the better class hotels makes me look "high hat," again I plead guilty.

Jim Ferdon, Lee Cooper, Pat Danna, Andy Payne, Silver Cloud McLean, W. G. Wheatley, Bobby Dale, the Maxey boys, and many others of the old school were some of the best dressed men I've ever known. Most of the old school knew and used good English on the platform. When they used a medical phrase it was correct, and in any tip there is someone who has been to school.

The efforts of these men have not been in vain. A Bigelow & Healey product is still selling in drug stores after more than 50 years. Lee Cooper's success is a big-business history, and his product is still selling. Bernarr Macfadden has climbed the ladder to national fame.

### Opportunities the Same

As long as there is a human race the medicine business offers the opportunities of the past.

Years ago when the Wiley Pure Food and Drug Act was passed many medicine men and even big manufacturers thought the business was doomed, but, as a matter of fact, the act hit the pickle packer and certain food products much harder than the medicine manufacturers and pitchmen. The people were not reading labels, but they were reading advertising and listening to salesmanship,



FRANK HAITHCOX

## THEY'RE HERE!—The Genuine Nationally Known WILLIAM A. WOODBURY

TOILETRIES & COSMETICS

Read "What the Newspapers Say" regarding WILLIAM A. WOODBURY. Ask us for details!

JOBBERS—COUPON WORKERS—CREW MANAGERS—CANVASSERS

JUST OUT

New "Deluxe" Packaged Line! 4 New "Sure-Fire" Deals! Face Powders, Creams, Lipsticks, Rouge, Perfumes, etc.

ACQUAINTANCE OFFER! \$4.00 A regular package of every item in the line . . . . . Post Paid

★ Ask for complete wholesale price list, sale aids, "Coupon Deals," Demonstration sales, display material, etc.

WILLIAM A. WOODBURY, Inc. NEW YORK, N. Y.

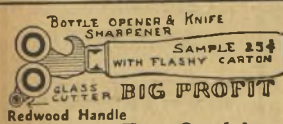
Not Connected With John H. Woodbury, Inc., Nor the Former Jergens Company, Makers of "Woodbury's Facial Soap" and Other Toilet Preparations Sold Under the Name "Woodbury's" or "Woodbury."

## ENGRAVERS AN OPEN LETTER

Dear Mr. and Mrs. Engraver: Your desire for better merchandise sure has worked wonders this season. Your recognition of better quality has increased your gross sales especially when our "Stand-up" finishes cost no more. Your larger, more frequent orders prove this, and we appreciate it. With our mutual co-operation, we sincerely hope that you have enjoyed your top season, so far, and as the Holidays roll around again may we take this opportunity to thank you for our best year since specializing in manufacturing that most complete line of Signet Jewelry and Engraving Equipment, made especially for the demounting engravers. You have made us the recognized manufacturer of the best in style, best in quality and first with the new items. We are not forgetting that your increasing patronage has made this possible, so may we simply say, "Thanks a lot," and extend to you and yours the Season's Greetings and may 1941 bring you a generous measure of happiness and prosperity.

Always Something New at

EDW. H. MORSE & CO., Attleboro, Mass. WE LEAD—OTHERS FOLLOW



Two Good Items for the Stores  
E. P. FITZPATRICK 501 N. VAN BUREN ST. WILMINGTON, DELAWARE

FRANK HAITHCOX, a native of North Carolina, is a grandson of the late Frank Hecker, who was purchasing agent (before the days of 24-hour men) for the old John Robinson Circus shortly after the Civil War. He may have inherited "the call of the road" from his grandfather, as he has been in every branch of the show business from the legitimate stage to pitchdom.

In his early days Halthcox worked under his first name, Jimmie Franklin. In 1917, after the Army had rejected him for physical reasons, he became special investigator and served in explosive camps and convoys to England and France. At the close of the war he went to Jacksonville, Fla., and founded his own medicine company, a \$250,000 corporation selling direct to druggists. The business was a huge success. In 1921 he retired from the medicine business and became one of the largest land developers in Florida, founding the town of Sanlando, a 3,000-acre project with principal offices in Orlando. He served on the directorate of many local enterprises, and is given a very honorable mention in *Who's Who in Florida*, also in Dr. Blackwell's history of Orange County. Later he was mayor of Altamont Springs, Fla., besides being twice elected to the city council. In 1925 he built a \$60,000 swimming pool dedicated to the children of Orange and Seminole counties. He owned and operated the Orlando Coliseum and Isis Theater.

In 1926, with the collapse of Florida banks and business, Halthcox's fortune was swept away. He returned to the show business, taking the famous Annette Kellermann on tour. In 1929 he re-entered the medicine business. He now writes a column called *Life-o-Grams* and spends most of his time at his home in Statesville, N. C., fishing, hunting, and writing. Making an occasional pitch when the larder needs replenishing.

Just as they are today. Then, as now, many States, counties, and cities were illegally closed to medicine men and pitchmen. On this point I want to state that in 40 years I've been closed but twice. I reopened the next night in one of these spots, but it was my own fault that I was closed in the other—I stuck my nose in local politics and deserved what I got.

Most counties and towns are governed by the ruling of the State's attorney general and the commissioner of revenue. If approached right these officials can and will tell you what the town and county officials can do. In other words, don't start with some little official and, if turned down, try to go over his head. Start with the biggest power and sell him. The little powers will fall in line, as they like to agree with the boss.

A certain Southern town was closed a few years ago. It couldn't be fixed. Better road men than I tried to open it but failed. Finally the mayor told me that if the State gave me a ruling he would abide by it. I drove to the capital, got a letter from the attorney general, and had no trouble getting the town reader; and, believe it or not, the mayor, who was the leading doctor of that town, came on my stage and introduced me the opening night.

Have I made my point clear, or do I have to make it more clearly by saying "handle the officials and the natives right"?

### Popularity Builders

The night before this was written I was the guest of a prominent Southern woman. She, of course, knew my busi-

ness and we talked of the old-time medicine shows. She told me a brief story that was bewildering. She said that more than 60 years ago a Wizard Oil show was in her home town. A prominent citizen died, she said, at that time, and there was not a nice hearse in the town. The show had a very beautiful van, drawn by four fine horses, and the company very generously offered this van properly draped and drawn by the four show horses for the funeral. She stated that this kind deed made the show and the company so popular in the community that they drew record crowds from a far surrounding countryside. This incident happened between 1862 and 1880 in a North Carolina town. Wonder if any of the old troupers remember it.

Doc Maxey always had beautiful automobiles. He and his boy Ed used to fill these cars with local youngsters and give them outings. I have known him to send many comforts to the sick and shut-ins in communities he played, and while I am sure these things came from his heart, it is not necessary to comment on the attitude of citizens and officials toward a man who took this interest in local affairs.

The late Dr. White Eagle used to visit the points of interest in a town—the schools, public buildings, even the cemeteries—and on his opening night devoted

**NEW LINE 1941 JEWELRY NOW READY**

Signet Pins, Rings, Bracelets, suitable for engravers; Mother-of-Pearl Lockets, Cameos and Medals, Stone Rings, Roller Skate Pins. Send \$2 for complete samples. Free Catalog. JACK ROSEMAN CO. 307 Fifth Ave., New York City

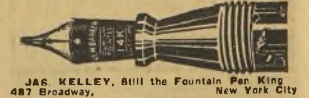
**ELGIN & WALTHAM REBUILT WATCHES \$175**

7 Jewel, 18 Size, in S. H. Engraved Cases, at

Send for Price List. Money Back If Not Satisfied.

GREENTOWN CITY WATCH MATERIAL CO. 112 N. Broadway, St. Louis, Mo.

HWYLO, BOYS! Christmas is here again and here we are with New Engraver Pens and Combinational Jumbo Signet Pins with 8 Bands. Free Christmas Boxes. Send for Price List.



JAS. KELLEY, Still the Fountain Pen King 487 Broadway, New York City

**ONE MINUTE CAMERA MEN**

Best Cameras for Indoor and Outdoor Work. Improved Black Back Curbs and Latest Designed Folders. Mounts and Buttons assure your success.

4-FOR-10¢ PHOTO OPERATORS A fast money maker with our New Novelty Frames, Folders, Mirrors, Rulottes, Glass Frames and New 6 Leaf Leatherette Folders. Cost from 1 1/4¢ to 6¢. Sell at sight easily from 1 1/2¢ to 25¢ each. All Orders Shipped Promptly.

BENSON CAMERA CO. 160 Bowery, New York, N. Y.

**AGENTS AND DEMONSTRATORS SQUARE DEAL**

**NEW 2000 LIGHT GAS LIGHTER**

Lights All Kinds of Gas. Dozen 85¢

NEW METHOD CO. Gross \$7.20  
For RBD. BRADFORD, PA. Sample 10¢

ROLLED GOLD PLATED WIRE (Gold Filled)

**of Hottel & Boene**

227 Eddy St., PROVIDENCE, R. I.

**BIG PROFITS!**

Own your own business, stamping K & Y Checks, Social Security Tags, N. A. M. Sample, with name and address, 25 cents.

HART MFG. CO. 311 Degraw Street Brooklyn, N. Y.

**NEW MONEY-MAKER!**  
 Greatest Ever! 18,000,000 Prospects!  
**LIFETIME DRAFT NUMBER PLATES** \$6.00 per 100  
 Lifetime Draft Number Plates with  
 Lifetime Draft Number Plates, double  
 Ball Key Chains... \$6.50 per 100  
 Draft Card Protection... \$9.50 per 100  
 Face... \$39.50 each  
 Special Stamping Machine with Com-  
 FREE—Big Illustrated Catalogue with com-  
 plete showing of Name and Identification  
 Plates, and full line of Personalized Name-  
 Plates, and with order, balance C. O. D.  
 Send 25¢ for sample plate. No. 100 complete  
 Draft No. Write! Wire!  
 with cash. **IDENTIFICATION CO.**  
 1560 Broadway 35 So. Dearborn St.  
 NEW YORK CITY CHICAGO  
 Lonsdale 3-2545 RANsford 8692

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**Portable BINGO Flashboard**  
 We also manufacture the most advanced line of Blowups, Hand and Motor Cases, Bell Viewers, Repairable Cable Connectors, etc. Bingo Cards. Write for Illustrated Circular.

**THE REINHOLD STUDIO**  
 8 Upham Street, REVERE, MASS.

**BARGAINS**  
 Send for our Bargain Bulletin listing many bargains in clearance items for Holiday Sale. I. C. A. Sound Control Studio, formerly \$3.05 now \$1.25... Food... formerly \$20.00 now \$9.95... Cologne \$15.00 Zepher Electric Razor, now \$1.75... Write today for Complete List.  
**PREMIUM PROMOTIONS**  
 1261 Broadway New York City

"Quick Action" (1941) Perfected (Streamlined) Automatic Gas Lighter. No Flint or Friction. 500% Profit. We Pay Parcel Post. \$1.00 a Dozen; \$8.00 a Gross. Sample Included. Packed on Individual Cards.  
**NEW METHOD COMPANY**  
 Box 88-42, Bradford, Pa.

**PENS**  
 Complete Line of Pens, Pencils and Sets—Push Filters and Levers. We Lead in Prices. Quick Service.  
**MODERN PEN MFG. CO.**  
 396 Broadway, New York City

**ATTENTION, DEMONSTRATORS, PITCHMEN**  
 For a New Demonstrating Item Get **EZY-KLEEN**  
 Eyeglass cleaner, moisture preventive. Positively prevents steaming, cleans to a lily. Write today for prices. Send 10¢ for sample bottle.  
**OHIO PRODUCTS CO.**  
 310 Cleveland Ave., N. W., CANTON, OHIO

**PERFUMES**  
 Buy in bulk direct from the Manufacturer. Make Big Profits. Send \$1.00 for 10 Two-Dram Bottles of Assorted Odors.  
**LE-MAR LABORATORIES**  
 37 West 20th St., New York City

**SUBSCRIPTION MEN**  
 Make Money With Leading Poultry Paper. Every farmer a prospect. Attractive \$3.00 deal. Experienced men wanted East of Mississippi River and North of Tennessee and Carolina. Write for details.  
**CHAS. WEBSTER**  
 Room 1201, Sandstone Bldg., Mount Morris, Ill.

**Auerbach WALKIES**  
 No Windup—Lifts, Pezquo, Santa, Mummy, Clown, Elephant and Soldier. Send \$1.00 for 6 Assorted Samples. Gross \$21.60. Mail order only.  
**AUERBACH NOVELTIES**  
 14 East 34th St., New York City

**FELT RUGS**  
 Assorted Combination Colors. Every Home a Prospect. Over 100% Profit. Particulars Free. \$2.25 will bring you two Sample Rugs. Sizes 27x54 and 35x70 (Postpaid).  
**AMERICAN RUG CO.**  
 11 LEWIS ST., NEW YORK CITY

most of his time in complimenting the citizens and officials on their achievements and progress.  
 Andy Payne and Lee Cooper gave great baskets of food to the needy.  
 For several years Diamond Jim Speagle and the writer gave the entire proceeds of the sale of one item to some Sunday school superintendent or teacher on the lot. I have some fine letters thanking me for this and complimenting me on having a clean show. So I am asking you if this kind of thing could close a town.

**Modernizing Personal Business**  
 As to my personal work, I have volumes on anatomy and materia medica. I buy a new standard or U. S. Pharmacopoeia every time a new edition comes out. I study these subjects and when I refer in my talks to organs of the human body or use a medical term I try to be correct. The point I want to make is this: Most high-school scholars know that the human body contains 16 elements, yet not so long ago I heard a medicine man tell his tip that there are as many elements in the body as there are herbs in the ground. I believe the most ignorant man in that crowd knew better. According to official botanical books, there are, or were a few years ago, 1,435 official botanicals, but I think the medical profession now only recognizes about 700.  
 The days of snake oil and "shake-ups" are gone forever. Some years ago I saw the handwriting on the wall and began selling a U. S. package of tonic that would meet every requirement of the standards set by the government chemistry druggists. In doing this I had to cut my package from eight to two ounces. The cut to this small package taxed my sales ability to the limit, but it has paid dividends, plus an established trade in my territory. This was the beginning of my idea to modernize or streamline my personal business. It is really only a beginning, and I expect to go further.  
 Many firms, several of which advertise in *The Billboard* regularly, employ registered chemists and pharmacists. These firms know the requirements of federal and State standards, so be sure you are right and then go ahead.

**Survival of the Fittest**  
 The new Tugwell Bill that became effective January 1, 1940, but gave the food and medicine manufacturers until June to clean up, really has teeth in it. Most States have adopted it in its entirety. In my humble opinion this new drug and pure food law can make you or break you. However, as I understand it, it is not hard to interpret. To use the language of an inspector who called on me, "Just tell the truth on your labels and advertising and be able to prove it."  
 Boys, the new laws mean the survival of the fittest. Two years ago 20-odd pitchmen worked a certain Southern tobacco market. This year there were only two. I wonder if some of the boys have not become unduly scared. My advice to these would be not to quit but to

**PAPER MEN**  
 We Want Men in Kentucky and Tennessee. Regular proposition to old solicitors.  
 Write W. E. DEATRICK  
**KENTUCKY FARMERS HOME JOURNAL**  
 LOUISVILLE, KENTUCKY

**4 FOR 10c**  
**PHOTOGRAPHERS CASH IN**  
 On Our Photo Jewelry Novelties  
**RINGS — BRACELETS — CHARM — TIE CLASPS, Etc.**  
 Complete Line—Lowest Prices.  
 SEND 26¢ FOR SAMPLES OF 2 BEST SELLERS — CATALOG FREE.  
**MEDALLION NOVELTY CO., Inc.**  
 208 Bowery, New York City

**SIGNS EASILY & EXPERTLY PAINTED**  
 WITH LETTER PATTERNS  
 MANY SIZES AND STYLES  
 AND  
**SHOWCARDS**  
 JOHN B. RAHN  
 500 BROADWAY, NEW YORK CITY

**More Draft Serial Numbers**  
 of those who gave *The Billboard* as their permanent address will be found in the Carnival Department of this issue. Also in the same department appears a list of names of those having Selective Service mail in the various offices of *The Billboard*.

clean house and start all over again with products that meet the new standard and present them in the proper way.  
 Among the boys I have heard are working North Carolina are Dr. Jim Speagle, Jack Miles, Pat Dana, Bob Smith, and Dr. Calloway. The writer is also in that territory, and no doubt there are others.  
 In my opinion, North Carolina has been extremely fair, as compared with many other States, in its license statutes, especially since the State law specifically says "that no municipality or county may charge a license in excess of that levied by the State."  
 Virginia is not closed to medicine, as many believe, but you cannot use any entertainment in connection with your pitch. The State law further says that this does not apply to soap.  
 I wish that I had information concerning other territories, but this is the only area covered by the writer, except Florida for an occasional few weeks in the winter.

**NEW 1941 UNITS**  
 640 498 ILLINOIS 1941  
 Complete units, consisting of nickel silver frame, acetate back, celluloid front, beaded chain and stamped insert. Per 100 Units per 1,000 \$50.00  
**Electric Stamping Machine . . . \$49.50**  
**Type Holders, Ea. 2.00**  
**Hand Made Brass Type, Ea. . . . . .14**  
**RETAILS 25¢**  
**400% PROFIT**  
 Send 25¢ coin with your automobile or Postal Security number for an exact reproduction in miniature on key chain and full particulars.  
**IRVING GREEN** Successor to MEYERS & INSKO  
 303 5th Ave., Room 411, New York City

**AGENTS—SALESMEN**  
 Clean up with Xmas and New Year's Eve Decorations and Souvenirs.  
 9 ft. x 15 ft. Merry Xmas Mesh Banner, \$2.70  
 Box, 100 New Year's Eve Party Hats, \$1.20  
 P.O.B., New York 25% Deposit, Balance C.O.D.  
 Send for Complete Price List.  
**WALES COMPANY, 236 W. 55th St., New York**

**CHewing GUM 23c BOX**  
**RETAILS FOR \$1.00.**  
 Each box holds 20 Collophane Gum Push or Pastel Push Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get our full 80¢ box for sample box (prepaid). **GREAT FIELD FOR AGENTS**  
**AMERICAN CHEWING PRODUCTS CORP.,**  
 4th and Mt. Pleasant Aves., Newark, N. J.

**ORIGINAL SLIP-NOT-TIES**  
 New XMAS Styles, \$2.50 Doz. Postpaid. Fast Sellers, Resellers. Send for Sample and be convinced.  
 Free Catalog.  
**GILT-EDGE MFG. CO.**  
 13 N. 19th St., Phila., Pa.

**DAVIDSON'S MIRROR FRAMES WITH RELIGIOUS SUBJECTS**  
 Attractive, fast sellers on sight. Big profit. Assorted subjects. Size 6x8 inches. Any picture can be inserted in frame. Send \$1.00 for samples (refundable).  
**J. DAVIDSON**  
 P. O. Box 50, Coney Island Branch, Brooklyn, N. Y.

**NEW FAST SELLING FLASH Demonstrator with free LIGHTED! DEMONSTRATION DISPLAY that sells itself**  
  
**ILLUMINATED PUSH BUTTON**  
 with illuminated name plate

Has tremendous flash appeal. Made of polished walnut finish bakelite with translucent button and transparent name plate. A rich, expensive-looking adornment that adds to the appearance of any home and apartment. The light shows clearly at night and makes the address number and name easily seen. No groping in the dark, as before. This new idea is catching on fast and has proved to be a very popular and fast moving item in the short time it is out.  
**NOTHING LIKE IT**  
 This is the only lighted push button made. There is no competition and its striking appearance has made this the outstanding novelty electric item of the season.  
**FOR HOME OWNERS, DOCTORS, DENTISTS, LAWYERS AND PROFESSIONAL MEN**  
 This is an absolute necessity for professional men—the new lighted sign that they have been looking for. Sells like hot cakes in this class of trade. A very big seller to homes and on individual apartment doors.  
**FREE DEMONSTRATOR**  
 This is an easy flash seller. Beautiful three-color demonstrator display, equipped with electric battery, makes the item a big stand-out and sells at sight. The light immediately attracts attention. Demonstrator given free with every carton of 10 push buttons. Put up demonstrator in stores with each carton of 10. The display sells the push buttons. Establish your own route in hardware and electric stores, drug stores as well as selling direct to customer.  
**EASY TO CARRY**  
 Weighs 2 1/2 ounces each. Compactly made. It is easy to carry a big supply.  
**ANYONE CAN INSTALL**  
 Anyone can install in less than 6 minutes. Operates on all bell sizes 6 to 14 volts like all ordinary push buttons in standard use.  
**BIG PROFIT**  
 Sells for a minimum of \$1.25 each installed. Gives a profit of \$2.50 per each button. Each carton of 10 with free demonstrator gives a profit of \$25.00 up. We sell to you at low wholesale price, enabling you to sell direct or to stores.

**WHOLESALE SAMPLE (Each) 65c**  
 Cartons of 10, with free demonstrator. **WHOLESALE COST (Each) . . . . . 60c**  
 Write for full information and for complete fast-selling line of electrical items.

**MASTERLITE**  
**LAMP COMPANY, Dept. P**  
 16 Ferry Approach, Hoboken, N. J.

**NAT K. MORRIS SAYS:**

Juicer Workers, Glass Knife and Peeler Men, our NEW, IMPROVED DUR-X JUICE EXTRACTOR is now ready, made of unbreakable, GENUINE DUPONT, CRYSTAL-CLEAR PLASTIC GLASS, and works like a charm. We are the originators and manufacturers of this plastic item. Don't be confused. Imitators will be prosecuted. Makers of the FAMOUS PATENTED DUR-X GLASS KNIVES and DUR-X SPIRAL SLICERS. Write or wire for our NEW SPECIAL PITCHMAN'S PRICES. Samples sent on request.

**KITCHEN GADGET MFG. CO.**  
ASBURY PARK, N. J.

**PIPES**

(Continued from page 79)  
another in Brooklyn. Among the pitchmen working the Big Town, reports Perry, are Bob Brann, Herman Keller, Pat Dana, Joe Steele, Charles Mason, and Sol Brady.

FAMOUS LAST WORDS: "Every time I work I hit the jackpot in my tip."

ED HOGAN  
passed thru Chicago recently on his way south for the winter. He saw Herb Daniels and Jay Ross getting some good pitch. Hogan says he was sorry to hear of the passing of Frank Libby and he sends his sincere sympathy to Kay, Phil Silver and Red Johnson as asked to pipe in.

LET'S HAVE MORE PIPES from the boys and girls working the big towns such as New York, Los Angeles, Chicago, Pittsburgh, and San Francisco. Come on, fellows, it takes little time to pen a note to this column.

GEORGE GOMEZ  
has been confined in the Presbyterian Hospital, New York, for several months, reports E. M. Davis from Detroit.

HOLDING DOWN  
Jerome's Coffee Shop in St. Louis and cutting up jackpots are Jimmy Moyer, Sleepy Downing, Alonzo Shallow, Left Mountain, Jake Seidenberg, and Red McCoy.

JERRY THE JAMMER SEZ: "Optimism helps an idea, pessimism retards it."

DANNY BARLOW  
is in Washington visiting his aunt after working potato peelers at Southern fairs.

MIKE HALPERIN  
broadcasts from St. Louis that one of the first of the novelty men there to be called for the draft is Little Lou. Mike says he and other boys make football games every Saturday. He would like to see more pipes from boys in Chicago and New York.

TRIPDOP PINNINGS: "Business is only what you make it."

WENDELL GOODWIN  
former press agent for the WPA Circus, and Bill Devaney were sighted working gummy in the Capitol City recently. Both looked prosperous, the report says.

IT'S AN established fact that clean-working pitchman is the one with the largest bank roll.

D. C. BAKER  
opines from South Bend, Ind.: "If the boys could see the big days Wendell Hadden is having here on juicers, there wouldn't be any more arguments about who is the best juicer worker."

BEST WAY to become a failure is to spend your goods before you earn it.

**Pitchdom Five Years Ago**

Tom Sigoourney was in Houston, Tex., and found things rather dead. Pitchmen there included Jack LaMore, Doc Kukle, Red Kelly, Jack Miller, and a few doorway sitters. A State reader was required of men there and the law was being enforced. Doc P. G. Kreis, after selling his Manitowoc show and title to Helen Rex, received an SOS and rejoined the show in Walnutport, Pa. . . . Two pitch stores were operating in Chicago—Doc Broad's Fruit-Lax store on North Dearborn Street and a store on South State Street managed by Mr. and Mrs. Sterling. In Doc Franklin's store were Texas Tommy, Doc Jake Fox, Doc N. G. Ross, Little Sampson, exercisers, and Professor Doyle, scopes. In the Sterling store were Buffalo Cody, Jean McLean, fruit-lax; Madam Neasia, scopes, assisted by Dorothy Townsend; Chick Townsend, herbs; Earl Davis, soap, and Doc Hankin, soap oil. . . . Dave Franklin found Hoboken, N. J., n. g., and moved on to the Big Town. . . . Joe Kreiner, a JCL, was doing big biz with socks in Little Rock, Ark. . . . George De Mott, after a season of free-act dates with his comedy juggling, was playing high schools thru Pennsylvania with his magic, ventriloquism, and juggling. . . . W. H. Knox made the 4-H Club show at Wichita, Kan., and sold out his strops and holders at noon the day before it closed. . . . Doc Ely was in San Antonio, Tex. Conditions there were poor. . . . Fred Ahrens was in Newark, N. J. Old-timers working in department stores there included Bernice and Eleanor Wood, pen

★  
**STARR**  
Extends Christmas Greetings  
and Best Wishes for a  
Prosperous Holiday  
Season to the many  
friends who have worked  
with us in the past and  
to the many new friends  
the future will bring.  
**STARR PEN CO.**  
300 West Adams Street, Chicago, Ill.

**WAXED FLOWERS**  
Best Quality. All New Styles. Beautiful Colors.  
No. 8—Gargling, \$25.00 per 1000.  
No. 7—Dahlia, \$27.75 per 1000.  
No. 6—American Beauty Rose, \$18.00 per 1000.  
No. 5—\$2.00 per 1000.  
No. 4—A Happy Xmas and Red Calceoloid Polianthus. Can be mounted on artificial stems as Dahlias and Dahlias, \$37.50 per 1000.  
Complete Sample Line of all flowers with new Holiday Price List sent postpaid for \$1.00.  
Mountain Laurel, 15 Lb. 25¢; Double, Bal. C. O. D.  
**FRANK GALLO**  
Importer and Manufacturer  
1428 LOCUST ST., ST. LOUIS, MO.

**FREE XMAS CATALOG**  
Signs, Cards, Lights, Trimmings, Jobbers, Canvasers wanted.  
**XMAS SIGNS**  
Green Lettering on Light Green Board that gives it a 3 color effect. Lots of 50 ea. \$1.00. Lots of 100 ea. \$1.00. Lots of 500 ea. \$3.00. Lots of 1000 ea. \$5.00. Order by lot number.  
V54—Small Deposit Will Hold Any Article Until Xmas.  
V55—Buy Your Xmas Gifts Here.  
V56—A Happy Xmas and a Happy New Year.  
V57—Xmas Gift That Are Always Useful.  
V58—Wines and Liquors—Ideal Xmas Gifts.  
V59—Our Best Wishes for a Happy New Year.  
V60—Merry Xmas to You All.  
**LIBERTY-METRO SALES CO., Dept. B. B. 777 6TH AVE., NEW YORK CITY**

**ELECTRIC PENCIL**  
Pitchmen's Favorite  
—Also 5 and 10 Demonstrators. Professional Model, No. 3, switch on 7-foot safety asbestos resistance cord, with roll superior gold, \$4.75; postpaid, cash with order; No. 2, same as above, 5-foot cord without switch, \$3.75. Deposit \$1.00 for C. O. D., plus postage. Guaranteed one year. Money back if not 100% pleased. Exclusive features insure long life, dependability, comfort in using continuously; may be held quite close to and of eye. No burning off handles, no loose, wobbly points. Engraves gold, silver, very small, medium or big lettering on nearly any smooth material. Fast on silk, celluloid, plastic, oil fold, enameled metal, etc. Two rolls superior gold or silver, 1" x 480", \$1.00; 1/2" x 480", \$1.00. 1/4" x 480", \$1.00. Wire today with express or P. O. money order. We originated the practical electric pencil in 1931. Avoid cheap imitations.  
**R. E. STAFFORD, 2434 N. Meridian St., Indianapolis.**

**LIGHTS ITSELF** Lights Easily in the Wind  
**SELLS ITSELF**  
NEW LOWER PRICES on "QUICK ACTION" 1641 perfected SELF STARTING LIGHTER. Lights clear cigarette or night instantly. Never fails. Improved design in fountain. No flint. No friction. Sold 25¢ in bulk. Sample, also, 50¢. Can be found, right now, Agents Report Big Earings.  
**NEW METHOD MFG. CO.**  
Box B-64, Bradford, Pa., U. S. A.

**ELGIN & WALTHAM—Second-Hand Watches as Low as . . . \$1.85**  
**DIAMOND RING—Set in Gold Mountings as Low as . . . \$2.40**  
Send for Descriptive Circular  
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**SPECIAL!** For Limited Time Only!  
**ELGIN & WALTHAM**  
Wrist and Pocket WATCHES  
From \$7.75 UP  
Send for Free Catalog.  
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**Call ACE BLADES**  
**MILLIONS SOLD**  
Ace Blade prices reduced. **DIAMOND RING—Set in Gold Blade honed in oil to hair-splitting sharpness. Buy middle man's profits. Blades for sampling your trade. We pay shipping. Rush money for free blade, factory price.**  
**ACE BLADE CO.** Buffalo, N. Y.  
68 E. Eagle St., Dept. 517-A.



**YOUR NAME**  
In Coral Colored Letters on a Genuine Tropical  
**SEA SHELL**  
(FLASH) BROOCH (COLOR)  
Pitchmen, Demonstrators, Badge Board Workers, here's your winter bankroll. Your name on California Redwood was big. This is tremendous. Beautiful Tropical Shell and Coral Letters knocks them cold. Sample 25c with any name, postpaid; price list, Shell, \$1.25; brooch, \$1.00; coral letters, 60c; jeweler's brooch pins, \$1.50; gold safety pins, 20c; hundred; printed cards, \$4.00 thousand. Ship same day order received. 50% cash, balance C. O. D.  
**J. A. WHYTE AND SON**  
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**NEW LOW PRICES!**  
**MECHANICAL TOYS**  
CLOSING OUT—ALL FAST SELLING ITEMS.  
ALL STOCK PERFECT QUALITY.  
No. 2900—Small O. U. Dog, Each in Box . . . Gr. \$ 7.20  
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No. 2907—Monkey with Comb Mirror, Large size . . . Gr. 16.00  
No. 1866—Large Acrobat Boy on Trapeze . . . Gr. 14.40  
No. 2906—Large Donkey with Fly . . . Gr. 12.00  
No. 476—New Running Mice, Diamond Eyes, Plush Body . . . Gr. 6.80  
Send \$1.00 for complete samples prepaid  
50% DEPOSIT—BALANCE C. O. D.  
**GOLDFARB NOVELTY CO. 20 WEST 23RD ST., NEW YORK CITY**

**HEADQUARTERS for GIFTS**  
**FRINGED SATIN BANNERS**  
Every Retail Store a Customer  
18" x 96"—\$ 5.00 per Doz. Sells for \$1.00 Ea.  
18" x 72"—\$10.00 per Doz. Sells for \$2.00 Ea.  
1/3 Deposit With Order, Bal. C. O. D.  
Postpaid Samples, One of Each, \$1.25  
**ABACROME, Inc.**  
435 West 45th St., New York City

**16,000,000 MEN WANT THIS ENROLLMENT BUTTON**  
After October 16th every man of conscription age wants to show his colors. Here is a brilliantly engraved gold color button at the right price. Millions will be sold. Get your share of this profitable business. No. 8505—Genuine yellow Enamel metal lacquered to prevent tarnishing. Colors are baked on for permanence. Each on red, white and blue card, 12 to a counter display. Retail at 10c each. Per Doz. 66c. Per Gross \$7.20. No. 8306—Yellow Gold Plate Shellac Shape Button with fired enamel flag shield and trim. Carded as above. To retail at 25c each. Per Doz. \$1.50. Per Gross \$15.00. Sample dozen \$3.00 and one sample of \$3.00 postpaid for \$1.00.  
Catalog 401 of 684 pages of quality merchandise ideal for premiums, prizes and awards, consignments sent on request. Mention your business. We do not sell retail. Prices less 2% each. 25% deposit on C. O. D.  
**JOSEPH HAGN COMPANY**  
"The World's Bargain House"  
217 & 223 W. MADISON ST., CHICAGO, ILL.

**BIG HOLIDAY SELLER**  
thousands sold every day  
Tremendous demand from storekeepers and merchants for this quick handy suction sign holder for Xmas signs, price cards, posters, menus, merchandise, etc. Sells on sight in dozen lots. Big profits. Other big sellers.  
COST TO YOU  
Gross (2 1/2¢ Each) . . . \$3.00  
2 1/2¢ Box (100 Dozen) . . . \$2.50  
**GORDON MFG. CO., 110C E. 23d St., N. Y.**

**"GOD BLESS AMERICA"**  
Agents: Storemen, Party Workers, Men, Women—Full or spare time. Sell America's greatest symbol: Beautiful Certified Copies; DECLARATION OF INDEPENDENCE—EDUCATIONAL, INSTRUCTIVE. Lithographed on Genuine Patriotic Paper, 12 1/2 x 18 1/2, suitable for framing. Sell on sight during present Patriotic Craze up to 25¢. Cost 4¢ in 100 lots or more. Sample 1¢ (coin), postpaid, in mailing tube.  
**RANDALL, Box 23, Station A, Boston.**



## Kaye Head Talker At SLA Banquet

CHICAGO, Nov. 23.—Orvin W. Kaye Jr., 22-year-old Associated Press war correspondent in Europe, will be the principal speaker at the Showmen's League banquet at the Sherman Hotel Wednesday night, December 2. Kaye saw Paris fall, and will speak on *I Saw the Germans Come*.

Other speakers will be Frank P. Duffield, president of the League; Harvey D. Gibson, chairman of the board, New York World's Fair, and "Senator" Ford, humorist.

## Zimdars Greater Finisher Draws Blank; Season Okeh

HOT SPRINGS, Ark., Nov. 23.—Zimdars Greater Shows wrote fairs to a 30-week season here on November 16 with one of the worst closing dates in their history. Inclement weather throught the eight-day stand considerably knifed attendance, but despite varied weather and only fair early spring results, shows managed to come out on the right side, La-Vern Zimdars reported.

Equipment was stored in a large building here and trucks were parked on a lot near-by. Numerous show managers, agents, and owners were on hand here during the stand, but weather sent most of them back to their hotels. As soon as equipment was stored, General Manager Harry H. and Mrs. Zimdars left for Dallas to take care of their building interests there. Roy Menge has been placed in charge of quarters and will start repainting and repairing with a small crew soon.

## Gruberg Adds 2 Fair Dates

PHILADELPHIA, Nov. 23.—Max Gruberg, owner World Famous Shows, announced at quarters here this week that he had signed to provide the midways at 1941 fairs in Dover, Del., and Lancaster, Pa.

## CAN PLACE AT ONCE

Three Cook Houses fully equipped. Seating capacity for volume business. Government project, six to twelve months. No privilege. Percentage proposition. Preference given those personally known. Write or wire

## JOHN H. MARKS SHOWS

RICHMOND, VA.

## OPPORTUNITY FOR SALE SHOOTING GALLERY

Speci-ally designed, finest and most portable and the only one of its kind on the road, factory built and a credit to any big show. Mounted on \$1,000 truck, fully automatic, beautifully finished, 3,800 watts of illumination. A fast money maker in one day or any time. Cost \$2,500, will sell \$3,500, or trade for No. 5 Ell Wheel. Will also trade Ten-Car Kiddie Auto Ride for an Eight-Car Auto Ride.

## FRED ALLEN

107 Obert Street, Syracuse, N. Y.



## PLANS AT LANGHORNE

(Continued from page 42)

January 1. Altho he did not expect his purchase of Langhorne to alter his Hell Drivers campaign which gets under way early each year in the Langhorne area, still dates, he said his organization headquarters will be in Philadelphia.

At Langhorne, situated between Philadelphia and Trenton, N. J., on Lincoln Memorial and U. S. No. 1 highways, he said he would maintain the same policy of operation established by Hankinson in 1931. He tentatively set his 1941 Langhorne opening for early spring and indicated he would operate a major race in mid-summer, following up with the All-American stock car race for everyday motorists in August.

Altho Hankinson maintained a first-class speedway, as evidenced by the purchase price, Teter plans to renovate track and grounds. Hankinson first leased the speedway in 1930. The 87-acre plant was opened in 1925. Hankinson buying it outright in 1934. "Changes and improvements," he said, "are in keeping with the increased speeds predicted for the nation's race tracks in 1941. Changes in rules contemplated should make for faster racing and speedways and fairgrounds' tracks must keep abreast of the new pace."

"In aquisition of Langhorne will afford Hankinson more time for his auto racing contracts with fairs. Hankinson has said he and his staff will concentrate on fair programs.

"I am looking forward to the greatest campaign of auto racing in 1941 ever seen at fairs," Hankinson said. "My working agreement with Lucky Teter and other speedway operators and concentration of my efforts at fairs should bring about a banner year."

"Taking over of Langhorne means only an expansion of my activities," Teter said. "Our 1940 season was by far our busiest, and most successful and we expect to fill in more contracts for appearances in 1941."

He said Langhorne would provide a training grounds for the Hell Drivers in the northern metropolitan area. In the last two years the automobile test pilots concentrated training periods on Southern States Fairgrounds, Charlotte, N. C.

## CLEAR ACT SITUATION

(Continued from page 42)

goals ahead with new and greater worlds to conquer. It was a tricky kind of season because many Northeastern events, for example, figured to be deprived of a slice of their regular down-Canada trade. He described some fair officials as "shaking in their boots" when they looked toward their dates. He got together with as many as he could, worked out ideas and plans to enhance expanded loss of trade, and in some cases even went so far as to order special pep advertising paper months ahead. One of his sermons he delivered was concentration on hitherto untouched territory to snare trade, with good results.

## Night Business Uped

Checking the results, he found that a great majority of fairs with a planned aggressive campaign upped their night business without cutting into day receipts. This also held for those without any Canadian customer angle. A sticker for the AAA office was imported acts, with about 20 of this class being a holdover from 1939. Many of them could not work this year for various reasons, chief among them being their alien status. In addition, acts which had been scouted on the theory that hostilities would be called off in Europe could not enter this country. For 1941 Hamid says he has the solution. He has been in a huddle with Mike Barnes, of Barnes-Carruthers, Chicago, and together they worked out the immediate future. All visas and alien angles are being checked thoroly and they are accepting only performers-units which can play the States and Canada. This will reduce "foreign invasion" and create, by artificial means, a trend back to so-called "domestic" acts—"domestic" acts meaning those that are identified with this country, altho many of them originated on the other side of the water. "We have the best acts here, anyway," Hamid said.

## Flourishing '41 Is Seen

In general, acts will be chosen on the basis of four major reasons: (1) Desirability; (2) Playability; (3) Qualification; and (4) Quality. "After a survey, we are convinced that together we can offer the best selection of acts and productions in the history of our respective companies, and we are also satisfied that the future of the fair business is not in the least threatened and never has been.

"Easterners—talking for myself—can prepare themselves for a flourishing 1941 because things are looking up, especially with amokestacks thruout the country offering a too-long-forgotten familiar sight as a result of America's new defense set-up. The World's Fair is out of the way and we can all settle back to normal," he said.

## Buys NYWF Equipment

NEW YORK, Nov. 23.—George A. Hamid announced that he had purchased material from the World's Fair, original value of which he estimated at close to \$100,000, and is still negotiating for more. Included in his buy are:

Three fountains, one for his White City Park, Worcester, Mass; another for New Jersey State Fair, and the third for Hamid's Pier, Atlantic City; 46 "pin-wheel" light units employed thruout the midway, for Trenton Fair; 150 floodlights, to be distributed to various projects; 40 units of lighting from the International Zone, for piecemeal distribution; about 400 feet of light equipment, including posts and canopy, mainly for White City Park; a glass and steel tank from the Hall of Fashion, for the pier; about 300 various expo uniforms, for general distribution.

He said the New York State Fair, Syracuse, had purchased amounts in similar classes of lighting and equipment. Hamid also stated that he has personally visited many State agencies in New Jersey seeking their authorization to release agency exhibits displayed in the State's building, which has so far done the fair for \$1. He said that so far he has had unanimous consent, which means that the exhibits will be available for the State Fair in Trenton.

## ADVERTISING IDEAS

(Continued from page 44)

ever sat at an editor's desk you will know how many sheets of mimeographed publicity reaches you that are, in appearance, as alike as peas in a pod. If the editor ever wanted to find your weekly release to use in his next issue, it would mean thumbing thru three or four inches of paper with identification of your copy possible only thru close scrutiny of the lead of the story.

Fix it so he can't help finding it. Design a colored heading and print it in a bright ink. Better still, print your mimeograph stock up in several different colors and change them every week. Expense again, eh? Sure! But for 4 cents you can help him find, identify, and pull your copy out of that ream of publicity for a whole year. Four cents; and it may mean securing free what would cost \$40 in that paper if you had to buy it at regular lineage rates.

## Improving Mats and Ads

If yours is a larger or a middle-sized fair you probably prepare, for release several weeks before your opening, a clipboard of news photos and boiler-plate stories and supply your papers with mats or plates. You can tie up \$1,000 there and not half try. It seems to me that an expenditure of that size justifies a little attention to the quality of the photos you use. That depends upon sound editorial judgment. Have you given any thought toward improving the reproduction qualities of those mats?

A large proportion of those are going to go to weeklies and small dailies. Half-tone reproduction from matrices isn't everything it could be in many papers of that size. Often your art may come out as little but a gray blur. When you pick up a mat that the company producing your staghosher or your carnival or your rodeo sends in and try to cast it to get a metal form from which to roll more mats, you're inviting trouble. It will pay to insist upon having good glossy prints for your engraving copy, making your own engravings, seeing that those engravings are etched deeply, and seeing that your mats are made by the best company available.

Time and thought on your newspaper advertising problem is even more important. You may be spending \$50 a week on newspaper advertising; you may be spending \$5,000. In either case have advertising copy that will pull crowds. If yours is a small fair and you have no trained copywriter available, place your faith in a competent friend in the advertising department of your best local

newspaper. If yours is a large fair see to it that your advertising is laid out and the copy written with all the close attention that would be given to a national advertising campaign.

Fair advertising has long followed the school that subscribes to the heavy, massive, cluttered type of copy. You can call it the circus school if you understand that there are no detrimental implications involved. Other modern copy-writing has inclined toward the open, let-a-little-sunshine-in field.

## Success With Screen Prints

My own particular objection to the massive, cluttered layout is that it has been used too long, so persistently, and often so badly that today it screams, "Come to Our Pumpkin Fair—All Next Week—The Same Stupendous Balloon Ascension That Stupendous Grandpa." That is why, as far as advertising copy is concerned, our particular advertising department has figuratively headed for the wide open spaces.

In all engraving work, both for our news-photo releases and in our advertising copy, we have turned to screen prints. That is a term that will need a little explaining, even for the average advertising man. But it isn't as complicated as it may sound. Let us take a theoretical State fair newspaper ad as an example.

Prints are made of all photographs to be used—prints in the actual size they are to be reproduced. Into these prints we embody a halftone screen. These prints are then transferred to the board on which the line drawings and hand-lettered sections of the ad have been completed. It will be noted that all engraving copy is completed before the type is set. Using the best possible enamel-paper proof, proof of the type portion of ad is pasted in position. The entire ad is then photographed, or "shot," as a straight line etching, since the halftone dot is already incorporated in the screen print.

We do not consider that going to such pains we have wandered off to go pioneering in a technical field. It gives our ad copy brilliancy and sharpness. The lettering has better definition. It enables us to retouch those screen prints to gain new highlights. It enables us to deepen shadows. In short, it enables us to get the best possible reproduction of newspaper advertising into which we pour thousands of dollars a week just before fair time. We feel it's worth spending money to assure that the story we present in our advertising pulls—and pulls hard.

## Surveys Show Media Value

Some fairs like 24-sheet billboards; some don't; we do. And a small fair, thru the careful selection of stock designs from a competent lithographing company, with its own fair advertising copy imprinted, can secure a billboard equally as attractive as any exposition's in the country. Be choosy about the design; be careful about the copy. We make it a policy never to buy space on any billboard, no matter if it is a corner of the State 300 miles away, that is not facing traffic bound toward Sedalia, Mo. And that isn't the screwball notion of an advertising man—it's orders from the office of our fair's secretary.

Novelty advertising? Certainly. But select carefully; buy quality; insist on originality and freshness in the ideas that are sold you. See that you are displaying something the fair across the county or State line didn't use last season and isn't using in the current year.

Surveys made during fair time on our own grounds by our own men show that newspaper advertising pulls better than does any other type. Second come 24-sheet billboards; third, radio "spots"; fourth, novelty advertising. And in newspaper publicity, strangely enough, it is news stories, not pictures, that a fair public remembers seeing.

If yours is a big fair or if yours is a small one, remember just one thing about handling your advertising. It is not necessarily a question of how much you are going to use on advertising but how well you are going to use it.

**Texas Expo Members Party Betty Preston on Birthday**

SAN ANTONIO, Nov. 23.—One of the highlights of the social activities on Texas Exposition Shows was the birthday party tendered Betty Lou Preston, 13-year-old daughter of Mrs. F. A. Preston, here on November 9 by members of the personnel. Betty Lou motored here from Houston, where she is attending high school, with her mother and Eddie Clark. Mrs. Preston and Mrs. Maxine handled arrangements for the party. Event was held in Harry Lavine's big top and Betty Lou received many useful gifts, including a portable typewriter. She made a nifty acceptance speech, after which coffee, cake, ice cream, sandwiches, and lemonade were served. Among invited guests were Mrs. Ethel Rosen, Mr. and Mrs. Helen James, Bobby Karl, Mrs. Pat Wless, Mrs. Thelma Hill, Mr. and Mrs. Art Hansen, Ben Moutton, Lottie Thomas, Mr. and Mrs. Ray Crinklaw, Bill French, Mr. and Mrs. Vernon Archer, Mr. and Mrs. Johnnie Graves, Mr. and Mrs. Louis Stinson, Mr. and Mrs. Bennie Cross, Harry Lavin, Mr. and Mrs. Owen Jones, Louise Meeks, Otis Langley, Mr. and Mrs. Bender Miller, Doc Wilson, Mr. and Mrs. Bob Thompson, and Jimmie Archer.

Shows moved here after winding up only fair stands in El Campo and Victoria, Tex.

**Kortes' Museum Opens 22d Annual Tour in Fort Worth**

FORT WORTH, Tex., Nov. 23.—Pete Kortes' World Fair Museum opened its 22d annual winter tour on 104 South Street in the heart of the downtown business section here last Monday to satisfactory results. Roy B. Jones reported. A number of innovations prevail this year and much neon is being used inside and out. Management plans to keep the show here for about two weeks.

Unit then will take a lengthy tour before going into a permanent location for the rest of the winter. Over 40 employees were on the pay roll at opening, with the new stages presenting 18 attractions. Four acts, including Harry Lewis, ossified boy; Allen Greenstreet, ring writer; Doris and Thelma Peters; and Albino Twins, left for a brief vacation in the Rio Grande Valley, while Johnny Gilmore, quarter boy, left to visit relatives. He's expected to return soon, however. Staff remains the same as in other years, with Charles LeRoy doing inside lecturing in addition to ticket turn. Joe and Mona Preveau, with Kortes for the last 10 years, left for Los Angeles for a vacation.

**CW Folk Scatter Following Org's Fayetteville Close**

FAYETTEVILLE N. C., Nov. 23.—At conclusion of their season with Cetlin & Wilson Shows here on November 11, members of the organization gave these destinations for the winter, Raymond D. Murray, press representative, announced. Nude Two-Star Ranch; Betty and Connie Smith to Erie, Pa.; Lee Hayford to Carl J. Lauther's Museum at Norfolk, Va.; W. C. Mooman, another show for the winter. Speedy Merrill's Wall of Death Motordrome; Speedy and Hazel Merrill to Honolulu, with Ralph Justus, rider, and Whitey Feheley, talker. Fitzpatrick Wild Life Exhibit; Major G. T. and Mrs. Fitzpatrick, Platinum Springs, Fla.; Roger Young, home in Houston for Christmas, then to Florida.

Miss America Tableaux: George Brown and cast and Ghent Welsh, Miami. Glitter Gals: Tommy Austin, Newport News, Va.; John Renstrom, Petersburg, Va.; Della Carroll and granddaughter, Nita Fontaine, Miami, where Nita will enter school; Agnes Funk, Mount Pleasant, Pa.; Mary Fitzgerald, Philadelphia; Marion Roberts Manning, Lauther's Museum, Paradise Night Club; Esther Waters, New York; William (Heavy) Harris and Hugh Gregory, Waynesboro, Ga.; Wesley Charles, Laurel, Va.; Claire Delmar, New York; Mitzl Miller, Florida; Eddie Somers, Philadelphia; Art Parent and Paul Lewis, New York; Jean Walker, Richmond, Va.; Emily Friedenheimer, Miami; Brant (Pop) Horace, Petersburg, Va.; Mr. and Mrs. Jack Manzie, Baltimore, then Miami.

Carl J. Lauther's Side Show of Human Oddities will go to Norfolk, Va. where it will open in a store at 508 E. Main Street. In the line-up will be Persella, monkey girl; Emmitt Bejano, alligator skin boy; Woodrow and Mrs. Olson, talkers; Jessie Franks, bag

puncher; Chief Bulwar; Ida; Connie Smith, inside talker; Mr. and Mrs. Wally White, human pincushion; Tex and Betty Yates. Stranger Than They Seem Show; Mr. and Mrs. William Noller and Walter DeLuzo to Lauther's Museum in Norfolk; Red Haley, Florida; Lydia Snooks, Reading, Pa.; Corrine and Pauline Nugent, Alabama; Whitey Imler, Miami.

Dr. and Mrs. R. Garfield, of the Hall of Science, went to Philadelphia; Mr. and Mrs. Claude Sechrest, High Point, N. C.; Joe and Sylvia Grosshart and Charlie and Pearl Lipsy, Washington, D. C.; chief electrician Fred Utter and Boots Brown, assistant electrician, and Fred Premier, construction work at Fort Bragg, near here; Tony Lewis, The Billboard sales agent, and Frank Massick, Fort Bragg; Louis Nulty, Staunton, Va.; Jack Manning and Marion Roberts and Mr. and Mrs. Duke Edwards, Norfolk, Va.; Calvin W. Anderson, Philadelphia; Clara Bolin, West Virginia; C. A. Lineback, Mount Airy, N. C.; Dick Burns and William Cowan, West Palm Beach, Fla.; E. K. Johnson, Philadelphia; Harry Dunkel, Petersburg, Va.; Mr. and Mrs. A. W. Howell, Fayetteville, Matti Karl, Florida; Mr. and Mrs. H. Hertl, Petersburg, Va., and John Burr, Abemarle, N. C.

**Monks Work on Frank Buck**

CLEVELAND, Nov. 23.—Frank Buck, who spent years in jungles capturing wild animals, suffered lacerations on his left hand while separating two fighting monkeys which are part of his new Jungleland Show at Almon B. Shaffer's World Fair Highlights, showing in Cleveland Public Auditorium until November 30. First aid was administered to Buck and he was able to make his next-due personal appearance, one of five each day.

**HOUSTON SHRINE CIRCUS**

*Continued from page 32*  
Henry and Darline Hatfield; hand balancing, Bud Lucas; perch pole, Bill Ritchie and J. D. Stephens; 14—Aerial ballet, Kaps sisters, Hall sisters, Doris Marie Norman, Dorothea Cox, Jane Sims, and Catherine Fischer; 15—Message number, Dollie Jacobs, A. W. Kennard, Verne Brewer, Jerry Murrell, Roy Stamps, and Portis Sims; second concert announcement; 16—Flying Romas; 17—Chic Sale egg and clown act; 18—Tight wires, the Henrys, Verne Brewer, and Gerry Murrell, Sims and Sims, and Kaps sisters; 19—Arabia Temple elephants, presented by Vivian Proctor; 20—Benny Saylor and his coupe, using 18 clowns; 21—Double trapeze, Bill Ritchie and Dorothea Cox; J. D. Stephens and Catherine Fischer; 22—High jumps, Gerry Murrell, Verne Brewer, Charles Brewer, Portis Sims; 23—High dive from bicycle, Peejay Ringens. Terrell Jacobs' entourage left after the Saturday night show for Evansville, Ind., to open Monday, and was accompanied by Frank J. Walter, of Houston, who worked the show with Mrs. Jacobs' cat act. The Gainesville Circus, traveling in three special railroad cars, returned to quarters.

**SUNBROCK'S COMBO**

*Continued from page 32*  
celving the force of the fall on a 35-foot nose around his neck—a "hangman's act."

The Great Knolls has a chair-balancing act, working as a high platform single, and the Three Milos have a high swing pole and ladder number, completing the featured aerial acts.

Be Kyle, winner of The Billboard outdoor award—a fact used in all publicity for the show—closes with her fire dive from a 100-foot pole at the ceiling of the building.

Interpersed between these acts are the Thrill Show numbers, as well as the rodeo, giving the desired three-ring circus effect. Motorcycle races and sensational automobile feats are the backbone of the Thrill Show—a style that makes this show especially appealing in the Motor City.

Barney Oldfield, emerging from retirement to manage this department, gave an exhibition of top driving skill, taking a car in a circle about 100 feet in diameter at probably close to 40 m. p. h. on the sawdust, with skids that brought the crowd up standing.

**King Kovaz a Feature**

King Kovaz was featured in the Thrill Show, with routine including driving thru a burning wall, breaking thru a heavy fence, and leap over another wrecked car. Suicide Jack Kulan, motorcycle rider, has other thrill bits, including a flaming barrel crash, with a technique of his own. Motorcycle and midget car races were another variety

**"The Show of Integrity and a Million References" Always "Bigger—Better and Different"**

**GREATIER UNITED SHOWS**

**NOW BOOKING FOR 1941**

**OPENING DATE FEB. 15 TO MARCH 2**  
3 Saturdays and Sundays

**LAREDO, TEX. 47TH WASHINGTON BIRTHDAY CELEBRATION**

**SHOWS** Want Side Show, Organized Minstrel, Dog and Monkey Show (will furnish tops and fronts), Fun House, Penny Arcade, Girl Revue and others. Have complete outfit for Platform Show.

**RIDES** Can place Scooter, Ridee-O, Octopus, Whip and Rolloplanes with own transportation for Laredo and Spring Dates, or Season.

**CONCESSIONS** Want Cook House, Ball Games, Hoopla, Floss, Novelties, Custard, Peanuts and Popcorn, Scales, Photo and Long-Range Gallery.

**RIDE HELP** for Swing, Mixup, Duo Loop and Tilt-a-Whirl, CAPABLE AND SOBER LOT MAN.

**WANT COMEDY BOUNDING NET BAR ACT FAIR SECRETARIES, LOOK US OVER.**

Address J. GEORGE LOOS, Box 455, Laredo, Texas.

**STATE FAIR SHOWS WANT**

Organized Pit Show. Will book Rolloplane for season of 1941 with or without own transportation.

Have for sale No. 5 Eli Ferris Wheel, white enamel seats with new ten-horse single phase electric motor. 24-Seat Smith and Smith Chairplane. Allan Herschell Kiddie Auto Ride. This equipment in perfect condition. Address P. O. BOX 555, Peabody, Kansas.

**BRADFORD COUNTY FAIR**

STARKE, FLORIDA, DECEMBER 2-7  
Camp blanding being built. 20,000 men working. Pay day every day. Also thousands of soldiers. Followed by Lions' Festival, Tampa, Fla., location in front of dog track. Opening for few more Concessions and Shows. We play Florida Fair again starting January. Address: N. P. POLARD and GEORGE GOFFAS

**MIGHTY MONARCH SHOWS**

Ocala, Florida, Fair this week

**CENTRAL AMUSEMENT CO. WANTS**

For Pompano, Fla., week Dec. 2, world's largest bare market, and balance of winter season. Have route booked solid. Out all winter, we never close. Rides: One more Flat Ride. Can use few more legitimate Concessions. Shows with own outfit. All contact SHERMAN HUSTED, Mgr., Pahokee, Fla., this week; Pompano next.

item on the bill.  
Brownie Rogers, "world's smallest cowboy"—48 inches high—gave exhibitions of buffalo riding and trick and fancy roping.  
Clown alley was well represented, with nearly a dozen varied walkarounds and turns. Veteran circus clown working included Chester (Bobo) Barnett, Milt Woodward, Tilo, Jelly Bean Duke, and Albert Powell.  
King Kovaz was injured opening night when his car turned upside down, but was able to return to the show the next day.  
General staff for the show includes Larry Sunbrock, director-general; Mary-on Sunbrock, secretary-treasurer; William H. Green, director of public relations; Clarence Bell, press representative; Barney Oldfield, director of Thrill Show; Frank Ward, rodeo manager; Bob Stevens, advertising agent; Jack Andrews, programs; Jacobs Brothers, concessions; Bill Blomberg, equestrian director and contractor.



Leonard Traube

### Golden Jubilee Credits

ONE day last July, when the thermometer was doing a spectacular mountain climb and serious thinking was even less appealing than it ordinarily is, someone said, "the International Association of Fairs and Expositions will hold its 50th annual meeting in Chicago this year." This simple statement galvanized the fancy think-group known as the editorial board into action that was more spectacular than the rise of the mercury. Everyone forgot about the heat and plunged into a four months' session of dizzy didos that produced that section in this issue known as the Golden Jubilee of the IAFE.

In the beginning some of us could not contemplate a suitable enough torture for the guy who mentioned the 50-year market. But by easy stages we warmed up to the task and the would-be was forgiven for his original sin, that of causing to go to work on what the learned boys call extra-curricular activities. In the end all of us probably felt that if there was any forgiving to be done, we should be the catchers of the same rather than the pitchers.

ALL of us dug back into tons of material—and from now on I'm going "it" on the folds. My desk was piled so high with books, pamphlets, bulletins, records, correspondence, and such that I could hardly see the wall beyond a framed layout of the staff of *The Billboard*, vintage of 1934, when this publication celebrated the 40th anniversary of its founding by Bill Donaldson.

I said to myself, "If Bill Donaldson were alive he'd Roxy this thing into the greatest anniversary of all time." No one could out-Donaldson Donaldson in show trade publishing, and it is therefore no shame to think that perhaps the Golden Jubilee now being celebrated needed the incomparable savvy of William, the D. Yet the jubilee has been built from the heritage left behind by the founder 15 years ago, when his Maker called him for a stint Up There, where he is probably grinding out copy and cussing like all get out because the world in which he had such a large finger has gone topsyturvy all of a sudden.

Because he left behind him a publishing heritage of deeds well done, his and every other posthumous engagement of his offspring are living symbols of the inspiration which he bequeathed to his successors. Therefore, it is not immodest to hint that Bill Donaldson would be proud of the job done by his babies. Those of us who, like myself, knew him only by reputation and the consequent aura which surrounded but did not envelope him, hope that he would be proud.

I DON'T know how they did it in the midst of constant turmoil, but in Chicago Littlefield the Rogue and Green the Crossroad worked like kennel inmates on the collaboration. Then there was that Red Grange of St. Louis, the same being "Brisbane" Joering, otherwise known as Franklin the Bee, a triple-threat—kicker, passer and runner. At home base in Cincinnati there functioned the brain trust made up of Schuler the Bob, Hartmann the Broadcaster, the Roman-sounding Ellis Claudius, Charles the Worthy, and Deeper the Ray of the Winner mentioned first because he got the unhappy job of totalitarian tycoon of the camp.

Behind the scenes with sage counsel and advice moved the familiar figures of R E Littlefield Sr., and E. W. Evans, publisher and president, respectively. I do not give them sobriquets because I do not wish to get too familiar with the heads of state, but around the offices we refer to them as ISI and Walker, and whether they like it or not they're both good guys. Also in Cincinnati there was W D Littlefield—the W.D. stand for William Donaldson. Bill Littlefield can't kid me. I saw his fine Italian hand in many a phase of the project as it developed. Bill and the Rogue will not like being mentioned here, but I do it for the

records and not, as it would appear, from any thought of personal gain. I have disagreed with both of them from time to time.

WHAT of the others—men and women some of whose names I do not even know—the little army of editorial associates, statisticians, clerks and behind-the-scenes oracles? They all contributed under the sometimes pleasant mantle of anonymity.

Look thru the 72-page International section and form your own opinions as to who did what. . . . Harvey D. Gibson, chairman of the board of the New York World's Fair. . . . Milton Danziger, of the IA's Government Relations Committee. . . . the member fairs of the International. . . . Commissioners of Agriculture of the several States. . . . the secretaries of State-wide fair associations. . . . those towers of strength connected with agricultural colleges and extension services. . . . our own President, Franklin D. Roosevelt, whose message introduces the section. . . . Frank H. Kingman, energetic secretary of the International. . . . and let's not leave out the foreman of the composing room, the superintendent of mechanical departments, and the typesetters, those zealous guardians of beauty. . . . They all did something.

"I see by your column that I was not the only trainer to receive a letter from Mr. Friedrich, of the San Antonio Zoological Society, offering the large amount of \$75.00 a month's service to write Oliver John Russell Vincennes Ind. "It so happens a friend of mine offered me \$100 a month to break some bird dogs for him. I wonder what Mr. Friedrich thinks a trainer of wild animals is. I read out in the Open, Hartmann's Broadcast, and Notes From the Crossroads every week and am glad that you can show us what we are up against. I hope all of you will continue to give us the lowdown on all such cases."

Here's an opportunity for showfolk to display the Christmas spirit while that traditional atmosphere nears Billy Waite, for years a top-ranking whipcracker and for many of those years on the Ringling show, has been ill for more than a year. At the present time he is in the Pilgrim Hotel, Broadwood, Long Island. Visiting days are Wednesday, Sunday, and holidays. Neither he nor his wife has asked anyone for a dime, but Mrs. Waite feels that a visit from a trouper will do more to improve Billy's state of mind than medicine. It's a chance for some "soft-hearted chump" to prove that he has a heart.

## Hartmann's Broadcast

FOR about 25 years prior to 1940 the merchants of Piqua, O., have held a fall festival on their public square the first week of October. They engaged for this event as many as seven traveling shows and a sensational free act, and previous to 1939 they had shows, too.

Other features of the festival prior to this year were an old fiddlers' contest and pumpkin and corn exhibits in which cash prizes were awarded.

During all these years it was not unusual for 5,000 or 6,000 people to turn up at night, and many came from all over the county. The event always went in the black. The profit in 1939 was close to \$700.

When it was time to consider the festival for 1940 a meeting of the merchants, many of the chain variety, decided against it. They would not have the usual amusements on the public square. To take the place of the festival they voted to place exhibits of local people in the windows of stores for the week, also to hold on the public square the usual Mardi Gras one night and a dog and pony show and a hillbilly contest another night.

Taking the word of an onlooker, which we do not question in the least, the hobby exhibits were beautiful but out-of-towners were conspicuous by their absence. The night of the Mardi Gras it was estimated that 500 people were on the public square, and the celebration was over by 10 o'clock. The people who viewed the window exhibits, it was further estimated, never exceeded 500 any night. Quite a drop, it must be admitted, from the 5,000 and 6,000 nightly in former years.

And instead of cash prizes winners in

the contests this year were given merchandise donated by merchants. Too, instead of a profit as in previous years, the affair in 1940, our informant said, resulted in a deficit, there still remaining debts of between \$40 and \$45.

The reason given by merchants for voting against the festival this year was that riding devices and other professional amusements took money out of town—the usual silly cry that is hoary from age. A local theater owner was also an objector to the festival for the same reason. But the merchants didn't tell the public that they sent money out of town to their various headquarters, not once a year but almost nightly.

We do not see how it can be denied that a big blunder was made when the merchants decided against the fall festival with its professional amusements. It again proves our contention that amateur forms of entertainment will attract only a limited number of local people, sympathizers so to speak, whereas professional amusements will draw not only local people in greater number but out-of-town folks for miles and miles around.

We hope the merchants will see the error of their way and no longer deprive the kiddies of their community of the opportunity once a year to ride the Merry-Go-Round, something of which the merchants might have tired but not the youngsters.

BARNEY OLDFIELD in his column, "Theater Topics," in *The Lincoln (Neb.) Sunday Journal*, November 10, gave a word picture of the life of clowns in general and the late Charles (Shorty) Flemm in particular. It was the recent death of Shorty, noted for his old man character work, that caused Barney to write, in part:

"Every youngster whose father used to bring him excuse to go to the circus remembers vividly the dozens of grease-painted, polka-dot creatures in outside feet and polka-dot pants who galloped into the hippodrome track for various brands of Lunacy. These men of clown alley did more than any other thing about the circus to sell it to the kids. Childish glee over their idiosyncrasy rooked the people and occasionally even shook the elders who knew most of their tricks by heart from frequent repetition.

"Yet, these men, like so many other people who deal in good humor for others, are frequently unhappy, never make much money, and conceal a lot of sadness while making others laugh.

"Remember of this came in the news from Waterloo, Ia., where Shorty Flemm, who died recently, was buried. Shorty regaled the grandstand at the fair here a couple of years and did a lot of circus work.

"Well, Shorty died and went to an unmarked grave in Waterloo. His own friends of the clown alleys of many circuses heard about it, made up a committee, went to Waterloo, placed a wreath on the grave, and saw that it was marked.

"Thus Shorty, who made thousands of kids and grownups laugh in his lifetime, went to his grave without anybody knowing or caring, except the men who knew him behind the grease paint. This, and the loss of Shorty, made the committee doubly sad."

Shorty was noted for always being active, and the reason he was active was that his services were in demand. After many years with traveling circuses and indoor shows, he went in for entertaining grandstand crowds at fairs and celebrations. Probably it was because his time was so taken up by show work that he did not keep in contact with his home folks for some time. Anyway, it was thru an item in *The Billboard* that they learned of his death—about a week after it occurred. He, too, apparently neglected to carry on his personal instructions to notify his relatives in case death overtook him.

There is a lesson here for others who may not be contacting their relatives for possibly lack of time, or who may not be carrying identification cards with instructions to notify their relatives in case of accident or death.

### Roberts Again Has Show At Snellenberg's in Philly

PHILADELPHIA, Nov. 23.—George E. Roberts opened his annual circus at Snellenberg's Department Store November 16. The show this year is staged with the acts appearing on a late instead of a ring as in past years. Goldie

## Notes From the Crossroads

By NAT GREEN

NOW that we've all had our fill of turkey and trimmings we can settle down to serious preparations for the strenuous 10 days of convention work ahead and hope we won't have to take the rest cure when they are over. While none of the meetings start until next Monday, many of the boys are already in town and by Saturday the Magic Carpet will have taken on the appearance of the Union Station on a holiday. Carnival general agents already are in evidence, and the bridge games at the Showmen's League have taken on a feverish activity.

This year's convention will be more strenuous than usual for exhibitors because they will have to split their time and efforts between the Hotel Sherman and the La Salle Hotel. It's an unfortunate situation for which there is no valid excuse. Manufacturers catering to both the park men and outdoor showmen are being put to double expense by the necessity of having booths at both hotels. Not only that, but they must waste valuable time shuttling back and forth. Some of them, exasperated by his conditions, will have no booths at either place. It is to be hoped that the matter will be straightened out at the convention. Unless it is, the success of future meets will be jeopardized.

John Steger, cameraman of *The Chicago Tribune*, is conducting a one-man show of his best shots of 1940 that is intensely interesting. Among the photographs exhibited is one titled *Circle and Square* in which W H McFarlan, equestrian director of Cole Bros' Circus, is shown in top hat and tails while standing alongside him is Emmet Kelly, the clown, in tramp make-up.

Howard Ingram, general superintendent of the Art Lewis Shows, stopped off in Chi on his way to Wisconsin for a brief visit. He will spend the winter in Sarasota. . . . J. C. (Tommy) Thomas, general representative of the Johnny J Jones Exposition, is headquartered in Chi until after the convention, with frequent prospecting forays into the hinterlands. . . . R. L. Lohmar, ACA general agent, arrived early last week and he, too, is shuttling hither and yon. . . . Madeline Woods is handling publicity for the mayor's Christmas basket fund. . . . Guy Magley, outdoor union rep, has been in town for a week setting the line for convention activities.

T. Dwight Peuple working on a Polack Bros' Circus promotion in Decatur, Ill. . . . L. S. (Larry) Hogan left Alexian Bros' Hospital several days ago and is resting up at his downtown hotel. Only thing worrying Larry since he's become streamlined is the necessity of having his 25—or is it 40?—suits cut down to his new proportions. . . . C. W. Finney writes from Baton Rouge, La., that the *Royal Ice Palace Revue* is going along nicely. Clyde Willard is handling billing of the show. . . . Sam Gluskin and Sam Solomon among early pre-convention arrivals. . . . Julius Cahn, "Count of Luxembourg" (Wis.), stopped off in Chi on his annual southern migration and is debating whether it will be Florida or California this year. . . . Boyle Woolfolk, taking his first vacation in four years, flew to Phoenix, Ariz., for a week's rest.

Joe Greer Again Sheriff

LANCASTER, Wis., Nov. 23.—On January 1, Joe Greer, operator of a rodeo with his son, Harry, begins his ninth year as Grant County sheriff. Both Greers were associated with Ringling Bros' Circus for a number of years and they have alternated in holding the Grant County sheriff's post during the past 10 years. During the years the father held office, the son served as undersheriff and the positions were reversed when the son was the law enforcement officer. Harry's 11-year-old daughter, Jo-Mae, is following in the riding saddle of her father and grandfather.

Fits is emcee. Following acts are on the bill; Malcolm, comedy juggler and magician; Costello and Altem, clowns; Eddie Coymann, novelty musician; Pama-ha's dogs, ponies, monkeys, and cockatoos; Horace Laird and Major Doyak, clowns.

## RW Ends in Black After Poor Start

YOAKUM, Tex., Nov. 23.—Altho their early spring business was spotty because of inclement weather and light spending, Reynolds & Wells Shows last fall proved a winner and organization managed to end the season in Dallas, Tex., on November 11 on the night side. Organization covered about 9,000 miles on the season, appearing in Kansas, Missouri, Iowa, Minnesota, Arkansas, and Texas, and playing 16 fairs, 4 celebrations, and 14 still dates.

Work in local quarters, the management reports, will under way after January 1, when two new shows will be built and all equipment will be rebuilt and overhauled. H. Wells and family left here for the West Coast to spend the holidays, while L. C. Reynolds will winter in Excelsior Springs, Mo., to try to regain his health. Closing date in Palestine proved to be one of the best still dates of the season for the organization.

## FINAL CURTAIN

(Continued from page 31)

after a brief illness. He leaves his wife and two sisters.

**WHITLEY**—Mrs. Jennie P. retired Hollywood actress, found dead at her home on the Carolina Beach road near Wilmington, N. C., under mysterious circumstances November 4.

**WILLIAMS**—George, 49, former popular band leader, November 18 at his home in Sharon, Pa., after a long illness. Early in his musical career Williams played first saxophone in Jean Goldkette's orchestra, along with the now famous Dorsey brothers. Williams is credited with starting Sammy Kaye on the road to musical success. Williams was also associated in Cleveland with Guy Lombardo, Horace Heidt, and Kay Kyser, and his band, organized in 1924, played for 10 years from Cleveland over national networks. In the World War he led an 80-piece band which entertained the American Expeditionary Forces in France. Returning to Sharon, he joined the Cave Society Orchestra and also played for a time with the Ted Marin band at New Castle, Pa., and the Benny Kyle band in Detroit. Later he formed his own band and played long runs at the Music Box and New China Restaurant in Cleveland. In more recent years Williams had operated a cafe in Sharon. Survived by his widow, Helen, and a daughter, Jeanne. Services in Warren, Pa., November 22, with interment in Oakwood Cemetery there.

**WRIGHT**—Alexander, professionally known as Navarre, killed in England recently by a bomb while seeing to safety members of the *Folies de Minuit* Company, with which he was appearing in the Midlands. An Australian, Wright was for some time stogie to Fred Sanborn, American comedian, touring to impressions. He made a big name in vaude and radio circles.

## Marriages

**ACKOFF-RIEMAN**—Milton Ackoff, Philadelphia and New York commercial artist, and Cell Riemann, secretary to Rudy Vallee, in New York November 10.

**BABBIT-KING**—Joseph Babbit, former assistant burlesque theater manager, and Terry King, burlesque performer, in Elkton, Md. November 2.

**BERNARD-LAMSON**—Willie J. Bernard, showman and freak animal dealer, of South Liberty, Me., and Mrs. Effie O. Lamson, of Springfield, N. H. in Liberty, Me. November 2.

**CAVANAUGH-STARZYK**—William M. Cavanaugh, publicity man for the Springfield (Mass.) Hockey Association, operators of the public ice-skating rink at the Eastern States Coliseum in West Springfield, and Helen D. Starzyk, of *The Springfield Daily News*, in Chicopee, Mass. November 18.

**CLARKE-REED**—H. Vaughn Clarke, non-pro, and Nona Reed, singer at Jack Lynch's Walton Roof, Philadelphia night club October 27, it has just been revealed.

**CLEXX-VOE**—Harry Clexx, burlesque comedian, and Marie Voe, burlesque performer, in Cleveland November 4.

**CRAWFORD-GRIFFITH**—Broderick Crawford, film character player, and Kay Griffith, film and radio actress, in Hollywood November 22.

**CRUGER-ROWLAND**—Arthur F. Cruger, non-pro, and Janet Rowland, vaudevillian, November 4 in the Community Church, East Williston, L. I.

**DICKERSON-BELLERING**—Ralph R. Dickerson, concessionaire with Dods's World's Fair Shows, and Eva M. Bellering, formerly with West's Shows, in Dalton, Ga., September 23.

**GOFFREDO-YEAGER**—J. F. Goffredo, musician, and Victoria Yeager, secretary to Roger W. Chipp, general manager of Station WFIL, Philadelphia, November 16 in that city.

**GUIBORD-BREWSTER**—Philip Arthur Guibord, actor, and Jean Brewster, non-pro, November 12 in the Collegiate Church, Hackensack, N. J.

**HALSTEAD-MCCORMACK**—Richard Halstead and Mary Barry McCormack, stage, screen, and radio actress, November 21 in Milwaukee.

**HARRICE-MORRIS**—Cy Harrice, Chicago radio announcer, and Yvonne Morris, non-pro, November 2 at Northwestern University Chapel, Evanston, Ill.

**HEMINGWAY-GELLCORN**—Ernest Hemingway, author, and Martha Gellhorn, novelist and magazine writer, in Cheyenne, Wyo., November 21.

**KAUFMAN-DARLING**—Samuel Kaufman, radio feature writer, and Dorothy Darling, actress, November 5 in Temple Emanu-El, New York.

**MAYBERRY-CHRIST**—Harvey Mayberry, manager of the Earle Theater, Allentown, Pa., and Merjorie Christ, non-pro, in that city October 30.

**MILLER-HALE**—B. E. Miller, concessionaire of Hot Springs, Ark., and Vera Mae Hale, of Sheridan, Ark., November 8 at Sheridan.

**MILLER-KEENEY**—John Joseph Miller, non-pro, and Dorothy May Keeney, daughter of Cormack G. Keeney, manager of the Park Theater, Reading, Pa., in that city November 20.

**MONTGOMERY-OWENS**—George V. Montgomery and Margaret Owens, rodeo performers, in Ozone, Tex., recently.

**MULLALLY-LEWIS**—Tommy Mullally, night club and vaude entertainer, and Betty Lewis, singer and comedienne, November 4 in Danport, Ia.

**MYERS-MATHEWS**—Norman Myers of the Miller Amusement Enterprises, and Genevieve Mathews, non-pro, November 21 in Chicago.

**PRATT-BOWEN**—Leroy L. Pratt, operator at Station WCAX, Burlington, Vt., and Kathryn Bowen in that city November 2.

**PRESTON-CRAIG**—Robert Preston and Catherine Craig, film players, in Las Vegas, Nev., November 8.

**REEVES-NEEDLES**—George Reeves, film actor, and Eleanora Needles, formerly of Cincinnati, daughter of Mrs. Eleanora Robinson Needles and a granddaughter of Mrs. John G. Robinson and the late John G. Robinson, Cincinnati circus magnate, in Pasadena, Calif., September 21.

**ROSS-ALLEN**—Harold Ross, editor of *The New Yorker*, and Ariane Allen, actress, November 10 in Roselle Park, N. J.

**SCHUMAKER-LANE**—Bernard Schumaker, non-pro, and Betty Lane, singer at Station WIP, Philadelphia, July 2 in Philadelphia, it was revealed last week.

**SHACKELFORD-MACWHET**—Major Shackelford, of Sedalia, Mo., pro skater at the Shamler Roller Rink, Huntsville, Ala., and Ella MacWhet, of Huntsville, in that city November 19.

**SHAND-FINCH**—Ken Shand, orchestra leader, and Gertrude Finch, non-pro, November 16 in Albany, N. Y.

**DRUMMOND-PAGANO**—Jack Drummond, orchestra leader, and Doris Pagano, non-pro, November 18 in Albany, N. Y.

**SMITH-MERMAN**—William B. Smith, manager of a film players' agency, and Ethel Merman, musical comedy star, currently in *Panama Hattie*, in Elkton, Md., November 15.

**TOSH-TEAGUE**—Claude Tosh, emcee at the Jenny Lind Club, near Fort Worth, Tex., and Juanita Teague, member of the fat girl revue at the club, November 6 in Fort Worth.

**WAHL-STEISE**—Leonard Wahl Jr., manager of the Port Theater, Port Atkinson, Wis., and Lorraine Steise November 16 in Lake Mills, Wis.

**WILSON-KENT**—Don Wilson, radio announcer, and Peggy Ann Kent, daughter of Sidney R. Kent, president of 20th Century-Fox, in Los Angeles November 1.

**WOLPE-ROMO**—John Wolpe, affiliated with Photo and Sound, a recording and motion picture organization, and Camilla Romo, NBC singer, in Reno, Nev., October 18.

**DICKERSON-BELLERING**—Ralph R. Dickerson, concessionaire with Dods's World's Fair Shows, and Eva M. Bellering, formerly with West's Shows, in Dalton, Ga., September 23.

club, and Elen Bradley, night club performer, in Philadelphia December 23.

**OSCAR BRAUNSTEIN**, non-pro, and Betty Seidman, Philadelphia dramatic actress, in that city December 25.

**JOHNNY DUFFY**, organist at the Blackhawk Restaurant, Chicago, and Vicki Allen, dancer at the Club Royale, Detroit, December 1.

**MARY HUNTER**, of the music rights department of stations KGO and KFO, San Francisco, and Akce Petry, head of the NBC music library in Hollywood, in San Francisco in January.

**LEE PERRY**, acrobatic dancer, and George Saunders, tap dancer, in Providence, R. I., soon.

**EDWIN HARTZ JR.**, former Berlin correspondent for Columbia Broadcasting System, and Eileen O'Connor, dancer, soon in Chicago.

**PHIL CAPPELLA**, of the staff operating Club Bali, Philadelphia night club, and Betty Delorco, also in the night club business, in Florida next month.

**ROBERT L. FARR**, staff member of Station WGAN, Portland, Me., and Lois R. Knowlton, non-pro, soon.

**CHESTER MORRIS**, film actor, and Lillian Kenton Barker, daughter of Edwin Kenton, New York publicity director, soon.

## Births

A son to Mr. and Mrs. Lew Formato in Philadelphia November 4. Father is booker for Warner Bros.' theaters in Philadelphia.

A daughter to Mr. and Mrs. Robert Werner in Philadelphia November 7. Mother is a dancer, professionally known as Beverly Fisher.

A son to Mr. and Mrs. Fort Pearson in Mercy Hospital, Chicago, November 10. Father is an NBC announcer.

A son to Rochelle and Rita, vaude and night club dancers, in Indianapolis November 11.

A daughter to Mr. and Mrs. Robert Bowles November 11 in St. Thomas Hospital, Akron O. Father is a member of the staff at Station WJW in that city.

A son to Mr. and Mrs. Dick Merrill November 8 in Miami Beach, Fla. Mother is the former Toby Wing, actress.

A boy to Mr. and Mrs. Fred Cook in Pittsburgh recently. Father is drummer in the Stanley Theater orchestra there.

A daughter to Stuart and Alice Steel-

man in Des Moines, Ia., November 11. Father is member of the Song Fellows heard over Station WHO, that city.

A daughter, Diane, to Mr. and Mrs. Nell Mead in Sioux City, Ia., November 8. Father is an operator at Station KSCJ, Sioux City.

A son to Mr. and Mrs. A. O. (Happy) Belsie in Roanoke Rapids (N. C.) Hospital October 19. Father was drummer with the Downie circus band this season.

## Divorces

Constance Bennett, film actress, from Marquise de la Falaise de la Courday in Reno, Nev., November 14.

Gail Patrick, film actress, from Robert H. Cobb, Hollywood restaurant executive and vice-president of the Hollywood Baseball Club, in Los Angeles November 14.

Carole Landis, film actress, from Willis Hunt Jr., yacht broker, in Los Angeles November 12.

Bob Hallock, general agent, from Jessie Katherine Hallock in Pine Bluff, Ark., November 6.

Leo J. Palitte from Leona Palitte November 6 in New Orleans.

Anita Lucas, dancer, from Ralph Carlesimo, drummer, in New York recently.

Betty Grable, film actress, from Jackie Cooper, actor, in Los Angeles November 19.

Mrs. Norma Auer from Mische Auer, film comedian, in Los Angeles November 30.

Walter A. Myers, president of the Hayes Advertising Agency, Inc., Burlington, Vt., from Louise M. Myers in that city November 11.

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# CHRISTMAS SEALS



## Coming Marriages

Buddy Thomas, of the staff operating the Little Rathskeller, Philadelphia night

Help to Protect Your Home from Tuberculosis





# Improved Relationship Between Fairs and Carnivals Thru IAFE

Better understanding of problems of both has marked growth of the organizations representing them

By CLAUDE R. ELLIS

Interests of fairs and carnivals are now so linked together in the proverbial ham-and-eggs kinship that the relation is taken for granted. Fairs help carnivals. Carnivals help fairs. Selah! But the situation was not always so.

In latter years the business and social contacts of fair executives and carnival operators have been greatly enhanced by the annual conventions of outdoor showdom. Since the formation of the International Association of Fairs and Expositions and its predecessors their yearly conclaves have been attended by representatives of midway amusements. The annual banquets of the Showmen's League of America have been great converging points for carnival owners, managers, and their staffs, and fair managers, members of fair boards, and heads of fair departments from all over the States and Canada.

This opportunity for social-business intercourse has been made greater, too, by the annual parties and banquets of the newer National Showmen's Association, as well as the not-so-new Pacific Coast Showmen's Association, Heart of America Showmen's Club, International Showmen's Association, their women's auxiliaries, and the numerous annual State gatherings of fair workers and showfolks.

## Hirsch in Both Corners

Formation of the American Carnivals Association, Inc., in Chicago, in December, 1933, among its other advantages, has given the carnival business a vehicle for greater recognition in the outdoor industry, it having before that time been entirely unorganized and considerably of an every-man-for-himself activity. The ACA has met each year since under the same roof with the IAFE, and executives of the ACA and SLA have been called in to address the assembled fair folks.

While numerous leaders in the IAFE had long emphasized the value of carnivals to fairs and vice versa, one pioneer member especially has been heard on the subject vocally and by the written word. And he is qualified in great degree to tell of the elements needed for better understanding of the problems of both. William R. (Bill) Hirsch, a past president of the IAFE and long outstanding in its counsels, is secretary-manager of the State Fair of Louisiana, Shreveport, and former co-owner of the Castle-Ehrlich-Hirsch Shows and of the United Shows of America. This major carnival organization under both names tramped under his personal direction and played many of the largest fairs.

As far back as 1932, an adverse period for organized carnivals, he was spanking carnival operators for derelictions he had found, as one of them, and chastising fair boards, as a member of one, for lack of understanding and co-operation as to the midways they booked.

"I know what I am talking about when I say that carnivals, as operated today, cannot survive unless they have relief quickly and surely," he declared. "It behooves us of the fairs to take the lead in administering aid to a very sick patient, as the carnival, whose business is assuredly a part of our fairs, seems to lack the initiative to doctor itself. We can never revert to the small independent shows that once graced our midways and still keep faith with our public in our promise of something bigger and better.

## Co-Operation Is Urged

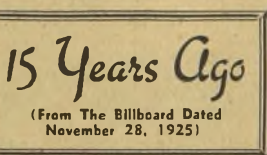
"Owners of the larger shows agree with me . . . that they have the ability to furnish a higher class of shows but claim that this would increase their salary lists. They then state and prove to me that it is not possible to incur additional expense under the present booking arrangements. The claim that the percentages paid to fairs are too high to allow even a minute leeway in augmenting their attractions and in presenting a higher type of entertainment. They claim that contracts should be on a sliding scale and percentages paid on business done. These claims have been aired before, but I now know that the show owners are right in their contentions. The only solution is a clear and frank understanding of each other's problems so that past pleasant relations may be maintained."

When better times had fallen upon carnivals as well as fairs in 1937 and numerous former angles of disagreement had been ironed out Bill Hirsch observed: "In recent years it is quite apparent that most of the carnivals have made many improvements that justify commendation. Their shows and rides and general make-up have been improved to such an extent that they are real assets on fairgrounds and deserve the same attention as is given grandstand programs.

"When a fair or exposition contracts for a carnival it should cooperate with the carnival to the fullest extent, including it in all publicity, especially the daily program. Publicity departments of many fairs neglect to supply newspapers and their various pamphlets, including the daily program, with that sufficient publicity which is warranted by a carnival and which would increase its income as well as that of the fair."

# Years, Dates, and Places of IAFE Conventions Since 1920

Years	Dates	Places
1920	November 30-December 2	Hotel Sherman, Chicago
1921	November 30-December 1	Hotel Sherman, Chicago
1922	November 28-30	King Edward Hotel, Toronto
1923	December 5-7	Auditorium Hotel, Chicago
1924	December 2-3	Auditorium Hotel, Chicago
1925	December 1-2	Auditorium Hotel, Chicago
1926	November 30-December 1	Auditorium Hotel, Chicago
1927	November 29-30	Auditorium Hotel, Chicago
1928	December 4-5	Auditorium Hotel, Chicago
1929	December 3-4	Hotel Bismarck, Chicago
1930	December 2-3	Hotel Bismarck, Chicago
1931	(Meeting scheduled in November in Toronto canceled)	
1932	February 16-17	Hotel Sherman, Chicago
1932	November 29-30	Hotel Sherman, Chicago
1933	December 5-6	Hotel Sherman, Chicago
1934	November 27-29	Royal York Hotel, Toronto
1935	December 3-4	Hotel Sherman, Chicago
1936	December 1-2	Hotel Sherman, Chicago
1937	November 30-December 1	Hotel Sherman, Chicago
1938	November 29-30	Hotel Sherman, Chicago
1939	December 5-6	Hotel Sherman, Chicago
1940	December 2-4	Hotel Sherman, Chicago



his home in Linton, Ind. on November 6. Heavy rains ruined business for John Francis Shows' closing stand in Houston. . . . Rubin & Cherry Shows rang down the curtain on a successful tour in Montgomery, Ala.

## Wallace Barns in Jackson After Satisfactory Season

JACKSON, Tenn., Nov. 23.—Wallace Barns' Shows are in quarters on the fairgrounds here, having come from a successful wind-up date at the Colored State Fair, Jackson, Miss., where shows chafed up a full week's business without being hampered by rain for the first time in five years, Rube Wadley reported. Since equipment has been in quarters quarters are awaiting the start of winter activities, which get under way soon. Wadley and Manager E. E. Farrow have been making local contacts to purchase supplies for rebuilding purposes and several new fronts will be added.

Mrs. Farrow is living about four blocks from the grounds and is a daily visitor. Captain Reed has his Colored Show playing schools to good results. Ross (Dad) Crawford, in charge of the dining hall, is giving the boys plenty of good food. Mr. and Mrs. Farrow's son, Ernie, visits each week-end, coming here from Murray, Ky., where he is attending high school. Recent visitors included Bobby Sikes and Messrs. Baker and Matthews, of the F. H. Bee Shows.

Michigan Outdoor Showmen's Association held its first fall meeting and at a special election selected P. L. Mack president, succeeding Leo Lippa, resigned. Well-known Canton, O., concessionaire, Sam Stricklin, returned to his home after several weeks with Keystone Shows. . . . Mrs. Daisy Stevenson, wife of L. H. (Bonham) Stevenson, promoter for J. George Loos Shows, was in Spohns Hospital, Corpus Christi, Tex., recuperating from an operation. . . . F. M. Sutton's Great Sutton Shows closed a successful season in Osceola, Ark., and went into quarters there. . . . J. C. Weer Amusement Company closed its fourth season in Coldwater, Mich., and went to quarters in South Bend, Ind.

L. E. Staley, owner of the Ferris Wheel on Macy Shows, added two concessions to his holdings. . . . Rube Stone was spending the winter night-clerking at the Marion Hotel, Birmingham, Ala. . . . Mr. and Mrs. H. McClellan, concessionaires, were wintering in Terre Haute, Ind., where they were operating a popcorn and candy shop on LaFayette Avenue. . . . H. R. Bush was in Tennessee lining up a novelty show for 1926. . . . Charles M. Ruley closed with Professor Surreyton on Johnny J. Jones Exposition and became city circulation manager of The Miami (Fla.) News. . . . Rain and cold weather marred closing stand of Morris & Castle Shows in Beaumont, Tex.

Having concluded advance work for Dykman & Joyce Shows in Madison, Fla. Harry E. Bonnell, special-event promoter, left for Marshall, Tex., where he joined advance forces of the James Dutton All-Star Society Circus. . . . Dixie-land Shows chalked a remunerative week's stand in Forrest City, Ark. . . . Thomas A. Smith, vet showman and father of Lexie Smith, general manager of Smith Amusement Company, died at

## Tivoli Expo New '41 Title

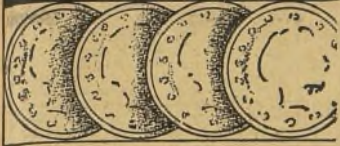
# BUCKEYE STATE SHOWS

Joe Galler, Owner-Manager  
 9 THRILLING RIDES — 8 UNIQUE SHOWS  
 FREE ACTS — UNIFORMED BAND  
*Modernistic in Beauty and Effect*  
 The first and only Carnival to be pictured in "Life" Magazine (Issue April 15, 1940)  
 Invites Correspondence From Fair and Celebration Committees in Any Section of the Country  
 Will See You at the Chicago Convention Winter Quarters Hattiesburg, Miss. P. O. Box 1148

FROM ART B. THOMAS and the entire ART B. THOMAS SHOWS  
 Our most sincere wishes to all our friends and co-workers, fair boards and celebration committees, A Very Merry Xmas and Happy New Year. May we be of service to you in 1941? Wanted to buy for cash—Penny Arcade, Fun House, Steam Calliope. ART B. THOMAS, Art B. Thomas Shows, Lennox, So. Dak.



COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



# AMUSEMENT MACHINES

*A Department for Operators, Jobbers, Distributors and Manufacturers*

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

## Suggestions

**Bulletin outlines policies and facts to be used for defeating unfavorable legislation**

The biggest undertaking yet made by The Billboard to supply the coin machine trade with favorable propaganda material is in the form of a bulletin bearing the title: "Coin-Operated Machines—Suggestions on Legislation."

The reason for the bulletin at this time is that the first half of 1941 will witness legislative sessions in about 44 States. In other words, next year is another "Legislative Year." Remembering the first half of 1939, when more than 150 legislative bills relating to coin machines in some way were introduced in the various States, a similar quantity of proposals may be expected in 1941.

As early as August of this year we gave notice of this fact in a full-page editorial entitled "Next Year" (see The Billboard, August 24, 1940, page 66). Our new bulletin was issued the first week in November in order to be as timely as possible in getting some constructive suggestions on legislation before the trade. At the present date, time is becoming more precious with the passing of each day.

The bulletin has already been mailed to trade associations, distributors, and manufacturers. In several cases a lack of the correct address of operators' associations prevented mailing a copy into certain areas. Distributors in many trade areas are depended upon to take the lead and to keep operators informed of trade problems, and for that reason we mail our information bulletins to distributors. We regret that the cost of printing and mailing our bulletins makes it impossible to mail them to all operators in the United States.

The bulletin, "Suggestions on Legislation," was written with a double purpose in view. It should be very suggestive to members of the trade. At the same time, it is written in such style as to be suitable for distribution to prominent persons who might be more favorable toward the industry if they had a better understanding of the business.

It is necessary to depend upon the discretion of members of the trade in distributing the bulletin. It is intended for defense propaganda. Until unfavorable legislation has been introduced it is better to keep the bulletins on file or in reserve for "when needed." In many cases, however, members of the trade may know of one or a few persons who would read the bulletin and thus would come to have a better understanding of the trade before legislative problems arise. These questions must be decided by the leaders of trade associations and distributors in the various States and trade areas of the nation.

The trade needs more friends among editors, newspaper men, civic leaders, public officials, and other prominent persons. The problem is to get reliable trade information to these people in attractive form. In an industry handicapped both by lack of organization and by lack of funds, the real work becomes personal work and personal contact. Many members of the industry will have to take it upon themselves to establish personal contacts and make friends

for the industry. In trade areas where there are live organizations, certain persons or committees can be made officially responsible for such work. Some of the associations already have public relations officials or committees at work.

Our bulletin, "Suggestions on Legislation," is really intended only to serve as a basis for building up favorable propaganda material for local use. It should prove suggestive in many ways. In many cities and States it will prove advisable to secure the services and advice of a local editor, advertising man, or publicity writer and let him write articles for propaganda purposes. Our bulletins will then prove very useful as a basis for writing articles, advertisements, and publicity. Our staff is also glad to co-operate personally in the preparation of any and all material.

It should be remembered that some of the material in a general bulletin may not be suitable for distribution in your city or State. In that case it is best to rewrite the articles, or to reproduce those considered favorable. Any article in the bulletin may be reproduced, either by a printer or photostatic (planograph) copies may be made. We would appreciate a credit line at the bottom saying, "Reprinted by permission of The Billboard Publishing Company, Cincinnati, O."

A prominent distributor who sat in on many legislative and city council hearings once told me that in all cases it was very evident legislators and councilmen unintentionally voted against the coin machine industry simply because they did not understand the industry and had no way of getting any reliable information about it.

This is a challenge to the industry to get busy and get reliable information into the hands of officials, editors, civic leaders, and others who would have a sympathetic understanding of the trade once they had some information about its problems.

Our work in supplying this material to the trade has the full co-operation of the Coin Machine Industries, Inc.; the Automatic Phonograph Manufacturers' Association, and the National Automatic Merchandising Association. A full exchange of ideas and material is in operation, so that as much good can be done as possible. All organization leaders are impressed with the fact that there is much more to do than any or all of us can possibly do. This co-operation is extended to local and State organizations insofar as possible.

The aggressiveness and the courage with which every member of the industry approaches 1941 will insure another year of real progress. While there is always a large quantity of unfavorable propaganda and publicity given to the coin machine industry, yet a lot of constructive work is being done, more and more friends are being made for the industry, and another year is sure to see the industry make greater progress than ever both in its machines and in the building of public good will.

PRE-INVENTORY SALE

Table listing various machines and their prices, including Phonographs, Musical Instruments, and Cabinet Games.

COUNTER GAMES

Table listing counter games like Deuces Wild, Royal Flush, and others with prices.

SHOOTING MACHINES

Table listing shooting machines like Revolver, Rifle, and Shotgun with prices.

MISCELLANEOUS

Table listing miscellaneous items like Selectomatic, Musical Instruments, and other games.

W. B. NOVELTY CO., INC. 1903 Washington Blvd., ST. LOUIS, MO.

NATIONAL NOVELTY CO.

COIN OPERATED GAMES SUFFOLK BRANCH TEL. BLUE POINT 630



BRANCH OFFICE of National Novelty Company, Merrick, L. I., located in Suffolk County, N. Y., to serve operators in that territory.

Hy-G Games and Amusement Games, Distribs, Merge

MINNEAPOLIS, Nov. 23.—Merger of the Hy-G Games Company, Minneapolis, and the Amusement Games, Inc., St. Paul, has been announced by H. H. Fischbein and Sid Levin, of Hy-G Games, and Johns Bessler and Clyde Newell, of Amusement Games.

Sales at Top Speed, Says Sebring

CHICAGO, Nov. 23.—"You can see news being made right in front of your eyes," said Al Sebring, head of Grand National Sales. "Just stand there and watch us work and you'll see sales history for our company in the making."

Open House at Standard Sales

SPOKANE, Wash., Nov. 23.—Standard Sales Company during the past week held open house at its new home, W1219 First Avenue.

Seattle Coinmen Vote 90-Day Moratorium on Location Encroachment

SEATTLE, Wash., Nov. 23.—Members of the Puget Sound Amusement Association met this week at the New Washington Hotel, Roy Erickson, president, presided.

Bigger Things Than Pinball...

"I wonder whether now, with the dread marble games safely on their way out, Glendale is really going to be much more moral and upright than it has been under their sinister influence."

Suggest Term Re-Play Instead of Free Play

NEWARK, N. J., Nov. 23.—In an open letter to the coin machine industry, the Amusement Board of Trade of New Jersey, Inc. suggests that the term "re-play" be designated by all coin machine men to be used in place of the term "free play."

Approved by Harry Pearl, president for the board of governors.

Orders Piling In, Robbins Declares

BROOKLYN, Nov. 23.—"Orders are piling in," claims Dave Robbins. "On our 1-cent Baseball Gum Vender and we are shipping them all over the country."

PAYS FOR ITSELF IN LESS THAN 30 DAYS

Advertisement for Universal Grip Scale, featuring a photograph of the scale and text describing its benefits and price.

SALESBOARDS

You can't afford to be without our catalog. KING MANUFACTURING CO. 30 Faganen St., Mt. Clemens, Mich.

ATTENTION, OPERATORS

Write for something NEWMARK. It's your order list, and best of returns. MERCHANT'S NOVELTY, DIST. 414 W. Pratt St., BALTIMORE, MD.

THE GREEN LIGHT!

Too often, in the course of operating coin machines, conditions change, steady income falls, and your progress faces a red light. Be smart... guarantee yourself a constant green light... go ahead ALL THE TIME with PHOTOMATIC—the wonder machine that makes real money all the time, everywhere!

INVESTIGATE! International Mutoscope Reel Co., Inc. 44-01 114th St., Long Island City, New York

HOLIDAY SPECIALS FREE PLAY GAMES

Table listing holiday specials for free play games like Double, Deuces, and others with prices.

LEGAL EQUIPMENT

Table listing legal equipment like Shutoff, Seaming, and other tools with prices.

SHAFFER MUSIC CO.

558 E. High Street, Columbus, Ohio

BARGAINS FROM DAVE MARION

Table listing bargains from Dave Marion like Blue & Gold, Daily Alley, and others with prices.

WANTED TALLY OPERATOR GAMES

Wanted: Tally Operator Games, Jokers Wild, Double Deuces, Services Wild.

J. E. Sherburn & Co.

12111 Shuman Blvd. South Pasadena, Calif. 1940

AUTOMATIC MUSIC CO.

12111 Shuman Blvd. South Pasadena, Calif. 1940

## Cig Companies Score First-Round Victory in Suit

CHICAGO, Nov. 23.—Manufacturers of cigarettes and others named in the Department of Justice's anti-trust suit are checking up a first-round victory scored in the Lexington, Ky. Federal Court when the judge ruled that the federal prosecutors must furnish the defendants with a bill of particulars.

Government attorneys in arguing against the motion charged that attorneys for tobacco companies sought "actual preparation of their case by the government" in their motions for bills of particulars.

Formal motions to quash and demurrers entered by the tobacco companies were not granted. Had these been granted the case would have been thrown out of court.

The tobacco industry thru some of its executives, maintains that the industry has nothing to fear from prosecution. A recent booklet published by the American Tobacco Company declared that the industry performs a public service benefiting the consumer, the farmer, labor, and government itself. They declare that they cannot see at the present time on what ground the government hopes to establish a "conspiracy" charge either in the leaf-to-product markets or in sale of tobacco products to the trade.

## Houston

HOUSTON, Tex., Nov. 23.—Eddie Lear, sales representative for Electro Ball Company in six Southern States, spent several days in Houston early in November. He reported unusually good business the past two months, particularly in and around territories where new army encampments are arising. Operations of phonographs especially are flourishing, he said.

Houston branch of Commercial Music Company presented the new Colonial model Wurlitzer phonograph to South Texas operators at an all-day showing November 9. Despite a cold, rainy day an unusually large attendance was noted.

Raymond Williams and Harold E. Long, general sales manager and local branch manager, respectively, were in charge of the affair. Buffet luncheon with refreshments and entertainment were on tap all day.

Mrs. D. W. Willett is now home, leaving a local hospital November 9. She was operated on two weeks ago for appendicitis.

Mrs. E. T. Lear, mother of Eddie Lear, underwent a serious operation November 2. Mrs. Lear is reported recovering.

## Detroit

DETROIT, Nov. 23.—James Ashley, of the American Novelty Company, one of the old-timers in Detroit music machine operation, reports that "1941 is going to be a wall-box year. Demands for new installations all point to the increasing importance of this type of music for the coming year."

United Music Operators, the Detroit operators' association, has now completed its organizing activity and has about 85 per cent of all machines in the Southeastern counties of Michigan represented in its membership, according to James Ashley, president. The organization has signed a closed-shop agreement with local 737 of the Electrical Workers' Union (CIO), according to Ashley.

Upstate operators have been buying with renewed zest in the music machine field, with several deals reported over the past week. Clyde Gippert, whose headquarters are at Adrian, Mich., was the heaviest buyer among those reporting, while James V. Crutcher, of Birmingham, Mich., and M. W. Bowen, of Lapeer, Mich., were among others getting new machines for their routes.

D. M. Firestone, factory distributor for Cent-a-Mint, was in town to see L. V. Rohr, of the Rohr Sales Company, local distributor. Rohr reports a veritable avalanche of sales on the Moon Mint machines.

## San Francisco

SAN FRANCISCO, Nov. 23.—A good deal of pre-holiday conviviality seems to have taken hold in San Francisco, Rex Vending Company and California Simplex Company each holding forth with parties which held to no party line. They were open to the whole industry and no competitors barred. All came. The parties were rare, rip-roaring successes for every point of score.

Rex Vending's celebration was mainly by reason of broadcasting news of their move to custom-built streamlined quarters at 725 Larkin Street. Beaming gold-toned walls and a rich Persian carpet form the background for Fred Nuemann's new Rock-Ola domicile.

General interest at this particular moment is hubbub re the Los Angeles convention. Almost the whole contingent of local dealers and active operators on deck from the sound of the first horn.

Probably it's no newsworthy note that the biggest single feature which the local clan want to settle by direct personal inspection is just the what, who and how of the impending sound movie set-up.

## Des Moines

DES MOINES, Ia., Nov. 23.—About 50 operators attended the open house for the Wurlitzer Colonial model held at the Iowa branch of the Interstate Distributing Company. Favorable reception on the new model was reported by Homer Hawthorne who is in charge of the Des Moines branch. Hawthorne also reported many other operators visited the Omaha branch to inspect the new machine.

Most of the visitors were from Eastern and Central Iowa, which is serviced by the Des Moines branch. Many of the operators were en route to the Nebraska-Iowa football game at Lincoln, Neb., and stopped on their way to the game. Hawthorne expressed the belief the new Colonial model will be in heavy demand by music users and was enthused over the reception and comment of the guests.

## Well-Laid Plans Of Mice and Men . . .

CHARLOTTE, N. C., Nov. 23.—A Charlotte father was giving his eight-year-old a lesson in the value of money. He had taken the boy to a drug store and had carefully pointed out to him that money should be wisely expended and never carelessly frittered away. He extolled the virtue of thrift at great length and was dismayed when the youngster spied a slot machine and insisted on putting his nickel in it. The father thought that would be an excellent way to drive the lesson home. "All right, go ahead and throw your nickel away on it and let that be a lesson to you." The lad eagerly inserted his coin in the machine, pulled the lever—and hit the jackpot!—Charlotte (N. C.) Observer.

## Beech-Nut, King-Size Cigarette, on Market

BUFFALO, Nov. 23.—P. Lorillard Company, Inc., has entered the king size cigarette field with Beech-Nut, placed on the market this week in Buffalo and Rochester, N. Y. Distribution will be extended gradually to other centers of distribution.

Beech-Nut is Lorillard's trademark for its famous old scrap chewing brand. Years ago it was also used for cigarettes, but that was discontinued more than 10 years ago, being revived for the present product.

Beech-Nut Kings are put up in a cup package of twenty. Red lettering is used on a cream-colored background.

## Unemployment . . .

declined sharply in September for the fifth consecutive month, according to the Alexander Hamilton Institute. Thanks to a seasonal rise in retail trade employment and a gain in industrial pay rolls, only 8,005,000 persons were out of work in September, as compared to 10,708,000 in April.

## Ky. Cig Revenue Down

FRANKFORT, Ky., Nov. 23.—State Revenue Department reports that a total of \$134,493.26 was collected from the cigarette tax during the month of October as compared with \$138,363.93 for the month of October, 1939.

## Making Anti-Slug Law

Another law which we would like to call to the attention of all operators is the one which covers most of the present operation problems re slug use. This is the federal law against "making or uttering coins resembling money." This reference is contributed by Curley Robinson, head of the Associated Operators of Los Angeles County (AOLAC).

### Making or Uttering Coins Resembling Money

Whoever, except as authorized by law, shall make or cause to be made, or shall utter or pass, or attempt to utter or pass, any coins of gold or silver or other metal, or alloys of metals, intended for the use and purpose of current money, whether in the resemblance of coins of the United States or of foreign countries; \$3,000 or imprisoned not more than five years, or both. (R. S. 55461; March 4, 1909, c 321, §167, 35 Stat. 1120).

It is suggested that operators or associations desiring to use this federal statute for posting on games in location have a lithographer reproduce the statute directly from the copy printed above.

## SELLING OUT ALL USED GAMES, PHONOGRAPHS AND SLOT MACHINES

PLENTY OF STOCK ON HAND, ORDERS SHIPPED SAME DAY RECEIVED

<b>GENCO FREE PLAY</b>	<b>CHICAGO COIN FREE PLAY</b>	<b>KEENEY ANTI</b>	<b>WURLITZER</b>
Big League . . . \$34.50	Roxy . . . \$33.50	Aircraft, Brown Cab. . . \$88.50	Wurlitzer 248
Bubbles . . . 17.50	Malors . . . 18.00	Keeneey Anti Aircraft, Black Cab. . . 89.50	Wurlitzer 600
Stop & Goes . . . 16.50	Commodore . . . 27.50	Bally Allays . . . 24.50	Wurlitzer 600, 24 Record . . . 149.50
Airports . . . 16.50	Topper . . . 17.50	Western DeLuxe . . . 68.50	Rockola Stand, ard, 1833 . . . 125.00
Circus . . . 16.00	Ocean Parks . . . 19.50	Bluebell, Free Play . . . 68.50	Rockola DeLuxe, 1833 . . . 145.00
Lucky Strikes . . . 27.50	Lucky . . . 22.50		
Big Towns . . . 36.50	Sports . . . 24.50	<b>SLOTS</b>	
Band Ranches . . . 54.50	Nippa . . . 22.50	Over 200 Recondi-tioned Mills, Jennings, Pace and Wellings to, close out. P. I. C's \$10.50 to \$78.50 Ea.	<b>KEENEY FREE PLAY</b>
Dude Wagon . . . 63.50	Miami . . . 20.00		Buper Sizes . . . \$23.50
Formations . . . 59.50	G-boys . . . 37.50	<b>NEW FREE PLAY GAMES</b>	Big Sizes . . . 18.00
Castles . . . 47.50		Bloner's A Label Bally Crossline Exhibit Zombie	Red Not . . . 34.50
Blondes . . . 28.50	<b>EXHIBIT FREE PLAY</b>	Chicago, Paradise Genco Metro	Cowboys . . . 16.50
Powerhouse . . . 44.50	Lone Star . . . \$54.50	Request . . . 19.50	Score Change . . . 32.50
Punch . . . 34.50	Conquest . . . 19.50	Outliss All American	Thrillers . . . 16.50
Conce . . . 34.50	Rebounds . . . 17.50	Walt Jumbo Parade	Superchargers . . . 22.50
Barge . . . 18.50	Fishes . . . 13.50	Baker's Line Up	Up & Up . . . 12.50
Flagship . . . 19.50	Chiefs . . . 12.50	<b>NEW CENTER GAMES</b>	
Lancers . . . 24.50	Zips . . . 14.50	Boorke	<b>GOTTLEB FREE PLAY</b>
Glamour . . . 49.50	Avions . . . 17.50	Liberty	Score Cards . . . \$29.50
	Landslides . . . 48.50	American Eagle	On Johnny . . . 39.50
	Leaders . . . 87.50	Mercury	Lot & Fun . . . 19.50
	Request . . . 19.50	Imps	Big Show . . . 34.50
	Jumpers . . . 17.95	Penny Pack	Bowling Allays . . . 34.50
	Shortstops . . . 34.50	Challenger	Score a Lines . . . 35.50
		Fire & Smoke	Three Score . . . 59.50
<b>BALLY FREE PLAY</b>		<b>PHONOGRAPHS</b>	
Triumphs . . . \$21.50	<b>STONER FREE PLAY</b>	Seeburg Rex \$110.00	
Book Ems . . . 17.50	Clipper . . . \$18.95	Wurlitzer #1 78.50	
Chevrons . . . 17.50	Chubbys . . . 16.00	Rockola Counter	
Submers . . . 6.50	Double Features . . . 58.50	Model . . . 84.50	
Sports . . . 22.50	Baseball . . . 24.50		
Headlines . . . 17.95	<b>ARCADE EQUIPMENT</b>		
Variety . . . 18.50	Evans Ten . . . \$47.50		
Pick Em . . . 22.50	Rockola Ten . . . 47.50		
Fifth Innings . . . 17.50	Pine . . . 47.50		
Double Features . . . 18.95	Bally Bull's Eye . . . 69.50		
Vegues . . . 29.50	Chicken Boms . . . 54.50		
Marcol . . . 37.50	Hell Bird . . . 74.50		
Belly Beauty . . . 32.50			
Champions . . . 17.50			
C. O. D. . . . 24.50			
Gold Cups . . . 69.50			

All Machines Guaranteed Good Condition—Mechanically and Appearance. TERMS: 1/3 Deposit With Order — Balance C. O. D.

SEND YOUR ORDERS HERE AND GET WHAT YOU ORDER

## OHIO SPECIALTY COMPANY

"Where Courtesy Prevails!" — Est. 1929

29 W. Court St., 539 S. Second St., CINCINNATI, OHIO LOUISVILLE, KENTUCKY

## You can ALWAYS depend on JOE ASH—ALL WAYS

### ALL F. P. SPECIALS!!

Dbl. Feature \$37.50	Three Score \$34.50
Wild Cup . . . 41.50	Sparks . . . 14.50
1-2-8 (Animal) . . . 32.50	Airport . . . 8.50
Reels . . . 42.50	Big Biz . . . 8.50
Rotators . . . 52.50	Twinkle . . . 9.50

1/3 With Order—Balance C. O. D.

### LEGAL EQUIPMENT

Bally Bull's Eye \$57.50
Ottillib Stee . . . 34.50
Bali-Ette . . . 47.50
Seeburg Chicago . . . 39.50
Sam . . . 47.50
Iron . . . 67.50



## ACTIVE AMUSEMENT MACHINES CORP.

900 North Franklin Street, Philadelphia, Pa.

Phone: Market 2656.

### HERE IT IS!!

## WIRED MUSIC

A PROVEN UNIT . . . AT A GOOD PRICE

BABE KAUFMAN 250 W. 54th St., N. Y. C.

Circle 5-9651

# MUSIC MERCHANDISING

## VOTE ON TOP TUNES, ORK

### Music Operators To Decide Who and What's Best in '40

Fill out ballot in this issue and mail to The Billboard, Chicago

CHICAGO, Nov. 23.—Music operators of the nation are invited to take part in a National Popularity Poll to determine two facts of interest to every man and woman in the automatic phonograph industry:

1. Most popular recording of 1940.
2. Most popular recording artist of 1940.

The poll is now being conducted by Coin Machine Industries, Inc., manufacturers' association sponsoring the 1941 Coin Machine Show to be held at the Sherman Hotel, Chicago, January 13-16, 1941. Results of the operators' vote will be announced during the show and suitable recognition will be accorded to the winners.

Operators Benefit by Popularity Poll  
Discussing the Popularity Poll, Jack Nelson, vice-president in charge of sales,

Rock-Ola Manufacturing Corporation, an active member of the Show Publicity Committee, expressed his belief that the poll would benefit operators in many ways.

"First of all," Nelson pointed out, "a bird's-eye view of public taste from Coast to Coast gives the operator something to go on for the coming year. The most successful operator is the man who senses the changing trends and thus often has hit numbers on his machines even before they are generally conceded to be hits.

"Probably even more important is the fact that this poll will enable the industry to obtain nation-wide favorable publicity—thus increasing the popularity and prestige of automatic phonographs in all sections of the country. The results of the poll will be real news of the kind newspapers are glad to print. Therefore, every operator who mails in the attached ballot will be helping himself by helping the industry to get favorable publicity. So here is your opportunity to do something for your industry—mark and mail your ballot today."



DISCUSSING WURLITZER BAR BOXES and their profit possibilities, left to right, are Spence Reese, Wurlitzer assistant general sales manager; Joe Eisen, Manhattan Distributing Company, New York; Joe Darwin, Wurlitzer district manager; Dave Margolin, Manhattan partner; and M. G. Hammergen, Wurlitzer general sales manager.

### Home Phonos Okeh Pfanstiehl Needle

WAUKEGAN, Ill., Nov. 23.—"Not only has the Pfanstiehl needle become the favorite of automatic phonograph operators," declares Bill Hammergen, sales manager of the Pfanstiehl Chemical Company, "but it has also been accepted and approved by home phonograph owners.

"The acid test for any needle is on the automatic phonograph and because Pfanstiehl came thru with flying colors, dealers handling retail sales to individuals have found it an ideal item for sale to these home owners. Further tests have been conducted by these agencies, both in laboratory and in actual use.

"As in the automatic phonograph tests, the Pfanstiehl needle was without peer. The no-turn and no-break point giving at least 4,000 plays without changing has received the plaudits of purchasers who have installed them in every conceivable make of phonograph. As in automatic phonographs, the needle saves the records, gives better tone reproduction, eliminates common surface noise, and gives general all-round satisfaction.

"Sampson Electric, distributor for the Chicago area, says that sales of the home needle have been as regular as have sales to automatic phonograph operators. Operators say that the patented features of the Pfanstiehl needle have saved them numerous service calls, to say nothing of the economy and fine tone."

### Seeburg Names Dunlap to Post

CHICAGO, Nov. 23.—Henry T. Roberts, vice-president and director of sales for the J. P. Seeburg Corporation, has announced the appointment of Robert (Bob) Dunlap to fill the vacancy created by the departure of Clarence J. Bayne for military service.

"The many Seeburg music men who have depended on Bayne for service during the past few years will find Dunlap an efficient, capable man," said Roberts. "He will be ready and able to co-operate with Seeburg distributors and operators to the fullest extent."

To the football fans of the nation the name Dunlap brings up memories of quarterbacking from 1926 to 1936. Dunlap began his career on the gridiron during his prep school days at Haskell High, Haskell, Okla.

He won all-conference rating in 1928 and 1929, was all-State quarter in 1929,

and captained his team during his final two years in high school. At the University of Oklahoma Dunlap was chosen All Big-Six Conference quarterback and captained the varsity in 1932 and 1933. After receiving an A. B. degree he entered the United States Military Academy at West Point, where he played on the plebe team. After a year at West Point pro football claimed his services and Bob went into action for the Chicago Bears in 1935. In 1936 he was quarterbacking for the New York Giants. The following year he forsook the gridiron for business and joined the sales staff of the Shell Oil Company, where he built up an enviable record until drafted by Seeburg.

### Philadelphia

PHILADELPHIA, Nov. 23.—Jack Belsin, Berlo Vending Company chief, is serving on the theatrical and radio division in the annual campaign for funds being carried on by the United Jewish Appeal charities.

Arthur L. Pockrass, in selecting the Ritz-Carlton Hotel to party the trade in introducing the new Buckley music system for his Universal Amusement Company, made at least two members of the assembly revive fond and fresh memories. It was only a few months ago that Al Rodstein was married in the same hotel. And about the same time Stanley Bear, of Prockrass' company, took the vows and in the same Raleigh Room where the party was held.

Business competitors during the day and business partners during the evening is the way the pathos met for Rex Alexander of Motor Parts Corporation, who contacts the ops in the interests of Columbia-Okeh records, and Eddie Heller, who has similar daytime duties with Raymond Rosen Company in the interests of the Victor-Bluebird records. However, after the day's work is done, both Rex and Eddie turn their attentions as brother musicians in guiding the destinies of the Royalist Orchestra, one of the best dance bands in the territory.

M. Harry Stern stepping out in the music machine business on his own again after being associated with brother Sam. Along with Meyer P. Cowan, he has revived the Major Amusement Company, the name of his original company, with offices at 243 North Third Street.

Raymond Rosen Company, local Victor-Bluebird distributors, re-reading the annual party for the trade.

### MAIL BALLOT TODAY

THE BILLBOARD, 54 W. Randolph Street, Chicago, Ill.

Most popular recordings for 1940 (up to December 1) in my territory were:

FIRST .....  
SECOND .....  
THIRD .....

Most popular recording artists for same period:

FIRST .....  
SECOND .....  
THIRD .....

This vote is based on our records covering an operation of ..... machines.

NAME .....

COMPANY .....

STREET .....

CITY, STATE .....

### Miller, T. Dorsey '40 Phono Favorites in Pa. Coal Region

WILKES-BARRE, Pa., Nov. 23.—The "Order of the Chief Nickel-Getter" of the Anthracite Region might well be given to Glenn Miller this year. He took this area by storm more than a year ago and is still reigning as one of the top favorites on the music machines. Tommy Dorsey's local popularity has also jumped into the top class this year.

Other changes revealed in a survey of local music box operators show that Orrin Tucker, whose *Oh, Johnny, Oh* recording with Bonnie Baker was the rage last year about this time, has practically gone into oblivion so far as the machine patrons here are concerned. On the other hand, the Andrews Sisters and Bing Crosby have been retaining their popularity as the top vocal attractions over the year, with the recordings of the Inkspots, the Pine Ridge Boys, and the Jesters showing signs of giving Bing and the Andrews girls a run for top money honors.

Judging from reports from such operators as Hans Lindeeman, of Roth Novelty; Frank Grover and Frank Coffee, of Stelling Service; Sam DeMuro, of Rex Novelty; Ben DeFazio and J. D. Richards, the trend hereabouts is definitely away from jitterbug music to sweet music.

Proof of the fact may be gleaned from the reports that the top tunes of the day are only *Forever, You Are My Sunshine, We Three, Our Love Affair, Same Old Story, and Practice Makes Perfect*. In comparison, last year about the same time, the leaders were the *Beer Barrel Polka*; *Oh, Johnny, Oh*; *Scatterbrain, Yodelin' Joe, Baby Me, Blue Orchids, and Moonlight Serenade*.

Of course, the fact that Glenn Miller and Tommy Dorsey are the top orchestras and the Andrews Sisters and Bing Crosby the leading vocalists does not mean that the others are way behind. As a matter of fact Bob Chester, Mitchell Ayres, Fred Martin, and Charlie Barnett are close on the heels of these leaders, with *Shep Fields, Larry Clinton, Gray Gordon, Artie Shaw, Guy Lombardo, and Russ Morgan* occasionally coming thru with a hit for local spots. Of course, this being an area where many foreign born live, *Jolly Jack Robel's Wilkes-Barre Polka* and *Nanticoke Waltz* go over big, as does *Brunon Kryger's Shenandoah Polka*.

Several of the operators report that there is a definite demand for revivals of old numbers under new arrangements and they are doing everything in their power to satisfy that demand.

**UNEQUALLED! UNCHALLENGED! UNPARALLELED!**

# BUCKLEY MUSIC SYSTEM

**WITH THE SENSATIONAL DIRECT "TOUCH-TO-TOUCH" ACTION**

**ASK THESE LEADING DISTRIBUTORS FOR OUR NEW DEMONSTRATION OFFER - AT NO EXPENSE TO YOU!**

**BALTIMORE, MD.**

ORIOLE COIN MACHINE CORP.  
138 WEST MT. ROYAL AVE.

**BELLMORE, L. I., N. Y.**

SUPREME VENDING COMPANY, INC.  
201 GRAND AVE.

**BIRMINGHAM, ALA.**

BIRMINGHAM VENDING COMPANY  
2117 THIRD AVE., NORTH

**BROOKLYN, N. Y.**

BUCKLEY MUSIC SYSTEM, INC.  
680 BROADWAY  
SUPREME VENDING COMPANY, INC.  
557 ROGERS AVENUE

**CHATTANOOGA, TENN.**

DIXIE AMUSEMENT COMPANY  
615 CHERRY STREET

**CHICAGO, ILL.**

MARTIN-LINDELOF DISTRIBUTING CO.  
SKOKIE, ILL.

**DALLAS, TEX.**

WALBOX SALES COMPANY  
1713 YOUNG STREET

**DENVER, COLO.**

(Mountain States Distributor)  
BLACKWELL DISTRIBUTING COMPANY  
585 MILWAUKEE STREET

**DETROIT, MICH.**

AMERICAN NOVELTY COMPANY  
3165 GRAND RIVER AVENUE

**FAIRMONT, MINN.**

MID-WEST NOVELTY COMPANY  
109 E. SECOND STREET

**FRESNO, CALIF.**

WILLIAM CORCORAN  
154 N. FIRST ST.

**FORT WAYNE, IND.**

INDIANA SALES COMPANY  
209 SO. CORNELL CIRCLE

**HAVANA, CUBA**

L. H. McMASTERS  
AVE. 8, ENTRE 12Y, 13 AMP. ALMENDARI

**INDIANAPOLIS, IND.**

WIRED MUSIC  
626 MADISON AVE.

**LOUISVILLE, KY.**

KENTUCKY SPRINGLESS SCALE CO.  
516 S. SECOND ST.

**KNOXVILLE, TENN.**

TRIANGLE MUSIC COMPANY  
206 WEST MAGNOLIA ST.

**LOS ANGELES, CALIF.**

WILLIAM CORCORAN  
2313 W. PICO BLVD.



**GET THE NEW  
"32"**

**BUCKLEY MUSIC SYSTEM**

**NOW BEING DELIVERED  
BY THESE DISTRIBUTORS!**

The NEW "32" is perfect for use with two 616-616A or 716 chassis! Greater selection! Greater attraction! Greater income! AND—PROVEN PERFECT POSITIVE PLAY ACTION that NEVER MISSES—the famous DIRECT "Touch-To-Touch" ACTION—ONLY on the BUCKLEY MUSIC SYSTEM—GUARANTEED TO DOUBLE YOUR PRESENT PROFITS ON ANY ONE OF YOUR LOCATIONS!! WRITE—WIRE—PHONE YOUR NEAREST Buckley Music System DISTRIBUTOR LISTED HERE FOR FULL DETAILS ABOUT THE NEW "32"!

**ATTENTION, DISTRIBUTORS!  
A FEW TERRITORIES ARE STILL  
AVAILABLE! WRITE! WIRE!  
PHONE! ACT IMMEDIATELY!**

**MADISON, WIS.**

SPECIALTY SALES COMPANY  
408 W. GORHAM ST.

**MASSILLON, O.**

ELUM SALES COMPANY  
127 WEST TRIMOUNT ST., S. W.

**MEXICO, D. F.**

ROBERT W. WEEKES  
APDO. POSTAL 8902

**MIAMI, FLA.**

LES PURINGTON  
525 N. W. 24TH AVENUE

**MINNEAPOLIS, MINN.**

MUSIC INSTALLATIONS  
1318 NICOLLET AVENUE

**NEWARK, N. J.**

ROYAL SALES COMPANY  
641 HUNTERDON STREET

**NEW ORLEANS, LA.**

BUCKLEY MANUFACTURING SALES CO.  
2215 CANAL STREET

**ORLANDO, FLA.**

SOUTHERN MUSIC COMPANY  
503 WEST CENTRAL AVE.

**OTTAWA, ILL.**

WOLFE MUSIC COMPANY  
920 E. MAIN STREET

**PHILADELPHIA, PA.**

UNIVERSAL AMUSEMENT COMPANY  
2010-12 MARKET STREET

**PITTSBURGH, PA.**

ORIOLE COIN MACHINE CORP.  
1410 FIFTH AVENUE

**PORTLAND, ORE.**

WILLIAM CORCORAN  
807 S. W. 16TH STREET

**PONTIAC, MICH.**

WOLVERINE ENTERTAINERS, INC.  
88 NEWBERRY STREET

**SAN FRANCISCO, CALIF.**

WILLIAM CORCORAN  
927 LARKIN STREET

**ST. LOUIS, MO.**

PUBLIC SOUND SYSTEMS  
2718 GRAVOIS STREET

**TOLEDO, O.**

NATIONAL SOUND SYSTEM  
2137 TRYON LANE

**VALDOSTA, GA.**

SOUTHERN MUSIC COMPANY  
125 WEST CENTRAL AVE.

**WEST ALLIS, WIS.**

PATTERSON & DENNISON, INC.  
6210 W. GREENFIELD AVE.

**BUCKLEY MUSIC SYSTEM INC.**  
**4225 W. LAKE ST. - CHICAGO - ILL.**





# New Orleans

NEW ORLEANS, Nov. 23.—For the past 100 years, Turkey Day has been marked by opening of the horse-racing season in New Orleans and was thus regarded as normal beginning of the winter season. This week proves the exception, as the famous old Fair Grounds has fallen into the hands of realty promoters and the familiar sound of the bugle is no more.

But in spite of the absence of the hoofbeats, nervousness over the war, clamping down on the carefree Latin Quarters

(Vieux Carre) and the banning of certain games, as the aftermath of a reform wave over the city, hotels are filled to overflowing and indications are that the influx of winter visitors will be as large as ever. Phonograph operations are benefiting, and operators are reporting the best business in many weeks.

The introduction of the remote-control system of music operations has stimulated great interest in the coin machine as a means of entertainment in the dozens of niteries that abound in the important suburban territory has recently installed the new remote features and report excellent results.

J. Young Jr., Meyer Grossman, and Lillian Cohen Young is the son of George J. Young, Rock-Ola district manager for New England. Interstate will handle music games, and guns.

Distributors and operators thruout the Metropolitan Boston area are making plans to attend the Chicago convention in January.

president, presided. Members were present from Cincinnati, Youngstown, Akron, Warren, Toledo, and Cleveland. The session was devoted to the transaction of routine business and discussion of matters of trade interest.

Leo Dickson, head of the Triangle Music Company, got back the first of the week from a trip to Miami. He stopped off at Charleston, W. Va., to visit his son, who is a student at Citadel College there.

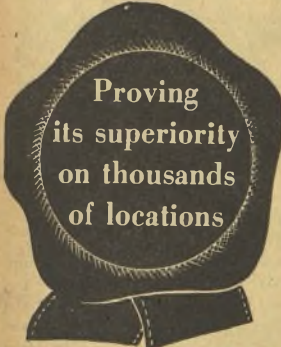
Harry Golden, head of the U-Need-a-Pack Cigarette Vending Company, is feeling happy these days over the fact that Mrs. Golden, who is his "right-hand man" in business, has recovered from a serious illness that caused her to spend several weeks in Lakeside Hospital.

E. V. Morava, vice-president of the Mills Merchandising Corporation, visited the Cleveland branch last week and discussed plans and details for the coming year with Dave Kostell, manager. Employees of the branch are looking forward to Christmas Eve when Kostell and the company will stage a big party for them at one of the downtown hotels.

H. B. Berger, district manager for the Phillip Morris Company, Ltd., in Ohio was married last week to June Phillips, of Columbus, O. The ceremony was performed at the home of Bob Wintermyer, assistant supervisor for the company in Southern Ohio, at Covington, Ky. Berger is well known among cigarette vending machine distributors in Ohio.

Dolly Reynolds, who has had charge of the sampling of Phillip Morris and Marlboro cigarettes at the Cleveland branch of the company, has been transferred to the research department of the Chicago office.

Ray Eerlandson, of the Rudolph Wurlitzer Company, Cincinnati, visited Cleveland recently to inspect the company's newly remodeled quarters. Floyd Cronquist is manager. A banquet for the sales personnel and guests was held Monday night.



## The New and Improved 4000 Play Pfanstiehl Coin Machine Needle

No break in period. A special high polish applied to the needle point gives the equivalent effect of actually having played 3 or 4 records. A further reduction in record wear. Needle must never be turned. One side of the staff is purposely made flat to prevent turning. Reduces time of servicing.

Point will not break off. The special Pfanstiehl alloy point won't break off even under the hardest service. Round point. Assures truer tone with less record wear. 4000 plays. The Pfanstiehl needle costs you less and saves you more per 1000 plays. Order your supply today.

PFANSTIEHL CHEMICAL COMPANY  
Metal Division  
106 Lake View Ave., WAUKEGAN, ILL.

**"ULTRATONE"**  
CHANDELIER, CEILING SPEAKER

ONLY \$28.50

Greatest and most gorgeous speaker sensation of all time! Use any old 12" or 15" speaker from any old phono and this beautiful big 21" diameter ALL CHROME "Ultratone." RUSH US YOUR ORDER IMMEDIATELY!!

ROYAL SALES COMPANY  
641 Hunterdon St., NEWARK, N. J.

**WE BUY AND PAY CASH**  
ALL MODELS, NEW AND USED PHONOGRAPHS  
Send Us Complete List and Lowest Price.

**OHIO SPECIALTY CO.**  
28 W. Court St., CINCINNATI, OHIO

The music you sell is only as good as the needle you use

*Miracle Point Needles*

M. A. GERETT CORPORATION  
29-33 N. 30th Street, Milwaukee, Wis.

Extension of distribution of Wurlitzer phonographs to include the entire State of Louisiana is announced by the J. H. Peres Novelty Company. Charles Wicker, sales manager of the Peres company, leaves this week-end for an extensive good-will trip thru North Louisiana to personally meet operators and sub-distributors in the interest of the firm.

F. W. King, of the C. & N. Sales Company, is back from a trip thru Central and North Louisiana, where he found a better demand for bells and novelty machines. He looks for the best winter in rural areas, with banks full of money and spending by government and private interest ever-increasing.

With the holiday season at hand, sales-boards are becoming more numerous. There is a wider variety of merchandise awards this fall, including for the first time household articles, furniture, and portable bars.

Louis Bosberg and Ray Bosworth, the roving members of the New Orleans Novelty Company, have hit the road again, this time going to Chicago, where they intend to visit factories.

The remote-control features of the Rock-Ola phonograph has been responsible for a good fall demand for these machines, reports Melvin Mallory, manager of the Louisiana Amusement Company, Rock-Ola distributor, following a successful trip thru Louisiana.

International Mutoscope's Sky Fighter guns are popping up all over town and all location owners report steady play. Andy Monte, of A. M. Amusement Company, distributor here for Sky Fighters, continues to sell the guns as fast as they arrive in town.

## Boston

BOSTON, Nov. 23.—Joe Levine, head of Eastern Distributors, handling Rock-Ola in New England, got a front-page story in *The Boston Post* for the Rock-Ola Mystic Music set-up. Story broke Monday (18) morning with a two-column picture of one of the operators.

Levine reports good business since taking over the Rock-Ola distribution. Prior to the formation of Eastern Distributors, Levine was a music and game operator. His operating business has been taken over by the new Interstate Vending Machine Company, Inc., headed by George

UMA is working on slug epidemic with several arrests already made. It is understood that State officials are working with CMA in an effort to halt the use of slugs.

Ben Palastrant, back from a flying trip to Canada, reports good reception for Packard product. Several orders placed for immediate delivery. Palastrant, now district manager for Packard Music, has been busy arranging for the special train which will take Packard distributors to the plant tomorrow (24).

Visitors to Boston in the last week included Sol Gottlieb, Bill Gersh, and Doo Eaton.

Booming business is reported by the Apex Coin Machine Company, where Bill Wells and Blackie Blackman keep the wheels rolling. Blackie complains he could use about 10 more service men.

Ed Ravery, of Owl Mint Machine Company, has been holding interviews for the past several days with coin machine men interested in the New Mills Panoram and Soundles.

Sales of wall boxes continue to be the important factor thruout the city.

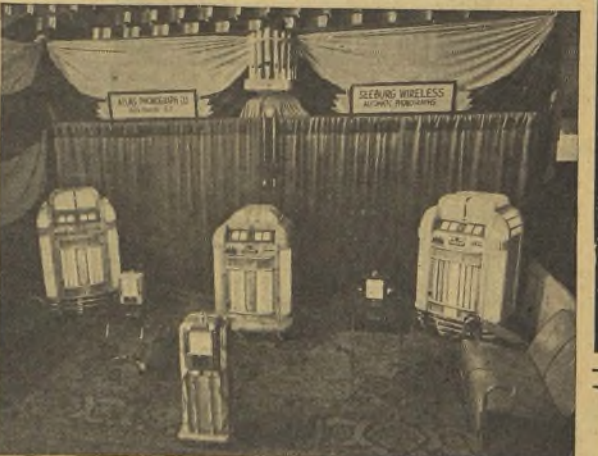
Louie Blett reports Atlas Coin has been swamped with orders for a new wall-box selector.

The first batch of Massachusetts drafted found Massachusetts coin men ready for them with new locations near the camps featuring games, music machines, and guns. The target guns seem to be very popular with draftees, despite the fact that they're facing a year's training with the real thing.

## Cleveland

CLEVELAND, Nov. 23.—Ohio Cigarette Vendors' Association held its regular monthly meeting at the Neal House, Columbus, O., with a good representation from all parts of the State. Lou Golden, president, presided. There was further discussion about introducing legislation at the next session of the State Legislature to make it a criminal offense with adequate punishment for using slugs in coin machines. The annual meeting will be held in Cleveland in March or April, the definite time to be announced later.

The November meeting of the Ohio State Automatic Electric Phonograph Owners' Association was held on November 14 at headquarters in the Windsor-Euclid Building here. Jack Cohen, vice-



DISTRIBUTOR FOR SEEBURG IN BUFFALO, Atlas Phonograph Company had a booth at the Buffalo Restaurant Show to acquaint restaurant owners and operators with the many advantages of Seeburg music equipment.

**FOR SALE!**

**WURLITZER 616s**  
**WURLITZER 24s**  
**WURLITZER 412s**

Any quantity! Low priced! Completely remodeled and custom built! Never on location!

Wurlitzer 616s Remodeled by Acme

WRITE! WIRE! PHONE FOR PRICES! Also write for colored circulars and low prices on complete sets of highest quality remodeling parts for the above model Wurlitzers Today!

**ACME SALES CO.**  
625 TENTH AVE. N.Y.  
TEL: LONGACRE 3-5136

**REGISTER NOW**  
for  
**1941 COIN MACHINE SHOW**  
Registration blank in this issue

## Miraben Reports Busy Season Here

CHICAGO, Nov. 23.—“The rapid growth of our company and the heavy flow of orders is really the best proof of the popularity of our products among phonograph operators,” declared officials of the Miraben Company, Chicago.

“One of our best items,” they continued, “is the new modernization job, complete with dome, which we have recently placed on the market. By this time many operators have already reworked again and again the materials for this job. Installation, of course, is quick and easy. The dome is made of heavy plastic in a patented design which prevents once and for all the clattering up of phonographs with bottles, signs, and other miscellaneous. The side plastics and the dome are framed in heavy polished aluminum and light up in a brilliant display of magnificence.

“Our counter model cabinets, with 12 or 16-record mechanisms, ready for operation, are going like wild-fire. The cabinets are brand new and lavishly decorated with light-up plastics. The mechanisms are completely reconditioned and of a well-known make. The cabinets may be purchased separately so that the operator can install his own mechanisms. A speaker cabinet to match accompanies every unit.

“The regular line, including newly reconditioned complete phonographs or materials for modernizing these machines, is enjoying a wonderful patronage. Operators have learned where they may go for the best in phonographs and materials—and our business is prospering.”

## Manhattan Distributors Increase Staff

NEW YORK, Nov. 23.—Manhattan Distributors, metropolitan distributors for Wurlitzer phonographs, have added more salesmen to their sales staff. Moyer has made extra sales to give their territory 100 per cent coverage. “The new Colonial Models 780 and 780E have made a great impression on operators in this territory,” claims Joe Eisen, “and we have booked substantial orders for immediate delivery. In addition to the new men we’ve added to our staff, I will be out on the West 43d Street at all times to take care of all the operators who drop in.”

## Minneapolis-St. Paul

MINNEAPOLIS, Nov. 23.—The Twin Cities and the Northwest area recently experienced one of its worst blizzards. The storm hit here shortly before noon Monday (11) and continued thru the day and all night, accompanied by a heavy gale. All thru Tuesday streetcar and transportation service was tied up in a knot and communication lines were greatly hampered.

Business, except for loop locations in Minneapolis and St. Paul, was more or less at a standstill. Hotels were jammed with “refugees,” unable to get to their homes. Operators reported that many of their loop machine customers did a big business, thanks to the overload of unexpected guests.

“We gave our operators 24-hour service Monday and Tuesday,” boasted Sid Levin, sales manager for Hy-G Games. Unable to get to their homes, the Hy-G staff bedded down for the night at the store.

Paul Atkinson, Twin City operator, was marooned on an island in the Mississippi River for two days while on a duck hunting trip. Paul’s location was in the same area where 17 duck hunters died from effects of the blizzard, and Paul is still thinking his lucky stars for being able to get back home.

Bertha (Sis) Schoen, of the Acme Novelty Company office staff, started for her home at 4 p.m. Monday and reached it seven hours later. Meanwhile, Leon Dastion and David Adams ventured to venture forth from the Acme headquarters, where they remained over night.

After taking five husky lads along with him to help shovel his way thru bringing necessary foodstuffs home, Sam Taran, of Mayflower Novelty Company, dove them back to Mayflower and started back home thinking he could make it. He got stuck en route and

had to navigate the distance of three miles to his home on foot. Eight or nine of the Mayflower Novelty employees slept at the plant Monday and Tuesday evenings, unable to get home.

At LaBeau Novelty Company, the staff took advantage of the Tuesday lull in business to recondition a large supply of counter games, a job that couldn’t be done before because of the rush of business enjoyed at LaBeau, according to N. L. Nelson.

Tragedy struck, too, because of the storm. Among the many who died because of the blizzard was Mark E. Wells, employee of Guike Novelty Company. Wells and Carleton C. Seltzman, Minneapolis liquor salesman, were found dead in Wells’ car near Belle Plaine, Minn., where they were overcome by carbon monoxide gas while waiting for snowplows to open the road.

Hy Fischbein, of Hy-G Games Company, has been elected vice-president of Beth El synagogue congregation, while Jonas Bessler, of Amusement Games, Inc., has been re-elected treasurer of Beth El’s Men’s Club.

Wally Hoffman and Wally Shipstad, Washington County operators, were among the first to break thru the snowdrifts and come to the Twin Cities for merchandise. They were seen at Mayflower Novelty. Shipstad is a brother to the famous Shipstad Brothers, ice skating headliners.

At Mayflower, Sam Taran is swamped with requests for Panoram. Operators thruout the Mayflower territory are writing and wiring in asking to be named Panoram dealers in this area.

Ted Bush, head of Acme Novelty Company, is in Chicago on business. Oscar (Ozzie) Truppen, Acme sales manager, promises a swell yarn on his return. Meanwhile, Acme reports a rousing reception for the new Wurlitzer Colonial, introduced here last week.

Dick Unger, St. Paul operator, was seen buying more Gold Stars at Amusement Games. Gold Star is still one of the top games in the Twin Cities and Seeburg remote control is going extremely well, according to Clyde Newell.

M. M. (Doc) Berenson, executive secretary of the Minneapolis Amusement Game Operators’ Association, reports an association meeting will take place within the next 10 days.

Archie LaBeau is much better, but still isn’t able to put in full time at his desk at LaBeau Novelty Company. LaBeau is doing well with Rock-Olas, N. L. Nelson said.

Bill (Sphinx) Cohen, of Silent Sales, reports that locations on Air Raider guns show fine profits. Capehart’s keyboard has arrived and doing well. Reorders are coming in right along for Metro, five-ball free-play.

## St. John, N. B.

ST. JOHN, N. B., Canada, Nov. 23.—Coin-operated candy venders have been installed in all the theaters of the Famous Players chain in Canada, as well as in various houses of other chains and independently owned.

Frank Hanlon, of Halifax, N. S., active for many years as a coin machine distributor, is back in Halifax after touring

## To Association Secretaries:

Each year we publish a directory of trade associations in the coin machine industry. This directory is used generally by the trade for correspondence with the various associations. We are requesting association officials to give us the necessary data for bringing the directory up to date. Association officials are requested to answer the following questions and mail to Walter W. Hurd, The Billboard, 54 West Randolph Street, Chicago.

1. Give full name of association.
2. Official headquarters address of the association.
3. Name and address of the secretary or president.
4. Names of other officers and directors.
5. Times of regular meetings of the association.

Many associations send an annual report for publication in the convention issue of The Billboard, telling what the association has done during the present year and what it plans to do next year. These reports give good publicity to your association and are very helpful as an exchange of ideas with other associations. We would appreciate having a report from your organization.

# Keeney WALL BOXES

**SAVE MONEY!**

They are quickest easiest and least expensive to install with no extremely small cable straw! Larger than a



**MAKE MORE MONEY!**

200 to 700% greater profits—than the report from operators all over America!

**GET BEST LOCATIONS!**

They’re made for every make and this model of phonograph location. The best buy in music!

SEE YOUR KEENEY DISTRIBUTOR Today

**J. H. KEENEY & CO.**  
NOT INC.

“THE HOUSE THAT JACK BUILT”

2001 CALUMET AVE. • CHICAGO

with a carnival thru the maritime provinces for four months.

Fred Ross is operating an airplane shooting game in the heart of St. John. He has a small space in the chief shopping section.

## Natchez, Miss.

NATCHEZ, Miss., Nov. 23.—Business is said to be perking up, with continued cool weather adding zest to the trade. A new wall-box arrangement has started a new wrinkle here, and others are expected to follow suit.

Sam Serio, of Seramac Company, has returned from South Bend, Ind., where he attended the football game between Notre Dame and Iowa. In the party were Mayor William J. Byrne, his brother, Edwin; Raphael A. Klein Sr., E. S. Armstrong, and Hugh Bowie. Many new locations in Natchez for coin machines, including a number of new phonographs.

Buster Williams, of Newellton, La., and Vicksburg, Miss., owner of the La-Ark-Tex Company, was a recent visitor, and said his business was better in most sec-

tions, especially in North Louisiana and in Southwest Mississippi. He is represented locally by E. B. Ezelle, formerly of Clarksdale, Miss.

Ham Nelson reports several new locations in Mississippi and Louisiana territory.



**SENSATIONAL ALL CHROMIUM "ULTRATONE" CHANDELIER, CEILING SPEAKER**

“The ‘ULTRATONE’ is so—‘The most gorgeous, most magnificent, most impressive in all automatic music history!’ Only the ‘ULTRATONE’ gives uniform 360° sound coverage with exceptional fullness and roundness of tone. Remove any 12” or 16” speaker from one of your old phonos, three screws—and you transform it into the gorgeously sensational ‘ULTRATONE’ chandelier speaker. Suspend from ceiling like a lighting fixture. Volume control can be placed anywhere. Locations go WILD over it. Wherever the ‘ULTRATONE’ has been installed it has definitely helped the music operator to STAY ON THAT LOCATION! Size: Diameter 21”; Height 14”; Shipping weight only 21 lbs. QUICK EASY TO ORDER NOW!”

**OPERATORS’ PRICE \$28.50**

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67 WHIPPLE ST., BROOKLYN, N. Y.

TRI-WAY PRODUCTS CO. IN C.  
67 WHIPPLE ST., BROOKLYN, N. Y.

**LEO REISMAN (Victor)**  
*Leo's Buddies*—FT; VC. *Fresh As a Daisy*—FT; VC.

Reisman brings his well-thought-out and ultra smart scoring to bear on a couple of Cole Porter tunes from the new smash Broadway musical, *Panama Hattie*, and makes both of them sound a great deal better than they actually are. This band knows how to play melodies like this, and the net result is enjoyable phone listening. Joan Whitney weakens the total effect with a poor vocal on *Buddies*, but redeems herself with the amusing lyrics of *Daisy*.

**RAYMOND SCOTT (Columbia)**  
*I Don't Want to Cry Any More*—FT; VC. *Half Way Down the Street*—FT; VC.

Reasons for Scott's waxing pop tunes are obvious, inasmuch as his new work like making an assault on dance band heights, and the recording of commercial ballads is part of the attempt. In this particular case, however, it's too bad that it is, because it's a waste of time and effort for a musician of Scott's ability to have to turn out lackluster items like these two sides. It's hard to believe, listening to the only average danceability and listenability of this disk, that Scott has produced originals with the composing and arranging brilliance, imagination, and ingenuity of a *Huckleberry Duck*, a *Birdseed Special*, or any of the other remarkable things he has done. More is the matter from Scott, than on straight ballads, that an undistinguished effort like this; if he weren't capable of more, it would be different.

**HORACE HENDERSON (Okeh)**

*Coquette*—FT. *I Still Have My Dreams*—FT.

Henderson takes the *Coquette* item of some time ago and an original of his own for a pairing that contains much of interest for swingophiles, but little else for others. Emmett Williams's sax, Emmett Berry's trumpet, and Joe MacLew's trombone are accorded the featured solo spots on this disk, and it's unfortunate that such fine jazz performances can't be considered commercial in the more general and widespread use of the term.

**GRACE MOORE (Decca)**

*Souvenir Album*—Two-Record Album.

A treat for Miss Moore's legion of admirers is contained in this four-sided classical packaging, released under Decca's "Personality Series" imprint. The singing star lends her superb voice to excerpts from *Madame Butterfly*, *Tosca*, and Franz Schubert, with the lone popular touch coming from *Love Me Forever*, a ballad in a Columbia picture that Miss Moore made. Album's physical set-up is in Decca's usual accomplished style.

**WOODY HERMAN (Decca)**

*The Five o'Clock Whistle*—FT; VC. *The Golden Wedding*—FT.

*Golden Wedding* (known to classicists as *La Cinquantaine*) is the side here, another fine demonstration of Herman's superior clarinetting and the band's tremendous power, drive, and lift. A field day for Woody's fans, and a very effective display of top-drawer swing for those who like their jazz interesting and not merely loud. Diligent vocal and *Whistle* is adequate, but not up to the instrumental standard set by the orchestra.

**SAMMY KAYE (Victor)**

*A Nightingale Sang in Berkeley Square*—FT; VC. *Dream Valley*—FT; VC.

After leaving the Victor label last summer for several disks on Varsity, before U. S. Records started the reorganization proceedings now underway, Kaye returns to the fold with a pair of ballads that have commercialism written all over them. Both tunes are exceedingly popular at the moment, and Sammy's name has always been a box-office and an over-the-record-counter draw. With these numbers played in his customary soft, sweet, swing-and-sway style, and with Tommy Ryan providing highly listenable vocals, this disk should not have the slightest difficulty in being one of Victor's current best sellers.

**RAY HERBECK (Okeh)**

*The Moon Fell in the River*—FT; VC. *(There I Go Again)* *Sentimental Me*—FT; VC.

Herbeck makes *Moon Fell in the River* most listenable and danceable than most of that sort was output, due to much better, much prettier scoring than usual, and also due to a more rhythmic lift than has been noticeable on his disks lately. Reverse unfortunately doesn't keep up the standard set by the A side, with the beat dragging a bit and

## 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 13)

the arrangement lacking the nice touches of its companion piece.

**ABE LYMAN (Bluebird)**

*Wrap Your Dreams in the Red, White, and Blue*—FT; VC. *He's My Uncle*—FT; VC.

In line with the current flood of flag-waving items, Lyman comes up with two that have more commercial potentialities than the others, due perhaps to a brighter, more infectious swing and a general lack of the self-conscious air that has surrounded other patriotic disks released by dance bands. Rose Blaine's free and easy vocalizing may have something to do with that, and the army band brass style and spirit on the first side, together with the medium swing and Yankee Doodle modulations on the reverse, make a light-hearted, unrestrained timely platter.

**DUKE ELLINGTON (Victor)**

*Warm Valley*—FT. *The Flaming Sword*—FT.

Ellington with, once again, some of the most incredible jazz ever put between rim and label. With each succeeding disk it seems as the Duke has reached the acme of unbelievable scoring, and each new record finds him topping himself. This is the sort of pressing that has to be heard; words can't describe the counter rhythms and melodies, the imaginative chording, the mixture (on the B side) of four-four and conga beats, the generally amazing conception of tone, theme, and rhythm.

**INK SPOTS (Decca)**

*Do I Worry?*—V. *Java Jive*—V.

*Worry* is the same old Ink Spots format all over again, and while it's wearing more than a bit thin artistically, its commercial qualities can't be denied, witness to that being the several currently popular Spots disks in the coin phones. *Java Jive* happily breaks the routine, and offers the foursome in a slow tempoed lyric number, with harmony voicing, nice rhythm, and humorous wordage.

**EDDY DUCHIN (Columbia)**

*Two Dreams Met*—FT; VC. *Down Argentine Way*—FT; VC.

The last several Duchin records have revealed him in some of his finest pianistic moods, and this one carries on the series. Eddy's piano is as light and scintillating as Johnny Drake's baritone (on the vocal side A) is heavy, and while contrast is normally effective, here Drake hurts what is otherwise a very nice version. The synthetic rumba on the reverse is delivered in surprisingly

slow tempo, which drags too much at times, despite more Duchin ivory finesse.

**TOMMY DORSEY (Victor)**

*Do You Know Why?*—FT; VC. *Isn't That Just Like Love?*—FT; VC.

A couple of film tunes serve Dorsey in showcasing his trombone, Ziggy Elman's trumpet, and the vocalizing of Frank Sinatra and Connie Haines. Everything is technically perfect, with the one exception of Miss Haines' pretty terrible singing on the B side. It's a tough lyric to sing, but that's no excuse for the really bad job that the young lady turns in.

**JOHNNY LONG (Decca)**

*You've Got Your Mother's Big Blue Eyes*—FT; VC. *Stars Over the Campus*—FT; VC.

Long has a smooth, danceable aggregation, and his work here is commendable without being distinguished in any particular way. An unexpected talking bit by chirper Helen Young, after her straight ballad vocal on *Campus*, is the only unorthodox thing on both sides. The band plays cleanly, and the only fault that can be found with the entire disk is that it hasn't that distinctive quality that makes some records better than others.

**LARRY CLINTON (Bluebird)**

*Arab Dance*—FT. *Dance of the Reed-Flutes*—FT.

One of the finest wax performances Clinton has given in recent months is encompassed on these two sides. Going to Tchaikowsky again for his swinging-the-classics Inspirations, Larry has done a masterful job, especially on the second side, of treating this type of symphonic music to a ride without actually desecrating it beyond recognition. First and last choruses on *Reed-Flutes* is practically in a classic vein, with more uninhibited jazz filling in the middle. The medium drive and the tom-tom beats on the plattermate are likewise highly listenable.

**HORACE HEIDT (Columbia)**

*Do You Know Why?*—FT; VC. *Isn't That Just Like Love?*—FT; VC.

More Heidt vocal productions on a pair of film numbers that don't really rate the elaborate treatment accorded them here. Heidt records lately seem to have a tendency to get the first instrumental chorus out of the way so that the lyrics can be gotten into without any unnecessary delay, and when the vocal parts do come there's plenty there. Duets, trios, ensembles are used as the medium for disseminating the words, and while the idea basically is all right—

and makes for a variation from the regular mill-run single vocal solo—there's such a thing as overdoing a good stunt. Tempos here are nice, and there is some fine Frankie Carle piano on side B.

**DICK POWELL (Decca)**

*He's My Uncle*—V. *America, I Love You*—V.

Powell started the *Uncle* tune off nicely on the Maxwell House Coffee radio commercial, and his record ought to meet a good reception over retail counters. It's a medium swing vocal on a patriotic item with a slightly different angle, and altho the reverse has more spirit and liveliness plus the unusualness of a flag-waver in a minor key, it's *Uncle* that will attract the disk buyers.

**McFARLAND TWINS (Okeh)**

*Yorba Buncha Yacka Larry (Yitch Tiddy Yorra Buncha)*—FT; VC. *Mother's Lullaby-Waltz*—VC.

Good contrasts on an out-and-out nonsensical novelty and a soft, soothing lullaby. The McFarlands displayed good merchandising sense in their couplings on wax, and here they have a likely-looking thing for good sales returns. The novelty is not too funny, but it's light and lifting if not taken too much at its face value, and the reverse is another choir-like ballad, with Butch Lewis keeping up the vocal promise he has shown on previous McFarland recordings.

**SHEP FIELDS (Bluebird)**

*Let's Be Buddies*—FT; VC. *Such Stuff as Dreams Are Made Of*—FT; VC.

With only traces of his former rippling rhythm style in evidence—and that used extremely effectively to set the arrangements apart from straight dance scoring—Fields knocks out another duo with all the accomplished ease that has characterized his recorded work lately. Both tunes are from Broadway musical shows, and Fields lends them the aura of smartness that is inherent in songs like these.

**RAY KINNEY (Victor)**

*Lovely, Hula Hands*—FT; VC. *Honolulu Paka*—FT; VC.

Kinney gives a vocal explanation to the hula movements of hula dancers on the A side here, and does it in a light, lifting, subdued way that makes delightful listening. Reverse is typical Hawaiian fare, without the distinctiveness of its companion.

**GENE KRUPA (Okeh)**

*I'd Know You Anywhere*—FT; VC. *Like the Fella Once Said*—FT; VC.

Krupa applies his solid drive to two Kay Kyser picture tunes, and comes off with his usual flying colors except for Irene Daye's ballad vocal on side A, and for the band's unusual brassness on the reverse. Miss Daye is fine on rhythm stuff, but ballads are not quite her forte, which makes the first side lyrics suffer. She makes up for it, however, on the comic wordage on the reverse.

### Hillbilly and Foreign Record Hits of the Month

(Note: Here are the most popular hillbilly and foreign recordings of the past month. Similar lists will be published in this section once every month.)

**HILLBILLY RECORDINGS:** Only in *Dreams*, Bob Skyles; *I'm Gonna Change All My Ways*, Floyd Tillman; *Me and My Shadow*, Johnny Marvin; *Don't Mention Me*, Carlisle Brothers; *Heaven Bells Ring Out*, Stalsky Family; *Put Your Little Arms Around Me*, Daphne's Texans; *Rock and Rye Polka*, The Westeners; *San Antonio Rose*, Bob Wills.

**INTERNATIONAL RECORDINGS:** *Lo-Lo-Lita*, Beer Chaser Polka.

**FOREIGN RECORDINGS:** German, *Rosamünde*, Kornblumenblau, *Schiff Ahoi*; Bohemian, *Ja Mam Rada Kapelnika*, *Zelena Se Zelena*; Hungarian, *Kislany kezeket fel*, *Az ados-ados*; Polish, *Na Hustawce*, *Kotek Z Myszka*; Scandinavian, *Halla Dar*, *Blonda Charlie*; Swedish, *Min Lilla Teddybjorn*, *Nullerullvisan*; Italian, *Fiorin*, *Fiorello*, *Onde Veneziana*; Jewish, *Dem Nayem Sher*, *Shlomele Malkele*; Greek, *Mana Mon Stelis*, *Zehra*.



MICKEY GREEN AND J. P. RYAN, the latter Mills' Southwest territory manager and the former a Wisconsin operator, discuss Mills Novelty Company's *Vest Pocket Bells*.

News Notes

A RECENT court ruling permitted all bands under contract to the United States Record Company, which has filed a petition for reorganization, to seek new affiliations. Sammy Kaye, it will be recalled, was the first to leave. Johnny Messner is currently negotiating with an independent recording firm to make his own records. Harry James and Jack Teagarden are currently taking contract deals with Columbia. Incidentally, Marianne Dunn, Teagarden's vocalist, is no longer with him, and Jack is auditioning new warblers. . . . Jan Savitt concludes his Decca contract in March and moves to Victor to record 48 sides on the Victor label. . . . Dolores O'Neill, singer, left Bob Chester's band last week. . . . Martin Block, conductor of the *Make Believe Ballroom* program over WNEW, New York, staged a studio party for Benny Goodman last Tuesday (19) in honor of Benny's formal return to the band business. He played with his new sextet, featuring Count Basie at the piano. This combination has just recorded its first two numbers for Columbia—*Wholly Cats* and *Royal Garden Blues*.

They Keep Coming Back

IT IS becoming a standard practice to revive old songs that have been popular in the past and still contain the musical charm and quality to elick anew with both new and old listeners. Among the latest revivals soon to be recorded are *I'll See You Again*, *Dear Little Cafe*, and *Zigeuner*, used in the forthcoming Jeanette MacDonald-Nelson Eddy musical *Bittersweet*. Also Stephen Foster's *Old Folks at Home*, which is being featured in Deanna Durbin's coming picture *Nice Girl*. The feature will also exploit three new numbers—*Love at Last*, *Perhaps*, and *Beneath the Lights at Home*.

Boogie-Woogie Pays Off

FRED VAN DE WALKER, of Modern Automatic Music Company, Kenmore, N. Y., writes that he has discovered a new trend in music taste in that area in the last few weeks and the firm is cashing in heavily on that trend. Explains Van De Walker:

"While boogie-woogie music was until recently confined to colored locations only, of late its popularity is steadily growing in white spots. We were first made conscious of boogie-woogie's possibilities when Will Bradley brought out his swell *Beat Me Daddy, Eight to a Bar*, which caught on like wildfire in our locations. Soon we were receiving requests for more records of the same style and began bringing out oldies made by some colored bands in the boogie rhythm. In the meantime Bradley has followed his first boogie success with another record that looks very strong—*Scrub Me, Mamma, With a Boogie Beat*."

A Successor Succeeds

THE successor to *The Woodpecker Song*, *Ferryboat Serenade*, dared to make good on its own despite the fact, taken for granted in music publisher circles, that no tune fashioned along the lines of a tremendous hit can duplicate its success. *Ferryboat Serenade*, on the other hand, is a definite leader everywhere, including the music machine networks, which first approved this American version of old European song. The words were written by H. J. Adamson, who was also responsible for the *Woodpecker* lyrics. It was originally recorded by Victor's foreign department in January, and the record did so well on locations that Robbins Music Company decided to publish an Americanized version.

This and That

THE new ice show, *Ice-Capades of 1941*, which started its tour in Philadelphia last week, has a number of new popular tunes, with music written by Peter DeRose. Among them are *Somewhere, Yippi-ai*, *Suing Me a Lullaby*, *Oriental Mourisire*, and *Here America Singing*. Metro is remaking the old George Gershwin musical, *Lady Be Good*, with Tony Martin in the starring role. It was presented on Broadway in 1925 with Fred and Adele Astaire. . . . Fred Astaire, incidentally, has recorded two songs for Columbia from his latest picture, *Second Chorus*. They are *Love of My Life* (vocal) and *Me and the Ghost* (stairs (vocal and tap dancing). Raymond Scott finally recorded his theme song, *Pretty Little Petticoat*. . . . Due to an error the name of Glenn Miller instead of Gray Gordon was used in the column

# Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By SAM HONIGBERG

last week in conjunction with the *I Am an American* record mention.

Territorial Favorites

FOLLOWING is a list of reports from operators in various sections of the country who have mentioned artists and records as local favorites, in addition to

the national leaders listed in the Record Buying Guide.

DETROIT:

Moon Over Burma. Gene Krupa. Glen Gray. The tune is taken from the title of the Paramount picture starring Dorothy La-



mour, which is being released in many cities this week. Harry Ravel, one of the writers of this song, has turned out many hits. This one is typical of many romantic island tunes which have been featured by Miss Lamour in several pictures, and Detroit operators see it as a timely relief from the many hep cat numbers on machines.

WILKES-BARRE, PA.:

Old Old Castle In Scotland, Artie Shaw. Bob Chester.

This number is listed as a coming-up tune in this Pennsylvania community, chiefly due to the commercial arrangements played by the above-mentioned music machine leaders. Shaw is featuring his latest band. Chester's outfit is familiar to operators, who are hearing it on many records.

BURLINGTON, VT.:

On a Little Street in Singapore. John Kirby.

Next to the Ink Spots, Kirby is the most popular colored attraction on music machines in this Vermont area. This tune is another one that contains plenty of Kirby's descriptive music well liked by the masses. His radio network show on Sunday is building his name around here.

PORTLAND:

Drummer Boy. Gene Krupa. A fitting title for a maestro who is the best known drummer in the business. Local operators regard it as a natural for locations catering to swing fans and, more particularly, Krupa addicts. The leader gets a generous opportunity to display his widely exploited ability on the drum skins.

LITTLE ROCK:

New San Antonio Rose. Bob Wills. Arkansas operators who know a hillbilly hit when they see one predict great things for this record. They agree that locations enjoying any sort of luck with hillbilly tunes will do well with this one. Wills is a leading hillbilly artist on the Okeh label.

CINCINNATI:

Yesterthoughts. Glenn Miller. This is a great town for Miller and Bing Crosby records. In addition to the Miller national favorites, this one pops up with equal strength in the busiest locations.

Radio's Leading Songs

HERE is a comparative list of 10 songs broadcast most often during the week ended November 22 and the week before, ended November 15. The songs are those heard over the networks and leading New York stations based on information supplied by Accurate Reporting Service. (Note: In examining this list, operators should bear in mind that two leading networks—National Broadcasting Company and Columbia Broadcasting System—have ordered all sustaining programs to eliminate ASCAP music, starting November 15. This order will affect commercial shows beginning December 1.)

This Week	Last Week
1—There I Go	1
2—Nightingale Sang in Berkeley Square	8
3—Let's Be Buddies	—
4—Ferryboat Serenade	4
5—So You're the One	—
6—Trade Winds	6
7—Two Dreams Met	6
8—We Three	9
9—Practice Makes Perfect	2
10—Down Argentine Way	—

## Keeney Sales Opens Offices in Newark

NEWARK, N. J., Nov. 23.—Opening of the offices of the Keeney Sales & Service Corporation was announced here this week. Dick Brown, president, and Cal Graham, secretary, are officers of the new firm. Headquarters are at 1135 Broad Street.

Firm is distributor for remote control equipment of J. H. Keeney & Company and accessories. Territory will include New Jersey, Greater New York, Long Island, Westchester, and Rockland counties. Brown revealed.

Purpose of the firm, it was stated, is to give music operators in these territories all possible assistance in solving their remote control problems. "We are looking forward to meeting all operators in our territory very soon," Brown stated. "In the meantime we invite all music operators to drop in our new offices and get acquainted with us."

PART OF THE GAY CROWD that attended the Universal Amusement Company party at the Raleigh Room of the Ritz Carlton Hotel, Philadelphia, Sunday, November 17, to help the firm celebrate the distributorship of the *Buckley Music System*. (1) Mrs. Arthur Pockross, of Universal Amusement; Meyer Cowan and M. H. Stern, of Major Amusement, and Art Pockross, of Universal. (2) Marty Mitnick, who heads Philly's pin game operators' association, with a table of friends. (3) H. Scott (left), prominent Philly operator, with Art Pockross. (4) Frank Hammond, manager of Philly's music operators' association, and Mrs. Pockross. (5) Joe Ash, of Active Amusement, and his son. (6) Mr. and Mrs. Stanley Bear. Stan is right hand man of Art Pockross. (7) Mr. and Mrs. Harold Reese and Mr. and Mrs. Stewart. (8) Mr. and Mrs. Sam Litt and party. (9) Mr. and Mrs. Lou Lindlen, of Camden, N. J., and Mrs. Arthur Pockross. (10) Sol Hoffman and Mac Esterson, of Harrisburg, Pa. (11) Mr. and Mrs. Harry Steele, Rarborough, Pa. (12) Mr. and Mrs. DeWitt Eaton. Eaton is Eastern regional director of Buckley Music System. Big fellow to left is Bill Rodstein, prominent Philly op. (13) Max Bushwick, Mrs. M. Bushwick and son; Mr. and Mrs. Reuben Cohen. (14) Mr. and Mrs. Charles Kaufman, Fort Washington, Pa., being greeted by Artie Pockross. (15) Frank Hammond congratulating Art Pockross on becoming distrib for Buckley Music System.

# EASTERN FLASHES

NEW YORK, Nov. 23.—Already local colmeners are filling hotel reservations for the coming Coin Machine Show in Chicago. With word coming from Chicago that this year's show will be the biggest ever, it looks as tho the Eastern delegation will again be the largest out-of-town group present.

## AROUND THE TOWN . . .

Two pin games are located backstage of the Windsor Theater in the Bronx and the Flatbush Theater, Brooklyn, where acts on the vaude bills give the machines a heavy play. Games are also spotted backstage of several other theaters in town. . . . Distributing firms which are members of the Allied wholesaling group have adopted a new insignia which they are using in their ads and on their letterheads. It's in the form of an eternal circle bearing the inscription, "Member of Allied. . . . Still laying claim, it being one of the busiest in the industry is the factory of International Mutoscope Reel in Long Island City. President Bill Rabkin reports the demand for Sky Fighter continues at its fast clip, as the sports arsenal type of location continues to spread. . . . More and more operators are going for National Novelty's credit plan, Earle C. Backe reports. . . . DeWitt (Doc) Eaton, of Buckley Music Systems, Inc., says he's still on the go. It seems he's constantly commuting between Boston, New York, Newark, and Philadelphia. . . . "Keeney's Air Raider is one machine which an operator can afford to pass up," claims Dave Simon, of Simon Sales. "We're busy from morning 'til night filling orders



SIMON WOLFE, of Modern Vending's Jacksonville, Fla., office, is responsible for this outdoor installation at Sporty's Tavern and Patis, Jacksonville. Twelve remote control boxes and four SpeckOrganas are mounted on trees surrounding the terrazzo dance floor of this 1,000-seat spot.

for this money-maker," he states.

Julius A. Levy, sales manager of Stewart Merchandisers, reports that Jim Stewart, president of the company, has reserved display booths at the coming coin machine show where they will introduce their cigarette machine.

## FAST FLASHES

At Weston Distributors offices Tony Gasparo declares Exhibit's Zomble is his greatest hit. "Only wish I could arrange to get about 10 carloads of this winner as well as the other Exhibit hits all at once," he says. . . . Sam Sachs, of Acme Sales, reports an increased demand for the rebuilt phones his firm features. . . . George Fonger is enthused over the way music operators have been dropping in his New York quarters to learn about Homer E. Capehart's Plamor remote-control systems. He also reports a big demand for the other products the firm is featuring. . . . Marshall Corning Jr. is enjoying such a demand for his Marcor 1-cent venter that he says he's seriously considering doubling his present production. . . . "Keep your eye on us," cautions Jack Fitzgibbons. "We'll soon have something that will mean bigger and better business for all." . . . At Seaboard Sales Bert Lane continues at his back-breaking pace. "We're doing a hang-up job on Mutoscope's Sky Fighter," he says, "and we're going full speed on Genco's Metro, and now that we've taken on the Daval line we're laying plans to really go to town."

## BROOKLYN BITS

Willie Blatt, of Supreme Vending, reports that both his Brooklyn and Bellmore, L. I., offices are working 18 hours a day to meet demands for Buckley Music System installations. . . . Hymie Budin is telling everyone about Anabel, Stoner's latest hit. "Anabel is one of the sweetest things any operator could get next to," Hymie maintains. . . . With orders piling in for Chicago Gold's All-American, Al Simon, of Savoy Vending, declares he's doing all he can to make sure operators get their games as fast as possible. "We're working day and night getting out the games," he says. . . . Sales of reconditioned equipment are keeping Charley Aronson and Bill Alberg on the jump these days, according to reports. . . . Officials of the Tri-Way Products Company say operators from Coast to Coast are using their new

Ultratone chromium chandelier speaker, with every mail bringing additional orders.

## MEN AND MACHINES . . .

At Modern Vending offices Nat Cohn, Irving Sommer, and Harry Rosen are as busy as ever helping operators line up wired music installations. "It's Seeburg all the way," they declare. . . . Mike Munves is so busy these days he has had to split up his business into several parts and place a member of the firm in charge of each division. . . . Dave Frestone, of Cent-a-Mint Sales Corporation, says he's had to work every night answering all the inquiries he's received since the announcement of his firm's 1-cent Mason Mint Vender appeared. . . . Irv Mitchell, of I. L. Mitchell & Company, is still doing a whale of a business with reconditioned equipment, according to reports. . . . More and more operators are reported becoming interested in the DuGrenier Adams gum venter. "We have an unusually interesting proposition for the trade," comments Miss A. M. Strong, of G. V. Corporation. . . . Lou Cantor, of National Venders, is on a Western trip. Before leaving, Lou said he intended stopping off in Detroit to see Al Weidman before going to Cleveland for a visit with his folks. He's mighty happy over the progress he's made in his first year as National's distributor here.

## JERSEY JOTTINGS . . .

Peter Hagedoorn, of Jersey Specialty Company, Singac, N. J., reports he's doing a hang-up job taking care of the needs of North Jersey and Passaic County operators. He has remodeled his showrooms and now has one of the finest layouts in the State. . . . Irv Morris, of the Newark Ponser offices, reports his firm has been deluged with requests for used equipment from all over the country. "We are working harder than ever filling orders," he declares. . . . Jack Kay, of Ace, is looking forward eagerly to the coming convention. Meanwhile he reports business is better than ever. . . . Jerry Jenkin and Jack Kronberg, of Crown Vending, are well pleased with the reception operators have accorded their new firm so far. . . . Barney Sugarman, of Royal Sales, is busier than the proverbial bee with his Buckley music installations. His only complaint is that he can't find time

to take care of all the orders as quickly as he would like to. . . . Jack Berger is proud of his new slogan, "See Jack-Save Jack"—"And I mean it, too," he claims. . . . Irv Orenstein, of Hercules, is reported plenty busy these days. . . . Al S. Cohen, of Asco, is all set for a whirlwind sales drive, he reports.

## FROM ALL AROUND . . .

IN BOSTON Al, Jack, and Ed Raverby, of Owl Mint, are reported more active than ever before. . . . Ben D. Palastant, district manager for Packard Manufacturing Corporation, is on a trip thru Canada contracting leading distrib. . . . Dave Bond, of Trimount, is reported planning a big sales drive on Daval's new miniature money-makers, Cub and Ace.

IN PHILADELPHIA the trade is eagerly awaiting convention time. . . . Joe Ash, of Active Amusement, reports a sales boom. . . . Al Rodstein says he wishes he had about 800 more used machines to fill the many orders he has on hand. . . . Artie Pockrass, of Universal, is telling the Philly music trade about the Buckley music system. . . . Izzy Rothstein, of Banner Specialty, is still doing a bang-up job on the various lines his firm handles.

IN BALTIMORE Eddie Ross continues to be deluged with congratulations on his recent marriage. . . . Roy McGinnis reports booking a whopping bunch of orders for Keeney's Air Raider. . . . General Vending Service trio are singing about Gottlieb's new Paradise, which they hail as the most "play-compelling attraction in the industry." . . . Art Nyberg, of Calvert, is all excited about Bally's Rapid Fire and the other bits.

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INTERESTING STUDY IN LIGHT AND SHADOW, showing features of Rock-Ola Luxury Light-Up phonograph and Dial-a-Tune remote control wall boxes.

**➔ SPECIAL ➔**

**WURLITZER'S**  
24 RECORD  
WITH PIANO KEYBOARD

**MARBLGLO \$119.50**

While They Last  
a Genuine \$150.00 Value

**WURLITZER'S**  
MARBLGLO \$69.50  
16 RECORD

1/3 Deposit

**GERBER & GLASS**  
914 DIVERSEY BLVD.  
CHICAGO

**MASTERCRAFT PADDED COVERS**  
For Automatic Coin Phonographs

For Every Make and Size Machine  
No. 4 Adjustable Pad—Accommodates all makes alike. **\$10.25 each**  
No. 36 Adjustable Carrying Harness—Accommodates all makes and sizes. **\$6.25 each**  
8" Carrying **1.75 each**  
Wire investment at small cost because only one size pad or harness needed. Sturdily made and waterproof.  
Write for prices on other pads to your specifications.

**BEARSE MANUFACTURING CO.**  
Inc. 1921  
8815-3825 Cortland St., CHICAGO, ILL.

**-LIBERAL REWARD-**

for information or recovery of 21 used Keeney Wall Boxes stolen from our office November 15. Notify

**PASTIME AMST**  
100 Balin St., Dayton, Ohio



THESE DECCA "BEST SELLERS" ARE DYNAMITE ON ANY PHONOGRAPH!

- 3458 HE'S MY UNCLE AMERICA, I LOVE YOU *Dick Powell*
- 3436 YOU'VE GOT ME THIS WAY THE BAD HUMOR MAN *Jimmy Dorsey & His Orch.*
- 3448 FALLING LEAVES A HANDFUL OF STARS *Jimmy Dorsey & His Orch.*
- 3454 THERE I GO BEAT ME, DADDY, EIGHT TO A BAR *Woody Herman & His Orch.*
- 3459 THE SAME OLD STORY I GIVE YOU MY WORD *Johnny Long & His Orch.*
- 3450 PLEASE YOU ARE THE ONE *Bing Crosby*
- 3452 OLD, OLD CASTLE IN SCOTLAND GOODNIGHT, MOTHER *Guy Lombardo & His Orch.*
- 3404 TWO DREAMS MET DOWN AROUNTINA WAY *Bob Crosby & His Orch.*
- 3440 MEAN TO ME SWEET MOLLY MALONE *Andrews Sisters*
- 3420 SO LONG FIVE O'CLOCK WHISTLE *Ella Fitzgerald & Her Orch.*
- 3432 DO I WORRY? JAVA JIVE *Ink Spots*
- 3444 IT'S THE END OF MY WORLD RED WAGON *Lou Holden & His Orch.*

**Decca Records Inc.**  
Canadian Distributors:  
THE COMPO CO., LTD.  
LACHINE, MONTREAL  
QUEBEC

Cleveland

CLEVELAND, Nov. 23.—Earl Meloney, head of the Lake City Novelty Company, is back from a business trip to Chicago. He states that the business outlook is encouraging. Since moving into larger quarters there has been a noticeable increase in orders, he says. There is a well-arranged showroom for display of machines and better facilities for service.

The Graham Distributing Company has been appointed distributor for Wurliitzer in this territory and opened offices and showrooms at 2016 East 46th Street. Head of the firm is Harry Graham. He received his appointment from Max M. Marston, local manager. Also connected with the organization is S. W. (Pop) Morgan. The little lady who presides at the information desk is Irene Landsman. The company held its formal opening Saturday (8) and introduced the new Wurliitzer Colonial model.

The regular monthly meeting of the Automatic Electric Phonograph Owners' Association was held Thursday evening at Hotel Carter, with Jerry Antel, president, presiding. In addition to the transaction of routine business there was a round-table discussion of ways and means of increasing attendance at meetings. The various suggestions made will be referred to the board of directors, who will select the best for a tryout.

**Penn Coin-o-Matic Reports Fine Biz**

PHILADELPHIA, Nov. 23.—Penn Coin-o-Matic officials report that music operators have shown a keen interest in the new 780 Wurliitzer Colonial model and the 780 E Colonial model with electric selectivity. "Not only have the operators paid us exceptionally fine compliments on the Colonial model," says Dave Margolin, "but have placed many substantial orders." Margolin is splitting his time between the Philadelphia and Baltimore offices. "We are adding to the sales staffs of both offices," he adds.

**Record Buying Guide**

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators



**GOING STRONG**

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country. Recordings listed without an explanation are those that have appeared under this heading for one week or more and have thus become such established successes that they require no further explanation.

- Trade Winds. (9th week) BING CROSBY.
- Maybe. (8th week) INK SPOTS.
- Practice Makes Perfect. (6th week) BOB CHESTER\*.
- Only Forever. (5th week) BING CROSBY.
- Ferryboat Serenade. (5th week) ANDREWS SISTERS, KAY KYSER\*, GRAY GORDON\*.
- We Three. (4th week) INK SPOTS, TOMMY DORSEY\*.
- Beat Me Daddy, Eight to a Bar. (2d week) ANDREWS SISTERS, GLENN MILLER\*, WILL BRADLEY.

**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.

- Down Argentine Way. Not losing any ground this week, but at the same time not moving ahead any too rapidly, is this song from the 20th Century-Fox movie of the same name. It ought to make the grade, and land up among the top numbers soon, despite what almost amounted to a setback this week, considering the fast pace it established a week ago. BOB CROSBY\*, SHEP FIELDS\*, and GENE KRUPA still head the list here.
- Falling Leaves. Taking a nice jump this week, this *Sunrise Serenade* type of song (by the same writer) makes up for a slow start by pushing itself to within hailing distance of a "going strong" position. Glenn Miller this week is joined by JIMMY DORSEY, also the latter's recording is mentioned only on scattered reports.
- There I Go. Another disk that had things pretty much to itself on one song this week likewise finds itself with competition. This BMI tune was practically the personal property of TOMMY TUCKER\* on the phonos, but WILL BRADLEY\* now comes along with a record that is meeting with success.

**The Five o'Clock Whistle.** Only pretty good describes this swing novelty number. Perfect coin phonograph fodder, something, however, seems to have happened to impede its progress toward the heights of the music machine picture. It may very likely improve considerably within a week or so, but at the moment it's far from what it should be. GLENN MILLER\*, ERSKINE HAWKINS\*, and ELLA FITZGERALD are the standard-bearers in this case.

**Rhumboogie.** This is another that isn't doing as well as it ought to, or as well as it gave promise of doing when it debuted here several weeks ago. The ANDREWS SISTERS still have the only recording to amount to anything in the boxes, and the showing around the country of the girls' movie, *Argentine Nights*, will undoubtedly keep this disk alive for some time yet.

**Two Dreams Met.** This is the second song hit from the *Down Argentine Way* picture to carve out a niche for itself on the phono network. It hasn't shown anywhere near the strength of its companion song, *Down Argentine Way*, as yet. But it's an attractive ballad, it has just about started, and it has a pretty even chance to do a great deal better than it is doing currently. MITCHELL AYRES\*, and TOMMY DORSEY\* are splitting the honors here almost evenly.

**Yesteryouhts.** This is the second Victor Herbert melody to come along within a year that has what it takes for complete popularity. *Indian Summer* was, of course, the first, and now this one, one of Herbert's prettier themes, in its refurbished 1940 version is likely to duplicate its predecessor's success. GLENN MILLER\* has one of his beautiful arrangements here, and it's starting to get itself noticed by the nickel-droppers.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even tho they most probably will never climb into "Going Strong."

- The Call of the Canyon.** (10th week) Still not completely thru. GLENN MILLER\*, TOMMY DORSEY\*.
- Crosstown.** (9th week). One more week at most. GLENN MILLER\*, GUY LOMBARDO\*.
- Now I Lay Me Down To Dream.** (17th week). Weakening. BOB CHESTER\*, GUY LOMBARDO\*.

**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.

- A Nightingale Sang in Berkeley Square.** This extremely lovely ballad is catching on in a big way with the public, and music machine patrons will want it. Operators should be definitely needing this one soon.
- Dream Valley.** Nick Kenney's latest opus, and one that has already garnered a good bit of radio plugging. This is almost assuredly another item that will be in demand on the boxes soon.

**Yes, My Darling Daughter.** DINAH SHORE has done this clever number a lot on the air lately—on Eddie Cantor's program—and now her record is available to operators. It should be a profitable item on the machines, because of the interest it has aroused thru repeated hearings on a show such as the Cantor program, and because of the publicity it has received in newspapers.

**A Handful of Stars.** From a forthcoming Metro-Goldwyn-Mayer picture, this lilting ballad has much of what it takes to push it up in the forefront of the coin phono field. It hasn't really started to move as yet, but when it does it may move fast.

**Frenesi.** Some attention is being directed at the WOODY HERMAN\* recording of this Mexican song, and deservedly so. It's excellent material for the machines, and if it catches on, it might well turn into one of the boxes' bigger hits.

\* Indicates a vocal chorus is included. 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. 399 LIST PRICE 50c**

- 27204 One o'Clock Jump *Blues in Thirds*
- Sidney Bechet and his New Orleans Feetwarmers
- 27205 Samowhere *"Ad-Ali-Adios"*
- Swing and Sway with Sammy Kaye
- 27206 You Walk By Goodnight, Mother *Wayne King*
- 27207 You and Your Kiss There I Go
- Kenny Baker, Tenor with orchestra
- 27208 "Anything Another One of Them Things" *Tommy Dorsey*

**BLUEBIRD "POPULAR" RELEASE NO. 305 LIST PRICE 35c**

- B-10398 "Do You Know Why? Isn't That Just Like Love?" *Glenn Miller*
- B-10397 Creepy Weepy Impostation in Several Keys *Walter Gross Piano Solo*
- B-10398 "Love of My Life Let's Dream This One Out" *Tommy Pastor*
- B-10398 You Are My Sunshine *Bad Girl!*
- The Airport Boys' Vocal Trio with inst. acc.
- B-10340 "Make It Another Old Fashioned, Please" *"Well! Meet Again" Mitchell Ayres and his Fashions-in-Music*
- B-10341 "Who Am I? When I Leave the World Behind" *Bob Chester*
- B-10342 "The Yanks Doodle Peke" *"The Merry Dances" Gray Gordon and his Tie-Toc Rhythm*
- B-10343 "I'm Gonna Salt Away Some Sugar" *"Blue Eyes" "Fats" Waller and his Rhythm*
- "Vocal Refrain" *Order RCA Victor Permo Tapes from your RCA Victor Distributor today.*



Order from Your Distributor TODAY!

**REGISTER NOW** for 1941 COIN MACHINE SHOW Registration blank in this issue

**Boston**

BOSTON, Nov. 23.—A sharp upswing in the candy vending business was noted within the last two weeks. New locations in factories and in other places near scenes of revived industrial activity are paying off well. Ed Adams reports business has increased 100 per cent over the figures for July and August.

Keeney's new gun, the Air Raider, is the newest of the hit installations, according to Dave Bond, of Trimount Coin Machine Company. Bond reports the new gun is one of the best on the market and is optimistic as to its chances of earning money. The Keeney wall boxes still are in demand, too, judging by the way colmen come to Trimount and place orders.

Ed Raverby, of the Owl Mint Machine Company, took on three more employees last week as business soared. The new quarters of Owl Mint are now ready and everything is going full blast. Raverby declared that operators will cash in now on the current upswing, particularly in Cape Cod and in New Hampshire and Vermont. Music machines, Ball's Rapid Fire, and Ball's new pin game, Jumbo Parade, are in the forefront, according to Raverby.

Louie Blatt, of Atlas Coin Machine Company, reports that interest in Seeburg's telephone music continues.

# HOME RUN

SCORES BIG PROFITS FOR OPERATORS EVERYWHERE

**SPECIAL Introductory Offer!**

HOME RUN—and approx. 5,000 Balls of Gum (sufficient for \$50.00 play). ALL FOR \$24.50. 1/2 Cash With Order. Balance C. O. D. Write for complete details on the finest Bulk Vendors obtainable, Esquire, Topper and Special.

# SPECIAL DE LUXE

Porcelain Enamel Finish

only \$5.25 ea.

In lots of 24 or more. Sample, \$6.95; 6 in 1, \$8.75 ea.; 12 to 23, \$5.60 ea. Beautiful Tangerine, Emerald, Chrome. All porcelain merchandise chute. Vends everything, 5 lbs. capacity, 5¢ cash with order, balance C. O. D.

Operators, Order This Coin Counter

Penny-Nickel combination slotted coin counter, polished aluminum. Life-time guarantee. Only \$1.00 each prepaid cash with order. No C. O. D. All orders require 1/3 cash, balance C. O. D.

**VICTOR VENDING CORP.**  
5711 W. GRAND AVENUE, CHICAGO

**GUARANTEED IN A-1 CONDITION**

35 6-Column Stewart-McGuire Machines, Vending 1c Adams Gum. Late models. Like new. WHILE THEY LAST. ONLY .....\$7.50 EACH

3-Column Snacks. 5c Play. Like new. WHILE THEY LAST. ONLY .....\$7.50 EACH

Money Order in Full

X. L. COIN MACHINE CO., Inc.  
1351 Washington Street  
Boston, Mass.

**THE FASTEST MONEY MAKING COUNTER GAME EVER BUILT!**

1c BASEBALL GUM VENDOR

Can gross \$1.00 per hour! A Ball of Gum vended for each penny. Gum capacity 1000 balls. All skillful hits are recorded.

Only \$12.50 ea

ORDER NOW!

**D. ROBBINS & CO.** 1141-B DEWALS AVE. BROOKLYN, N.Y.

# MERCHANDISE MACHINES

## Bally Drink Vender On Luxury Liner

CHICAGO, Nov. 23.—A Bally Beverage Vender is now vending cold cups of carbonated beverage on the high seas, according to Bert Perkins, sales manager beverage vender division, Bally Manufacturing Company.

"In operation in the main salon of the S. S. Washington," Perkins said, "this Bally Beverage Vender is now riding the waves somewhere between New York and the Panama Canal. After passing thru the canal the S. S. Washington will touch at Los Angeles and then head for Honolulu. The machine was placed by Standard Beverage Corporation, New York, large-scale operator of the Bally Beverage Vender. Standard officials estimate that 7,500 drinks will be vended between New York and Los Angeles and a like amount between Los Angeles and Honolulu.

"Also aboard the S. S. Washington are 40 valve-sealed stainless steel barrels, each containing 160 drinks of pre-mixed pre-carbonated beverage. As the barrel vender is emptied it will be replaced by a full barrel. At Los Angeles all empty barrels will be replaced by freshly filled barrels, which will be prepared in the central carbonating plant of the Southern Beverage Company of Los Angeles, a California operating company which has placed Bally Beverage Venders in many Los Angeles and Hollywood spots. Again at Honolulu the machine will be serviced by Del Barkhoff, who operates a chain of Bally Beverage Venders in Hawaii.

"One barrel has been marked "Do not use" and this barrel will not be opened until the boat returns to New York. Based on previous tests, we can confidently state that when the barrel is finally connected up and tapped the beverage will be found as delicious and fully carbonated as if it had been prepared the day before."

## Biz Booming, Says Du Grenier Exec

NEW YORK, Nov. 23.—"Business is booming at our new New York quarters on Coin Machine Row," reports an official of Arthur H. DuGrenier, Inc. "Operators are finding it most convenient to visit the new location. We have a private parking space at the rear of the establishment where they can park and pick up machines or parts on the spot. Many are doing so and finding it to their advantage."

"The demand for the Champion cigarette merchandiser and the new DuGrenier 5-cent candy bar machine has increased tremendously all over the country in the past few weeks," the official stated. "The factory in Haverhill, Mass., is being kept at full production to meet the demand. Salesmen in the field report that operators are ordering large quantities of machines in anticipation of an unusually big business this winter. If the orders become any heavier in a few weeks we will have to enlarge the present factory or else build a new one."

DuGrenier officials are making extensive plans for the gala party which is to be held to officially open the new quarters on New York's Coin Machine Row. A date for the party was set a week ago, but because of the nearness

of the Thanksgiving holidays it was decided to change to a later date so that all coin machine men would be free to attend.

"The extra time will give us a chance to make bigger and better plans for the party," it was declared, "and we want to make it a party that will go down in the books."

## Gain 7.5 Per Cent In Sale of Candy

WASHINGTON, Nov. 23.—Sales of confectionery were 17 per cent greater in September than during the same month last year, according to a report released by William L. Austin, of the Department of Commerce. For the nine-month period sales were 7.5 per cent ahead of the first nine months of 1939.

The September increase, however, is one of the smallest reported this year, with the result that the gain for the nine-month period is smaller than the increase registered for the first eight months of the year. Seasonal gains between August and September failed to materialize, with the gain being only 49.3 per cent of the amount shown in 1939.

The report furnished by the government bureau is based on data submitted by 218 manufacturers in various sections of the country. The 218 manufacturers reported sales amounting to \$30,931,000 in September, 1940. No adjustments were made for seasonal or price fluctuations.

Sales by manufacturers of chocolate products continued to record large gains over last year. Increases of 11.5 per cent over September, 1939, and 14.7 per cent over the first nine months of 1939 were shown.

## Mandell Thanks Jersey Operators

BROOKLYN, Nov. 23.—"When we opened our branch office in Newark, N. J., early this month we stated that the reason we were doing so was to bring quicker and better service to the many vending machine operators in New Jersey and adjoining territories who have favored us with their business. We naturally thought operators' response to this announcement would be a bit slow at first. That's why we were so overwhelmed with the vast amount of business vending machine operators have been favoring us with ever since we opened the doors. We certainly want to thank all Jersey operators for their patronage."

Such was the statement made by Moe Mandell, president of Northwestern Sales & Service Company, from his headquarters here this week.

Mandell added that his firm will continue to cater to the needs of all vending machine operators with a complete line of Northwestern machines, a full stock of parts and accessories, a great line-up of used machine bargains, and a complete stock of nuts, gum and other merchandise. "Our aim, both at our offices here as well as at our Newark branch, is to cater to the complete needs of the operator, and allegiance to this policy is proving to be very satisfactory," he concluded.

# 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—get new locations—smash competition. But you must act right now! Write for our free trial offer today and see for yourself!

THE NORTHWESTERN CORPORATION  
605 E. Armstrong St., MORRIS, ILLINOIS

# THE FULL NORTHWESTERN LINE

★ Recommended  
★ Guaranteed  
★ Distributed  
★ Financed by

**TORR** 2047 A-50, 68 PHILA., PA.

# SILVER KING

EACH \$5.50 (10 or More)

SAMPLES \$6.50

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 \$3.95. Buy legal "Silver Kings." All introductory and complete working plans FREE. Write

# 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 and you can make your selection from over 250 winners manufactured by 31 leading factories in the U. S. A.

ALL PRICES GOING UP WHILE SUPPLY LASTS We Shall Ship to Our Customers

# TORR

GUM VENDERS AT THE OLD PRICE OF \$12.50 EACH—SIX FOR \$67.50. This Offer Subject to Prior Sale.

**TORR** 2047 A-50, 68 PHILA., PA.

# Coming Events

1941 Coin Machine Show and Convention, Hotel Sherman, Chicago, January 13, 14, 15, and 16.

National Association of Tobacco Distributors, Palmer House, Chicago, January 15, 16, 17, and 18.

National Confectioners' Association Convention, Palmer House, Chicago, June 2 to 5, 1941.

Amusement Parks Convention, Hotel LaSalle, Chicago, December 2 to 6.

**LOOK AHEAD—  
AND YOU'LL SURELY  
DEAL WITH  
G.V. CORP  
NOW!**



\* The sweeping success of the C. V. CORPORATION, indisputably recognized as "The Leading Sales Agents for 1c Gum and 1c Selective Gum Vendors," has been solidly built upon the foundation of one small word . . . YOU!!

\* YOU—the operator, are the main and only concern of our entire organization. To serve YOU best; to see that YOU make money; to insure YOUR future with the finest, time-proven equipment . . . these are our aims . . . because on YOUR success depends OUR success.

\* A record of responsibility, sincerity and experience in answering the problems of the gum vending field is our badge of honor—and to keep it bright by STEERING YOU RIGHT is our greatest ambition. That is why we wholeheartedly recommend and urge you to operate—ADAMS GUM VENDORS made by DuGrenier—the ONE merchandiser that TOPS THE FIELD AS A STEADY, PROVEN MONEYMAKER . . . selling the universally known and liked 1c ADAMS GUM.

**ONLY \$17.50**  
MODEL MODEL  
24 MONTHS TO PAY!

**ORDER NOW . . . and be sure of TOMORROW!**

**G.V. CORP.**  
33 WEST 46th ST., NEW YORK

**ASCO WEEKLY SPECIALS**

- |                                      |                                     |
|--------------------------------------|-------------------------------------|
| <b>VENDORS</b>                       | <b>COUNTER GAMES</b>                |
| 1c-1/2 lb Nut . . . \$1.95           | 1c Bingo . . . \$4.95               |
| 1c-5c Northwestern Deluxe . . . 8.95 | 1c Spittle (Lots of 10) . . . 18.50 |
| 1c-5c Northwest 8Inch . . . 5.85     | 1mp . . . 9.95                      |
| 1c Eveready, 4c . . . 3.95           | 1c-5c Marvel, Token Payout 27.50    |
| 1c Snacks, 3c . . . 7.95             | 1c Totalizer . . . 8.95             |
| Call 1/3 with orders.                |                                     |
| Bulk C. O. D.                        | <b>WRITE FOR NEW 1941 CATALOG!</b>  |

ASCO, 140 ASTOR ST., NEWARK, N. J.

**Report No New Federal Cigarette Taxes in Prospect**

WASHINGTON, Nov. 23.—Representative R. L. Doughton, chairman of the House ways and means committee, which routes all tax legislation thru the Congress, has said that new taxes will undoubtedly be passed in order to raise additional federal revenue and to help finance the defense program.

Observers are quoted as saying that they do not believe any new taxes will be levied against tobacco products. This is based on the fact that cigarettes, altho heavily laden with taxes, assumed new responsibilities in taxation last July 1 when the tax was upped from \$3 to \$3.25 per thousand.

The same observers believe that new sources of revenue may be tapped instead. One suggestion already advanced calls for a levy on soft drinks with possible expansion to include confectionery and similar articles.

Congressional members have refused to discuss individual items, stating only that the committee will explore all possible sources of revenue. The Treasury meanwhile is working up the budget for fiscal 1942, which will be presented to Congress early in January.

**Food Vender Tax Discussion**

CLEVELAND, Nov. 23 — Automatic Merchandise Vendors' Association of Ohio, with headquarters in Cleveland, has postponed its meeting to discuss taxation on food vending machines.

The Pittsburgh lower court has ruled that such a tax is unconstitutional in that city and operators are waiting to see if the case will be appealed to a higher court. Cleveland operators will base their future moves on the outcome of the Pittsburgh case.

**BARGAIN BUYS**

- Wrigley, all chrome. \$5.95; 25 lots, \$4.95
- Adams . . . . . 5.45; 25 lots, 4.95
- In A Bag . . . . . 5.95; 25 lots, 4.95
- S & M, 1 & 5 . . . . . 3.95; 25 lots, 3.50
- North Western, 1 & 5 . . . . . 6.50; 25 lots, 5.95
- Standard . . . . . 6.85; 25 lots, 6.35
- 5c Hot Peanut . . . . . 9.95; 10 lots, 8.95
- 6-Col. DuGrenier . . . . . 3.00; 25 lots, 2.50
- Closetout Special: (30) Latest Type, 3-Col. 1c Cigarate Machines, like new, \$12.85 Ea. Entire lot, \$11.95 Ea.
- Penny Hershey Bar. \$1.85; 25 lots, \$1.75
- Evereadys . . . . . 3.95; 25 lots, 3.50
- Merchandise of All Kinds for Sale.
- Pistachios, 33¢ lb.; Indian Nuts, 18¢ lb.; Mixed Nuts, 18¢ lb.; Spanish, 9¢ lb.; Virg. No. 1, 1 1/4 lb.; Cashews (whole), 25¢ lb.
- Rainbow Peanuts . . . . . 11¢ lb.
- Baked Beans . . . . . 11¢ lb.
- Charms . . . . . 60¢ per gross
- Breath Pellets . . . . . 13¢ lb.
- Distributor for:
- Silver Kings, Victor Vending, Columbus, Shipman and Masters.
- All Types Machines Wanted—Cash Waiting.
- MIDWAY VENDING MACHINE CO.**
- 432 West 42nd Street, New York, N. Y.

**"Make 'Em Want MORE!"**

"Give them something they can't stop eating." That's the secret of selling more nuts in vending machines. Let these fresh, meaty, lustrous-looking nuts make your machine work over-time.

**SMALL FILBERTS (Blanched)**  
**NEW CROP SPANISH**  
**SMALL WHOLE CASHEWS**  
**NONPAREIL MIXTURE**  
**SUPREME MIXTURE**  
**95% WHOLE MEDIUM VIRGINIAS**

Your made-to-order shipment sent out the same day. Send for free samples and low price list.

**E. CHERRY, INC.**  
238 Market St., Philadelphia, Pa. Dept. A



**CANDIES BY THE ORIGINATOR  
PROVEN TO BE THE BEST  
FOR BULK VENDERS**

— COMPLETE SERVICE —

FOR ALL MERCHANDISE VENDING MACHINE OPERATORS  
WHO WANT — QUALITY — SERVICE AND NEW FAST  
SELLING NUMBERS

— OUR LINE NOW INCLUDES —

- ★ SPECIAL FALL & WINTER CANDIES
- ★ 5c PACKAGE CANDIES
- ★ SALTED NUT MEATS
- ★ BALL GUM 5/8" DIA.
- ★ CHARMS

● WRITE ONE ORDER — PAY ONE FREIGHT ●  
SEND FOR OUR NEW PRICE LIST

**PAN CONFECTIONS**  
345 W. ERIE ST., CHICAGO, ILL.



**and today—**

**THE ROWE STANDARD  
CANDY MERCHANDISER**

**IS EVEN BETTER THAN EVER BEFORE!**



It's the same handsome cabinet . . . it's the same smooth, easy action . . . it's the same accurate slug ejection . . . it's the same in all of its money-making features, but—in addition—it's even stronger and sturdier—more positive and reliable—than ever before.

Designed for the toughest jobs built to "take it" for years to come . . . The Rowe Standard has extra construction advantages that cut costs and boost profits.

Hundreds of the first Rowe Standards have been on location without a single repair or adjustment for almost a year. And now The Rowe Standard is an even better—stronger—more dependable machine than ever before.

For the full story of The Rowe Standard—the candy machine that costs you less than any other of comparable size and variety—write to:

**Sales Department**

**ROWE MANUFACTURING CO., Inc.**  
BELLEVILLE, NEW JERSEY





**SANTA CLAUS IS COMING EARLY THIS YEAR FOR ALL NORTHWESTERN OPERATORS!**

Bringing the top money-making vending machines: The Northwestern DeLuxe and the Model 39 Bell,

**AND BAGSFUL OF Used Machine Bargains**

Northwestern Triselectors, 16-66 Venders	\$18.00	Master Venders, 16, Porc.	4.00
Northwestern Deluxe Merchandisers, 16-66	10.00	Top and Bottom	4.00
Northwestern Comb. Merchandisers, 16-66	6.50	Master Venders, 14, All Porcelain	4.50
Northwestern 16-66 Venders, 16-66	4.50	Master Venders, 14-56, All Porcelain	5.00
Northwestern 8 1/2 Merchandiser, 16, no 8 E. Lacq.	4.00	Four-In-One Rotary Venders	3.50
Northwestern Model 39 Peanut Vender, 16 Lacq.	4.75	Jennings-Ina-Bag, 16 Vender	8.00
Northwestern Model 39 Peanut Vender, 16 Lacq.	4.50	Silver Kings, 16 Vender, Porc.	4.50
Northwestern Model 39 Peanut Vender, 16 Lacq.	4.50	Two-In-One Venders, 16	4.50
Northwestern Model 39 Ball Gum Vender, Porc.	5.00	Stewart-McGuire, Hexagon	5.25
Northwestern Model 39 Ball Gum Vender, Porc.	5.00	Adam, Tab Gum Venders (Lots of 10 or more, \$4.95)	5.25
Northwestern Model 39 Ball Gum Vender, Porc.	5.00	1 1/2 Totalizer, Counter Game	10.95
Northwestern Model 39 Ball Gum Vender, Porc.	5.00	1 1/2 Chris Cross, Counter Game	3.85
Northwestern Model 39 Ball Gum Vender, Porc.	5.00	1 1/2 Bingo, Counter Game, Ball Gum Vender	4.95
Northwestern Model 39 Ball Gum Vender, Porc.	5.00	1 1/2 Tidbit, Counter Game	7.95
Northwestern Model 39 Ball Gum Vender, Porc.	5.00	1 1/2 Ball Gum Vender	5.50
Northwestern Model 39 Ball Gum Vender, Porc.	5.00	1 1/2 Bottle Hand Grip	5.50

GET THEM WHILE THEY LAST! ORDER TODAY! First Come, First Served. 1/2 Deposit, Balance C. O. D.

**ALWAYS LOWEST PRICES ON ALL MERCHANDISE**

Pistachios, all kinds; Indian Nuts; Jumbo Peanuts; Virginia Peanuts; Spanish Peanuts; Cashews, Almonds; Mixed Nuts. Ball Gum, all kinds; Adams Gum, Cherm, Stands, Brackets.

WRITE TODAY!

**NORTHWESTERN SALES & SERVICE COMPANY**

MODEL 39 BELL lots of 100, \$9.25 Sample - \$9.95

New York & Brooklyn Headquarters 589 Coney Island Ave., Brooklyn, N. Y. Phone: Buckminster 4-2770

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**Sir, That's No Bass Drum; It's A Super Peanut**

CHICAGO, Nov. 29.—One of these days the peanut man's whistle is going to mean something—the advent of the superpeanut. It will be 50 per cent bigger and 60 per cent more delicious.

Oscar N. Allen and Ethel K. Allen, University of Hawaii botanists, have discovered how to grow bigger peanuts, according to The Botanical Gazette, published by the University of Chicago Press. Peanuts, the botanists find, would like to be as big as watermelons.

But they're undernourished—don't get enough nitrogen.

The botanists have found a way to correct that by inoculating the peanut seeds with a nitrogen fixing bacteria. They didn't say whether they were doing a favor for you or for the peanuts.

**HERE IT IS! IDEAL PENNY CIGARETTE VENDOR HOLDS 180 CIGARETTES A BIG MONEY-MAKER 40% PROFIT**

Only Vendor of Its Kind Made

Approved by U. S. Internal Revenue Dept.



A BEAUTIFUL WALL TYPE VENDOR ONLY 2 1/2 INCHES DEEP AT BASE

Finished in White Baked Enamel with Chromium plated trimmings and built to last a life time. There are more good profitable locations for this Vendor than any other type of Vendor made. Be first to establish a route of these money-makers in your territory. Your investment is small and the income is large. Don't delay—Save time, Order sample machine with 400 cigarettes at Quantity price, Only \$17.40 for both. Send Check or a Money Order.

AMERICAN PRODUCTS COMPANY, Inc. 718 N. Taylor Ave., St. Louis, Mo.

**NATIONALLY ADVERTISED**



NOW IN AMERICA'S FINEST 1c MERCHANDISER

Beautiful streamlined design! Muntily constructed to stand up for years of hard service! Easy to operate! Perfect capacity! Mason's 1c Mints bring real repeat business. Convertible to 1c tab gum vendor.

MIKE MUNVES CORP. 593 Tenth Ave., New York

CENT-A-MINT SALES CORP. 545 FIFTH AVENUE, NEW YORK

**EXTRA PROFITS GET YOUR SHARE WITH AMERICA'S LOWEST PRICE PRECISION BUILT VENDORS**

Thousands of operators have accepted Tom Thumb as a NECESSITY. Its compactness opens up new profit possibilities—They replace bulky machines on bars, counters, etc.—Fill in your route with 1/2 or 3/4 pound machines. Sold on money-back guarantee.

**NOW**

is the time to start a route of these money makers. INVESTIGATE this wonderful opportunity AT ONCE.

Not a toy... but a compact 10c cast machine. Just the right size for bars, tables. Write Dept. 88 for low quantity prices and bulletin on first line of vendors for every purpose. Some choice territories still open for buyers and salesmen.

FIELDING MANUFACTURING CO. CLINTON STREET JACKSON, MICH

**USED MACHINES**

Perfectly Reconditioned! 5 Ever-Ready 4 Col. 1c \$4.25 Each 25 Adams 1/6 Col. Stick Gum Vendors. \$6.50 Each 10 Rows Aristocrat 6 Col. Cigarette Machines, 160 pack capacity, slug proof. 18.50 Each 10 Winkler Phonographs, 4125, \$2.50 Each. \$54.50 Ea. Remit 1/3 Deposit, Bal. C.O.D.

D. ROBBINS & CO. 114 B. DEKALB AVE. BROOKLYN, N.Y.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS.

**BALL GUM**

A Real Quality Chew

Made of purest ingredients, smooth in texture, chewy 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.**

Safe Shell Vending Machine Candies

LANSDOWNE, PA.

CHARMS

**PRE-INVENTORY CLEARANCE**

—55 ONLY—

**S & M DUALWAY**

\$1750

8-Column Feather Touch. Many Rebuilt. All in Perfect Working Order. Original Finishes.

Terms: 1/3 With Order, Balance on Delivery—F. O. B. New York City.

**LOUIS H. CANTOR CO.**

250 WEST 54TH ST. Eastern Representatives: National Vendors, Inc. (CIRCLE 6-3285) NEW YORK CITY

**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 at \$3.95. Buy legal "Silver Kings." All information and complete working plans FREE. Write

**AUTOMATIC GAMES**

2426K Fullerton, Chicago, Ill.

**N. Y. Revenue From Cigarettes Climb**

ALBANY, N. Y., Nov. 23.—New York State cigarette tax collections held consistently to the "\$2,000,000 a month" level during the month of October and continued to exceed revenue from the tax a year ago, according to Mark Graves, Commissioner of Taxation and Finance. The October collection figure was \$2,014,588.23, nearly \$230,000 greater than \$2,014,588.23, 1939, receipts and about \$31,000 greater than September, 1940, collections.

During the month commissions paid to licensed dealers for their services in affixing stamps amounted to \$106,082.36.

**MARCORI VENDER ACCLAIMED "THE WORLDS FINEST"**

It's Gorgeous! Impressive! Compact! Sturdy! SLUG-PROOF! NEW, simple mechanism—nothing to go out of order! Big 110 Bar Capacity! Use to Hershey or 1c Peanut Crunch or 1c Almond Chew or any other to Bars. Can be had with or without name Hershey. GREATLY TO VENDER IN HISTORY! FULLY GUARANTEED! SPECIAL DEAL TO DISTRIBUTORS! 12 MONTHS TO PAY! Sample... \$12.75 25 Lots... 11.75 50 Lots... 10.75 100 Lots... 9.75

RUSH YOUR ORDER TODAY!

MARSHALL CORNINE, JR. 227 E. 144 ST., NEW YORK

**Rubber Suction Cups For Counter Machines**

All sizes and styles. Made of the finest, live rubber with patented firm construction to insure powerful suction grip. Lowest prices. Prompt delivery. Prices listed below are for the popular, standard 8/32 brass machine screw cups. 1 1/2" — 100 . . . \$ 1.75 1.00 . . . 1.50

LOWER PRICES IN QUANTITIES. Write for free illustrated catalog sheets and full information. GORDON MFG. CO. 110 E. 23d St., New York City, Dept. RP8.

## Baltimore Market Continues Upward; Defense Spending

BALTIMORE, Md., Nov. 23.—Optimism pervades the ranks of the coin machine industry of the Baltimore market based on the continued increase in the industrial field, particularly in the aircraft field and other heavy industries which have been awarded large contracts for goods under the national defense plan. The trend of business in the entire amusement field is upward and coin machine lines are going along with the trend. In addition, there has also been noted an increase in building operations and department store sales. Photograph sales, on the upswing for the past few months, continue the upward trend with gains reported by some as high as 25 per cent over the previous month's activities.

### Games Biz Good

Games are moving upward definitely. The popularity of these is growing greater all the time, judging from the number of machines being sold by distributors. The number of locations is growing larger. Two new large locations account for some 65 and 35 machines respectively.

While much has been heard about movie machines, none have made their appearance on the local market.

There has been a sharp upswing in sales of ray guns of various kinds. Reports on cigarette vending machines are optimistic. Installations of these, however, it is reported, still are affected by the national defense tax on cigarettes. This is especially true by virtue of the current so-called cut price on the standard brands which has been in vogue ever since two drug-store chains led and paved the way for this situation. The cut price is 13 cents a pack, two for a quarter.

A noticeable development has been the large increase in the number of installations of gum and confection machines, including super self-service market, drug stores, etc.

### Ice-Cream Venders

For the first time installations of ice-cream vending machines have been made. While only 25 locations are being served, it is understood many others will be served in the near future. These installations are principally in industrial

plants. The used machine market is reported pretty well cleaned out, a development which set in during September and continued thru October. Buyers for these have been found not only locally but in many States.

The selective service draft has made scarcely a ripple on the vending machine situation. For the many identified with the industry registered, few will be affected for various reasons. Only 157 from Maryland are included in the first draft. So far it has not been learned whether or not any in the industry are included in this number.

## Big Atlas Order On Counter Games

CHICAGO, Nov. 23.—Having placed the largest initial order for the new tiny counter games, Cub and Ace, Morrie and Eddie Ginsberg, head of the Atlas Novelty Company, have told their reasons for this large purchase. According to the Daval Company, manufacturer of the game, the order ran into the thousands.

"We placed our huge order for Cub and Ace," said the Ginsberg brothers, "not because we wanted to prove that we could sell more than anyone else, but because we were convinced of the quality of Cub and Ace. We believe that our first order will not more than half satisfy the requirements of our customers."

"Operators have given us seven reasons why they desire to operate Cub and Ace. Here they are: 1. No more location swindle sheets. The coin dividers carefully divide the coins and the location has its own cash box; the rest goes to the operator. 2. No more changing machines from location to location. Cub and Ace will stay on the spot week after week. 3. No meters. The automatic coin dividers eliminate the need for meters. This stops arguments between locations and operators and cuts down on game cost as well as operating expense. 4. They are smaller machines and bring double the profits. 5. Depreciation is low, being less than 2 per cent per month. 6. Daval counter games have a bigger trade-in value, and inasmuch as operators today figure trade-in values, it means more profit for operators. 7. They will bring in steady profits. They satisfy the location, please the player, and increase the operator's bank account.

"In these reasons all operators will agree. Look what Marvel, American Eagle, and other Daval counter games are earning. That is proof enough in itself."



# QUALITY IS THE BUY-WORD FOR NATIONAL NOVELTY'S USED BARGAINS.. Really Rebuilt!

### FREE PLAY GAMES

Bandwagon	\$62.50
Bordertown	49.50
Billy Beauty	28.25
C. O. D.	14.75
Cadillac	45.00
Double Feature	64.50
Drum Major	44.50
Flying	59.75
Nome Run	33.50
Jolly	27.50
Lancer	16.50
Landslide	55.50
Mascot	31.50
On Deck	36.50
Playmate	54.50
Powerhouse	48.50
Rotation	61.50
Supercharger	17.50
Speedway	47.50
Spand Dime	57.50
Score A Line	42.50
Score Card	26.50
Summertime	49.25
Sporty	39.00
Three Score	54.50
Top Notcher	16.25

Triumph	\$18.75
Wings	34.75
Vacation	48.50
Yacht Club	45.50

### SPECIAL BUYS!

Billy Alley	\$16.75
Kenney's Anti-Aircraft Machine Gun	89.50
black model	104.50
brown model	104.50
Microscope latest	62.00
Hockey Game	52.00
Ray-O-Lite "Battle Royal"	74.50
Ray-O-Lite "Chicken Bom"	49.75
Ten Strike	39.75
Gottlieb's Skatallate	36.50
with free play unit	36.50

### PHONOGRAPHS

Seaburg Gems	\$131.50
Mills 1838 Throne of Music	176.50

and many, many other swell buys!

**5% OFF**  
ON ALL USED EQUIPMENT WHEN YOU SEND FULL CASH WITH ORDER (but cash must be certified, cashier's check or money order).

Write for NATIONAL'S ILLUSTRATED NETSWETTE—packed with unusual buys in Pin Tables, Phonographs, and other Coin Machine Specials. IT'S FREE.

## CREDIT

NATIONAL'S "PAY AS YOU EARN" CREDIT PLAN SIMPLEST, FAIREST OF ALL! For credit just send your order, 10% deposit, and the name of your bank. You pay us out 10% per week.

# NATIONAL NOVELTY COMPANY

183 MERRICK RD., MERRICK, L. I. N. Y. PHONE—FREEPORT 8320

## ADVANCE REGISTRATION FORM

1941 Coin Machine Show—Hotel Sherman, Chicago  
January 13-14-15-16, 1941

THE BILLBOARD  
54 W. Randolph Street  
Chicago, Ill.

Gentlemen: Please have my admission badge ready for me at the 1941 Coin Machine Show registration desk.

Name .....  
(Please print plainly)

Address ..... City and State .....

I am connected with the industry as I have indicated in checking the following:

- Operator     Jobber     Distributor

I operate the following types of machines:

- Amusement     Music     Merchandise     Scales

Other types, if so list .....

Signature .....

Please enclose letterhead or business card as identification.

You may register for others in your firm by listing on a separate piece of paper and attaching to this registration blank.

MAIL TO: COIN MACHINE DEPARTMENT,  
THE BILLBOARD, 54 W. RANDOLPH ST.,  
CHICAGO, ILL.

## READ THIS MESSAGE FROM Joe Calcuff



"Operators know that VEMCO only recommends the best machines—the biggest money-making equipment! In the Brand New A.B.T. BIG GAME HUNTER (a brand new model of an old time favorite) every operator is assured BIG, STEADY PROFITS FOR YEARS! And—at only \$39.50—F. A. S. (Buyers). (Specify whether Animal or Numbers Reels wanted.) SURE-FIRE BIG PROFITS ARE GOING TO BE EARNED BY EVERY SINGLE OPERATOR THAT BUYS NOW! ORDER QUICK—We've got 'em READY FOR INSTANT DELIVERY—and get started on the road to the biggest profits you've ever earned—legally!"

THE VENDING MACHINE CO.  
205-15 Franklin St. FAYETTEVILLE, N. C.

★ IT'S LEGAL ★

## OLIVE NOVELTY CO.

2625 LUCAS AVE. (Phone: Franklin 3620) ST. LOUIS, MO.

### This Week's Bargains in Reconditioned Equipment

THOROUGHLY RECONDITIONED—GUARANTEED IN PERFECT CONDITION			
FREE PLAY GAMES			
Arrowed	\$20.00	Lucky	27.50
Big League	47.50	Merry-Go-Round	50.00
Big Show	30.00	Mer Chops	29.00
Big Town	32.50	Nippy	27.50
Buckaroo	20.00	O'Boy	28.50
Bowling Alley	30.00	Ocean Park	22.50
Commodore	39.50	Pick Em	19.50
Champion	25.00	Punch	22.50
C. O. D.	35.00	Red Hot	29.50
Eureka	35.00	Rotation	57.50
Four-Five-Six	22.50	Roxy	40.00
Lancer	25.00	Roller Derby	35.00

Every Machine Thoroughly Cleaned and Checked. Terms: 1/3 Deposit, Balance C. O. D.  
ON HAND FOR IMMEDIATE DELIVERY

## KEENEY AIR RAIDER

## REX AMUSEMENT CO., Buffalo, N. Y.

### LEW WOLF offers

Billy Eth Inning	\$16.00	Billy C. O. D.	\$20.00	Skee-Ball-ETTE	\$75.00
Billy Ghever	15.00	Billy Gold Cup	55.00	Kenney Anti-Aircraft	85.00
Billy Spottum	10.00	Billy Alley	25.00	Dave Jones	10.00
Billy White Balls	20.00	Stoner Baseball	15.00	Majors	10.00
Billy Supreme	10.00	Kenney Thriller	20.00	Gongo	40.00
Billy Headliner	15.00	Kenney Cowboy	20.00	Big Score	15.00
Billy Champion	15.00			Nippy	15.00
Billy Variety	15.00			Speedy	10.00

New: Wins-Dixie-Fox Hunt-On Deck-Score-A-Line at reduced price.  
1443 Main Street Buffalo, N. Y.

**...JUST LIKE YOU WANT 'EM**  
**Reconditioned, Refinished, Ready for Location**

- Factory Rebuilt Mills 1c BLUE FRONTS, Latest Serial Numbers, Crackle Finish—only **\$42.50**
- KEENEY'S ANTI-AIRCRAFT, Black Cabinet ..... **69.50**  
 Western's Baseball, Deluxe Model, Walnut Cabinet, F. P. payout Combination ..... **99.50**  
 Seeburg's CHICKEN SAM RAYOLITE ..... **62.50**  
 Evans' TEN STRIKE Bowling Game ..... **59.50**  
 Mills' JUMBO PARADE, F.P., Like New ..... **114.50**

**COUNTER GAMES GALORE!**

- Bar Boy, 1c. **\$ 6.50**  
 Ball Gum, 1c. **5.00**  
 Cig. Reels ..... **5.50**  
 Cent-A-Pack ..... **6.50**  
 Clearing House. **4.50**  
 King's Horses. **8.50**  
 Little Merchant **4.50**  
 Magic Clock ..... **6.00**  
 Match-Em. 1c. **6.50**  
 Mercury, 5c. **16.50**  
 Millwheel, Bally **9.50**  
 Old Age Pension **9.50**  
 Penny Draw **4.00**  
 Pull-a-Ball ..... **1.95**  
 Punch-a-Ball ..... **1.95**  
 Rats ..... **7.00**  
 Reel Spot ..... **5.00**  
 Reel 21 ..... **5.00**  
 Sandy's Horses ..... **9.50**  
 Seven-Eleven, 1c **9.00**  
 Skill Draw ..... **10.50**  
 Sum Fun, 5c. **4.50**  
 Tavern ..... **4.50**  
 Tickette, 5c. **4.50**  
 Tic-Tac-Toe, 1c. **4.50**  
 Trio-Pak, 1c. **7.50**  
 21 Vendor ..... **5.00**  
 Vest Pocket Ball **29.50**  
 Zephyr, 1c. **6.50**  
 Zig Zag, 5c. .... **5.00**

- LEGAL TYPE—1c  
 APT Ohal. .... **\$18.50**  
 APT Model F. **16.50**  
 Blue Bonnet. **9.50**  
 Elec. Shocker. **10.50**  
 Skill Jump ..... **16.50**

TERMS:  
 1/3 Dep.  
 Balance  
 C. O. D.

**BRAND NEW FREE PLAYS AT "NEED ROOM" PRICES!**  
 6 of the latest releases in their original crates. WRITE TODAY FOR PRICES!

**PRICES CUT ON CONSOLES!**

- Derby Day, Blint Top **\$34.60** | Saratoga (Pac's) ..... **\$79.50**  
 Fast Times 1940 (Jewins) **73.50** | Skill Time (38) ..... **82.50**  
 Good Luck, Marigold **62.50** | Terfanon ..... **29.50**  
 Longchamps ('39) **44.60** | Triple Entry ..... **112.50**

**PAYTABLE BARGAINS!**

- Gold Medal ..... **\$7.50** | Hawthorne ..... **\$82.50**  
 Grandstand ..... **37.50** | Pacemaker ..... **89.50**  
 Grand National ..... **97.50** | Sport King ..... **117.50**

**BEST BETS IN BELLS!**

- Mills' 5c Blue Fronts, F. Rite, Stipple Finish, Ser. ovr 400,000 **\$47.50**  
 Mills' 5c Melon Fronts ..... **\$52.50** | Pace De Deluxe, Blue Proof **48.50**

**PHONOGRAPH SALE!**

- SEEBURG'S  
 Model C—12 Records **\$32.50**  
 1938—1939, 20 Records **84.50**  
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 1939 Counter Model **89.50**  
 Monarch—1938, 20 Rec **89.50**  
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 Standard Luxury Lightup **125.50**
- WURLITZER'S  
 81—1939 Counter Model **\$82.50**  
 412—12 Records **84.50**  
 600—24 Rec. Keybook **147.50**  
 60A—24 Rec. Silusproof **139.50**  
 710—16 Records **51.00**
- MILL'S  
 DeLuxe Danometer ..... **21.50**  
 Bludie—1938, 20 Recs. **49.50**  
 TITLE STRIPS ..... **40c PER 2,000**

SEND FOR COMPLETE BARGAIN GUIDE: Hundreds of Free Plays and all coin controlled machines! Guaranteed perfect; refinished like new!

**ATLAS NOVELTY CO.**

The House of Friendly Personal Service  
 2200 N. WESTERN AVE., CHICAGO, ILLINOIS  
 Assoc. • ATLAS AUTOMATIC MUSIC CO., 3939 Grand River, Detroit  
 Offices • ATLAS NOVELTY COMPANY, 1941 Erie Ave., Pittsburgh

**OPERATORS**

Our new deal on new games will surprise you. Write immediately for full particulars. This places you under no obligation. Wait for new list of over 500 used Free Play Slots, Counter Games, Consoles, Legal Equipment, etc., ready to place on location. Out this week.

**AUTOMATIC SALES CO.**

416-A BROAD STREET, NASHVILLE, TENN.

**WANTED FOR CASH**

- Bong-A-Deer ..... **\$54.50**  
 Chicken Sams ..... **69.50**  
 Royal-Lites ..... **22.50**  
 A.B.T. Model F ..... **13.00**  
 Used Imps ..... **7.50**

**COUNTER GAMES, IMPS, GOTTLIEB GRIPS AND VEST POCKETS**

- Vest Pockets, Blue & Gold Cabinets ..... **\$34.50**  
 Black Cabinet Keenev ..... **69.50**  
 Anti-Aircraft ..... **59.50**  
 Jail Birds ..... **84.60**  
 Tom Mixes ..... **24.50**
- Bally Shoot the Bulls **\$82.50**  
 Vest Pockets, GreenCab. **22.50**  
 Seeburg Parachute ..... **129.50**  
 Jumps ..... **129.50**  
 Bally Submarines ..... **139.50**

**S & W COIN MACHINE EXCHANGE**

2418 GRAND RIVER AVE. (1/3 Deposit) DETROIT MICH.

**★ AVON'S SPECIALS ★**

Buy With Confidence At Avon Novelty!

- ARCADE EQUIPMENT**  
 Western Deluxe Bar-Ball ..... **\$75.50**  
 Wainey Cabinet F.P. Payout Bomb ..... **84.50**  
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 Evans' Ten Stripes ..... **49.50**  
 Rockola Ten Pins ..... **84.50**  
 Bally Alley ..... **28.50**  
 Keenev Anti Aircraft ..... **89.50**  
 Mills' Jumbo Parade F.P. .... **84.50**  
 Mills' One-Two-Three Animal Car ..... **49.50**  
 1940 One-Two-Three Animal Car ..... **99.50**
- CONSOLES**  
 1938 TRACK TIMES ..... **\$78.50**  
 GALLOPING DOMINOS ..... **49.50**  
 MILLS SQUARE BELLS ..... **64.50**  
 JENNINGS DERBY DAYS ..... **22.50**  
 EVANS SKILLO ..... **69.50**  
 BAKERS MARCHION ..... **75.50**  
 KENTUCKY CLUBS ..... **34.50**  
 PACE SARATOGA ..... **79.50**

1/3 Deposit - Balance C.O.D.

WE BUY — SELL — TRADE  
 Get Your Name on Our Mailing List!  
**AVON NOVELTY SALES CO., INC.**  
 2923 Prospect Ave., Cleveland, Ohio

**BARGAINS**

- Bang ..... **\$18.50** | Lucky ..... **\$22.50**  
 Lito-Card ..... **32.50** | Mr. Chips ..... **32.50**  
 Trivler ..... **18.50** | P.O. Boy ..... **25.00**  
 Commodore ..... **28.50** | O'Boy ..... **25.00**  
 Mascot ..... **30.00** | Score-a-Line ..... **55.00**  
 Sports ..... **18.50** | Lins Light ..... **45.00**  
 Chubbie ..... **12.50** | White Salls ..... **16.50**

One-Third Cash, Balance C. O. D.  
**JAMES D. BLAKESLEE**  
 43 18th Street, BUFFALO, N. Y.

**HELP WANTED**  
 Expert mechanics on pin games for handling large routes in New York City. Only capable and dependable men need apply. Please furnish age, experience, name of employer and salary required. All answers treated in strictest confidence.  
 BOX NO. 195, The Billboard, 1564 Broadway, New York City

**REGISTER NOW**

for  
**1941 COIN MACHINE SHOW**  
 Registration blank in this issue

**San Francisco Business Levels**

SAN FRANCISCO, Nov. 23.—San Francisco's business picture has leveled off somewhat. Until this month activity was at an unprecedented high. It has been stated that the past six months have been the best period in the last decade.

One of the reasons for the leveling off has been the entrance of a heavy-handed tax with the result that many pinball game operators are coasting along for a few weeks to observe what will happen under the new set-up.

For those who have not heard of the tax status of San Francisco—a very high tax has been assessed which is to be paid by the month, three months in advance. Tenants having games on their premises must be finger-printed and must secure licenses. Another requisite is that games must be installed according to specific requirements of the Department of Electricity.

Music machines have also been assessed a monthly tax. Operators are required to purchase a special operator's license. Some kicks were registered at the outset, but at present operators have settled down to make the best of it, trying to make enough on their machines to pay the taxes and yet make a profit.

Telephone music is declining. About 100 outlets are served here by four independent firms. Wall and bar box installations for automatic phonographs are booming at a phenomenal rate—no taxes having been enacted for these attachments.

Back to the pinball picture—many games have been removed from location. Several tenants have been refused licenses and others have balked at finger-printing. Operators are still making the rounds of games that are remaining on location. Individual machine profits are said to be higher, because there are fewer machines in location. It is doubtful, however, that the total from all machines would even approach profits of pre-ordinance days.

Despite the new ordinance, new games have been purchased at about the same rate as previously. Operators are using every means to up collections in order to meet the excessive tax.

An influx of out-of-town buyers drawn by the word that sacrifice selling would be in order has been noticed. It's surprising in most quarters to what extent operators are hanging on to equipment they have taken off locations, expecting more favorable times in the near future.

**"More Metros" Is Cry, Genco Reports**

CHICAGO, Nov. 23.—With a record run already to its credit, Genco's hit game, Metro, is reported still in constant demand among operators from Coast to Coast.

"The thing I can say about Metro, as about all Genco games, is that it boosts my collections," reports one well-known Eastern operator, according to Genco officials. "I'm finding that I just can't go wrong with a Genco game, and I've come to the point of placing standing advance orders for new Genco games. That's how sure I am that they'll be hits."

Genco executive Dave Gensburg declares: "That new build-up feature for extra high score and free game award has gone over on Metro. This idea, plus the '1 to 5' rotation feature and the 'A B C' scoring combination, has spelled profits for a tremendous number of American operators."

"Every recent Genco game has climbed to a higher sales pinnacle and with Metro the top is not yet in sight, because we're still being deluged with wires and phone calls for bigger and faster shipments."

**Baseball Vender Keeps Robbins Busy**

BROOKLYN, Nov. 23.—"Since advertising our 1-cent Baseball Gum Vender we have been flooded with orders," states Dave Robbins, of D. Robbins & Company, Brooklyn.

"The new counter skill game has all the essential features to make it a money-maker for operators. It is small and can be placed on every counter. The gum capacity is about 1,000 balls. It sends a ball of gum for every penny. All skills are pre-recorded, thus eliminating the possibility of the mer-

**Drafted By Popular Demand!**

Universal's "Original Red, White and Blue" for '41!  
 The Latest 2100 Ticket Sensation With 3 Free Jack Pots.  
 Can Be Used as Premium Prize Value!

Extra Added Profit!  
 Extra Proportionate Winners for Fast Sale and Quick Repeats!



Takes in 2100 Tickets @ 5c. = \$105.00  
 Pay Out (actual) ..... **\$72.00**  
 Jackpots (suggested \$2.50 ea.) ..... **7.50** **79.50**  
 Profit (actual) ..... **\$25.50**  
 Also Available Without Jackpot Card With an Actual Profit of \$33.00.

Write Now for Special Quantity Prices!!  
**UNIVERSAL MANUFACTURING COMPANY**  
 405 E. 8th Street, Kansas City, Mo.  
 DEPT. 88-25  
 "WE MANUFACTURE ONLY"



**Seven Grand**

The Counter Game—That Buys Baby's Shoes  
**TWO GAMES IN ONE**  
 Free Play or Merchandise Awards  
 3 in 1 Coin Divider  
 1, 5, 10 or 25-Cent Play  
 Built for years of hard service, removable top, no service man necessary.

Price **\$36.50**  
 1/3 Cash With Order  
 Write for full particulars  
**WITHEY MFG. CO.**  
 2303 Armitage Ave., Chicago, Ill.

chant claiming more trade awards than were actually made. Most important of all, our Baseball Gum Vender pays for itself within a few weeks."

# Philly Editor Hits Out at Hypocrisy of Reformers of Public's "Gambling Instinct"

PHILADELPHIA, Nov. 23.—Jeff Keen, managing editor of *The Philadelphia Daily News*, has again taken to the editorial pen to hit at the hypocrisy in dealing with what is commonly termed "gambling instinct." In the November 13 issue the editorial theme is inspired by the fact that "Massachusetts Drops Hypocrisy," which also served as title for the spirited editorial which follows:

"Massachusetts, long recognized as the center of American culture, snobbery and hypocrisy, has voted, it appears, in favor of a State lottery to take the burden of old-age assistance off the taxpayers.

"And by 5-to-1 majorities, too.

"Under the plan a monthly lottery is to be conducted by the State to bring in \$250,000, thus enabling the minimum old-age payments to be increased to \$10 weekly.

"Three appointees of the governor would conduct the drawings, with 50 per cent of the gross receipts going into prizes for the winners, 25 per cent for the State treasury, and 25 per cent for running expenses.

"And so while this State and city, like a lot of other States and cities, go on wasting staggering sums every month trying to stop the human instinct for gambling, and hopelessly failing, Massachusetts will be turning it to a worthy cause, and at the same time easing the tax burdens on its citizens.

**Costly to Taxpayers**

"In this city alone our annual bill for attempting to do the impossible—change human nature with regards to gambling—greatly exceeds what the Massachusetts State treasury will profit by properly regulating this instinct.

"We persist in treating gambling as if it were morally wrong, which perhaps it is, and then go on trying to do something to stop it.

"We sic the police on the gamblers. The police are unable to round up all the gamblers even if they wanted to. So they round up a few of them from time to time and, too often, shake down a lot of others. These arrests are frequently nothing but warnings to all the gamblers in town that another shakedown is coming and they'd better get up the dough.

"We are all familiar with the custom. It is illegal to put a few cents on a number but it is legal to put a few hundreds of thousands on a stock.

"It is illegal to bet on a horse with a bookie here, but legal to bet at the tracks in Maryland, Delaware and, soon, in New Jersey, which are within an hour or two of the center of this city.

"It is illegal to run a lottery, but it is all right for all sorts of raffles conducted in the name of veteran organizations, lodges, churches, and so on and on and on.

"The result is that jurors, women as well as men, say on that point the law discriminates against the poor man and woman who can't afford to go to the race tracks, or play the stock market, or wager more than a few cents on a number, so they refuse to convict those banking numbers, booking horses, or conducting so-called illegal lotteries.

**Still We Go On Trying To Change Humans**

"We on this newspaper long have been warning our officials against meddling in the people's private lives and wasting of the taxpayers' money as being political suicide.

"We long have urged some common sense means for regulating gambling properly and to the public benefit.

"But still the hypocrisy persists, trying to enforce unenforceable laws and campaigning against gambling while gambling flourishes illegally and with the support of many who hypocritically put on gaudy shows against it.

"Massachusetts has finally voiced its disapproval of such stupidity and is taking the realistic view of the situation.

**Let the People Decide**

"We think the people of this city and this State should be given a similar opportunity to express their views thru ballots.

"We'd like to see religious and civic leaders, business men, judges, and lawyers get together here and work out some sensible laws for the regulation of gam-

bling to be presented to the voters or to the State Legislature.

"With the vested interest so many politicians, bail bondsmen, lawyers, and police officials have in keeping gambling illegal, it is difficult to get the question brought out into the open.

"Massachusetts has dropped the hypocrisy.

"When will we drop it here?

"Or, better still, why not drop it all over the country?

"Here is a painless form of taxation that is a tremendous force for good."

## Canadian Imports High Despite Red Tape and Tariffs

BOSTON, Nov. 23.—An indication as to why Canada's purchases of phonographs have fallen in recent months is recorded here by Ben Palastrant, field manager for Packard in New England, who has just returned from a flying trip to Canada.

Palastrant reports that Canadian coinmen lose 15 cents on the dollar as a result of the rate of exchange. Added to this are high tariffs, sometimes as high as 82 per cent on the merchandise they purchase in the United States.

Until the installation of the present high tariffs Canada was the largest purchaser of automatic phonographs. Although they are now second only to Mexico in point of purchase of phonographs, Canada still buys more coin machine equipment than any other country in the world. Since the phonograph sales have fallen off, buying of amusement machines has risen.

Palastrant reports that legal technicalities snarl up attempts to get machines speedily. Papers must be signed by banks and endless details must be arranged for before shipments can be made.

Business conditions, however, are good. Palastrant conceded that collections from machines are generally ahead of New England. Industries are operating on complete schedules and Canadian coinmen are looking forward to a banner year.

## Tournaments Hypo Sky-Fighter Biz

LONG ISLAND CITY, N. Y., Nov. 23.—Operators in many sections of the country are reporting increasing grosses on Sky Fighters by tournament promotions in individual locations as well as in Sky Fighter Sports Arenas. It is reported. Weekly or daily prizes are offered for high scores, with playoffs arranged in case of ties.

With the incentive of tournament prizes, players keep at the Sky Fighters continuously, practicing for the tournament nights that are being promoted in dozens of locations. In some spots players are reported even classed according to their ability and given hand-

caps, as in golf tournaments. Smart ballyhoo is tied in with the advantage of learning to shoot on Sky Fighter, with signs in flashy colors calling attention to the contests, the prizes, and the thrill of playing this machine, it is said.

William Rabkin, president of International Mutoscope Reel Company, Inc., manufacturer of the coin-operated machine gun, says: "It's still a problem with us to devise means of increasing our already record production in order to meet the demands of operators thrust out the nation for Sky Fighters. As the weeks go by the calls for delivery keep increasing. Right now we are at a greater peak in shipments than any machine in our 45 years of experience."

### Schlesinger in Hospital

NEW YORK, Nov. 23.—Al Schlesinger, president of Square Amusement Company, Poughkeepsie, N. Y., has entered New York Hospital, 118 East 74th Street here, for an ear operation.

According to Al, "I'm being wired for sound." He will be there for two weeks after the operation.



TWO OF MANY SPORTS ARSENALS featuring Mutoscope's Sky Fighters now in operation in New York. Spot on left is located at 45th Street and Lexington Avenue. Location on right is at 45th and Broadway, in the heart of Times Square.

# OVER 1,000 USED MACHINES FOR QUICK SALE



- 1-BALL PAY TABLES
- FREE PLAY GAMES
- CONSOLES
- PHONOGRAPHS
- SLOT MACHINES
- COUNTER GAMES
- BOWLING GAMES
- WEIGHT SCALES
- RAY GUNS
- AND MANY OTHERS

No Fooling! Here are bargains that are "REAL" bargains. If in the market for good dependable equipment at greatly reduced prices, phone, wire or write for complete information, or better still, place your order now. Satisfaction is assured!

## DOUBLE YOUR PROFITS WITH THESE BRAND NEW HITS!!

- BALLY Duet Dark Horse Long Shot Rapid Fire
- DAVAL American Eagle "Cub" and "Ace"
- MUTOSCOPE Sky Fighter
- GROETCHEN Sparks Liberty
- CHICAGO COIN All American
- KEENEY Air Raider
- GOTTIEB Paradise
- MILLS Vest Pocket Bell Jumbo Parade
- GENCO Metro

ATTENTION: Don't fail to get our quotations on new machines of all makes before buying elsewhere, as we guarantee to meet all clean competitive prices!

### THE VENDING MACHINE COMPANY

205-15 FRANKLIN STREET-FAYETTEVILLE, N.C. Cable Address COINSLZOS

CONSOLES	
Lucky Lucr—Late	\$139.50
Buckley Track Odds—Late	129.50
Buckley Rivers—Late	119.50
Flushing Ivorys	119.50
Buckley Seven Balls	119.50
Royal Draw	99.50
1938 Galloping Domino	79.50
Saratoga Blueprint	74.50
Square Ball	69.50
Paces Races—Serial 5000	39.50
Multiple Liberty Bell	39.50
Multiple Racer	39.50
Good Luck	39.50
Track Time	29.50
Turf Console	19.50
Tanferon	19.50
Sadie Club	19.50
Chuckletoe	19.50
Drby Day	19.50
Liberty Bell	19.50
De Luxe Bell	14.50
Domino's	14.50

PAYOUTS	
Spinning Reel—Late	\$99.50
Grand National	99.50
Grandstand	79.50
One-Two-Three—Late	49.50
Man o' War	44.50
Gold Medal	44.50
Sport Page	44.50
Hawthorne	44.50
Thirtidown	58.50
Pot Shot	24.50
Fisher	24.50
Gottlieb Multiple	19.50
Across the Board	19.50
Stoner Champs	19.50
Fly Day	19.50
Het Day	19.50
Klendike	19.50
Feed Bag	19.50
Derby Triple Multiple	19.50
Ak-Sar-Ben	19.50
Fairgrounds	19.50
Boat 'Em	19.50
Blue Bird	16.00
Ents	15.50
Prakness	12.50
Arlington	12.50
Bally Derby Derby	10.00

Roll in the Barrel	\$119.50
Kenney Aircraft—Brown	109.50
Kenney Aircraft—Black	109.50
Ch Lu Western Baseball, F. P. & Payout	89.50
Walt Tiger	89.50
Dick Sam	69.50
Billy Eye	49.50
Blue-Ball-Ette	49.50
Ten Strike	44.50
1938 Western Baseball	44.50
Rock o' Ball	39.50
Wurlitzer Skee Ball	39.50
Vitality	39.50
Jennings Library	39.50
Bally Atley	25.00
Bally Lucky Strike	25.00
Exhibit Bowler	19.50
Casino Golf	19.50

### Mayflower Novelty Co.

2218 University Ave., St. Paul, Minnesota

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

# "IT'S TOPS" PACE'S FREE PLAY SARATOGA

CONVERTIBLE — FOUR MACHINES IN ONE

## As a Free Play

No Payout With or Without Skill Field

## As Skill Game

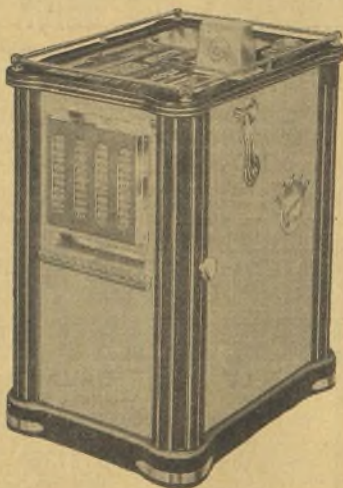
Mystery Payout Compulsory Skill

## As Jackpot Bell

No Free Play or Skill Field — Mystery Bell Payout

## As Mint Vender

With or Without Skill Field — Free Play or Cash or Check Payout



5c, 10c, 25c Slug Proof Coin Chute and Escalator

**Buy Pace Consoles--Never Obsolete--Operate Under All Conditions.**

Investigate Pace Automatic

Duck Pin Alleys — Legal — Permanent and Profitable

Write for complete information and prices.

**PACE MFG. CO., INC.**

2901 Indiana Avenue, CHICAGO, ILL.

### Eastern Pennsylvania Operators, Attention! ANNOUNCING!

We are now distributors for Mills Empire, Throne of Music and Vest Pocket Bells. We also have in stock all the latest Pin Games and a good variety of Used Games at prevailing prices.

**BASCH NOVELTY CO.**  
136 Franklin Ave., SCRANTON, PA.

### YOU CAN CASH IN ON THIS FOOTBALL SEASON WINNER!



We also stock the latest Football Jackpot Ticket Cards at lowest prices. Send for illustrated circular and price list today!

**H. & H. NOVELTY SALES**

645 HAMM BLDG., ST. PAUL, MINN.

### FREE PLAY GAMES PERFECTLY RECONDITIONED

DOUBLE FEATURE (Stoner).....	\$37.50
LANDSLIDE (Exhibit).....	45.00
BRITE SPOT (Stoner).....	42.50
Big League \$25.50	Chief..... 49.50
Home Run.....	Powerhouse..... 49.50
Blonde.....	35.50
Rotation.....	39.50
Nippy.....	17.50
Borderdown.....	42.50
Linslight.....	32.50
Mascot.....	24.50
Lucky.....	\$11.50
Lot-A-Fun.....	7.50
Snooks.....	7.50
Fantasy.....	12.50
Nowlty Ocean Park.....	\$7.50
Headliner.....	7.50
Twinkle.....	7.50
Terms: 1/3 Deposit, Balance C.O.D.	

### ROXY SALES CO.

4 Amsterdam Ave., NEW YORK CITY  
All Phones: Clevelo 6-7313

### WANTED AT ONCE

ARMLESS OR LEGLESS GIRLS  
For Immediate Booking.  
Send Photos and Full Particulars.

ROX D-10

THE BILLBOARD, Cincinnati, Ohio.

## Subway Sings the Blues; 594 Slugs Is Day's Average

NEW YORK, Nov. 23.—One of the biggest users of coin-operated mechanisms is the New York Eighth Avenue subway. Likewise, it is also a sufferer of the bug-aboo of slugs. An average day's receipts of slugs is about 594 buttons, lockets, medals, and other devices intended to defraud.

The New York Times Sunday section recently carried a column item about coin-box fraud. "In one day in the week preceding the election," said the magazine, "the city's board of transportation reported 223 campaign buttons were found in coin boxes of the Eighth Avenue subway turnstiles. One man was arrested as he tried to use one for a fare. The buttons were slightly flattened and some covered with tinfoil.

"Coin boxes—in turnstiles, telephone booths, and automatons—have turned up some surprising items. Almost all of these items have been deliberately used in lieu of coin. In the days of the hopper-type boxes in subways and elevated lines the variety was even greater. Sometimes the substitution was accidental. Gold pieces used to be found once in a while, and usually the owners came looking for them. Locketts, too, were found.

"A major nuisance in clearing coin boxes are the Canadian nickels and other foreign coins. Since they have some value they have to be saved, and three times a year they are banked for exchange. Counterfeit coins are turned over to the Treasury Department as being of possible value as evidence. All the other worthless finds are dumped into the Sound once a year, along with confiscated arms and slot machines.

"Home-made devices for cheating the coin slots are widely varied and use of some of them seems to have involved considerably more than a nickel's worth of work. Tinfoil, packed and shaped, is the most popular slug. Thereafter come washers, metal punchings, and buttons. Even candy wafers have been found, and men have been caught tripping the turnstile releases with corset steels. Religious medals, play money, souvenir and advertising coins, medical capsules, metal tokens from transportation systems elsewhere, telephone slugs, and an occasional outmoded American coin like the two-cent and three-cent pieces of generations ago have been found.

"On an average, 594 slugs a day are found in the Eighth Avenue line's coin boxes, a figure which is considered negligible in view of the fact that the line carries about 1,250,000 passengers a day. Arrests are not frequent; two in October and three last April."

real profits with Cub and Ace. They know that we will not place our endorsement on any machine unless it is 100 per cent mechanically efficient. They also know that when we recommend a machine it must be the best machine of its kind. Cub and Ace are the sort of machines Banner Specialty Company will back to the fullest limit."

## Banner Handling New Counter Games

PHILADELPHIA, Nov. 23.—I. H. Rothstein, president of Banner Specialty Company, with offices in Pittsburgh and Philadelphia, reports that his firm now has two of the newest counter games on the market, Cub and Ace.

"For many years now we've been boosters of counter games," said Rothstein. "This dates all the way back to the days of three-reel Gum Vender and Chicago Club House; followed by Penny Pack, Reel '21,' and now American Eagle, Marvel, and the two tiny counter games, Cub and Ace.

"Each of these games made money for the operators. They opened a new path to bring coinmen dollars from pennies. With sales and defense taxes in almost every city and State in the country today, pennies are one of our most widely used coins.

"Operators are therefore going to earn



ROCK-OLA REMOTE CONTROL boxes have been installed in Holton's, Houston, Tex., for added convenience of patrons.

## No Worries on Scranton Meters

SCRANTON, Pa., Nov. 23.—Parking meters are being filled with coins so rapidly that Scranton is having a hard time keeping the meter boxes emptied so that the devices will stay in working order.

During the week motorists in the North Scranton section of the city found that they couldn't deposit money in the meters because they were already jammed. City officials rushed collectors there to bring the cash into the city coffers.

SCRANTON, Pa., Nov. 23.—Installation of 300 penny parking meters will be made on a lease basis at near-by Honesdale. Council awarded the contract Monday (4) to the Duncan Meter Corporation, Chicago.

### 1c and 5c Models Hammerloid and Chrome



We serve the

## Western States with Mills

## Vest Pocket Bells

and all other Mills Machines

## Mills Sales Co.

1640 Eighteenth St.

Oakland, California

1491 West Washington Blvd.

Los Angeles, California

1325 S. W. Washington

Portland, Oregon

## CLEARANCE SALE

### FREE PLAYS

EXHIBIT	BALLY
Contest... \$13.50	Fifth Innings... \$15.50
Chief... 12.50	Spazzy... 15.50
Werry-Do... 12.50	Champion... 15.50
Round... 39.50	Variety... 20.50
Avalon... 15.00	Pickem... 22.50
DAVAL	Headliner... 18.50
Short Stop \$42.50	Triumph... 21.50
Box Score... 12.50	
Triple Threat... 17.50	
KEENEY	
Big Six... \$14.00	
Super Six... 27.50	
Chubby... 14.50	
CHI GOIN'	
Major... \$15.00	
Topper... 17.50	
Lucky... 24.00	
GENCO	
Alphabet... \$18.50	
GOTTLEB	
Big Show... \$32.50	
Three Score... 38.50	
Bowling Alley... 29.50	
CONSOLES	
KEENEY DARK HORSE... \$18.50	
JENNINGS FLAT TOP DERBY... 15.00	
KEENEY KENTUCKY CLUB... 42.50	
PACIFIC DOMINOES... 12.00	
1/3 Deposit, Balance C.O.D.	

## LAKE CITY NOVELTY CO.

1818 East 30th St., CLEVELAND, OHIO

## Legion Honors to AOLAC President For Civic Work

LOS ANGELES, Nov. 23.—Samuel Robinson, president of the Associated Operators of Los Angeles County (AOLAC), has been singled out by the Los Angeles American Legion for honors in connection with civic service. In a letter to Robinson, Herbert Ochs, commander of Los Angeles Post No. 8, commended Robinson and his association for the work they have been doing in behalf of civic betterment.

The letter to Robinson stated: "My Dear Comrade: The officers, executive committee, and members of Los Angeles Post No. 8, American Legion, unanimously extended to you, as president of your organization, a rising vote of thanks for your magnificent expression of excellent citizenship that has been reflected in your work of furthering public safety and child welfare.

"Not only Post No. 8, but the American Legion in general, has long been cognizant of your sincere interest in the projects of American Legion work, espe-

cially in these two important phases. "Therefore, as Commander of Los Angeles Post No. 8, I commend you upon your outstanding display of citizenship and request that you appear at Post headquarters on Thursday evening, at which time you will be presented with a fitting tribute exemplifying the praise and gratitude due one who has so distinguished himself in public and American Legion service." (Signed) Herbert Ochs, Commander.

## Double Talk By Dave Bond

BOSTON, Nov. 23.—David S. Bond, president of the Trimount Coin Machine Company, reports that he has now developed a new double talk. "It happened the moment we saw Daval's new tiny counter games, Cub and Ace. Since then we've been talking double talk to operators in New England. Instead of just mentioning one money-maker at a time we now mention them by doubles. We know that Cub and Ace are going to be doing duty on counters everywhere in New England soon and that means that they're going to bring double profits.

"Every operator who is seeking the kind of equipment that will insure him bigger and better profits over a long period of time should make it his business to get Cub and Ace immediately."

## Coin Machines Boom in Boston; More on Location

BOSTON, Nov. 23.—Manufacturing orders in Massachusetts reached the highest peak during October attained since 1924.

Increase was noted in the coin machine field in collections on practically every type of machine.

Music machines absorbed the greater part of the increase, an independent survey showed, with collections in industrial areas reaching new peaks in some instances, as did cigarette machines and candy venders.

Government rearmament purchases are partly responsible for the increase. Massachusetts factories will be operating on full-time schedules for the next few months. This means that the increases on coin machines will continue.

Heavy government purchases in Massachusetts brought an estimated \$13,000,000 in orders for the period ending November 15. Industries in Massachusetts have been awarded government contracts for the five months' period since June, which total approximately \$810,474,928.

Altho in several cases increased collections were accompanied by the increased use of slugs, operators have found that the national defense work is resulting in good business for all types of machines. A bowling alley which installed several pinball games and a few target machines found collections more

### SOUTHERN AUTOMATIC

CARLOAD
PURCHASING
POWER

— GIVES YOU BIGGEST COIN MACHINE VALUES! —

## STOP! LOOK! BUY!

### GIANT REMODELING SALE!

WE MUST MOVE EQUIPMENT WHILE REMODELING IN LOUISVILLE!  
It's Your Move To Get Sensational Bargains in This  
Amazing Array of Money-Making Machines!

#### FREE PLAY GAMES

<b>\$14.50 EACH — YOUR CHOICE! — \$14.50 EACH</b>		<b>\$19.50 EACH — DON'T MISS THESE! — \$19.50 EACH</b>	
Big Six	Big Ten	Davy Jones	Rattling
Bating Champ	Chevon	Follow Up	Rink
Box Score	Double Feature	Parachute	Score
Alphabet	Hills	Pick Em	Twinkle
Band	Jump	Rebound	Triumph
Contact	Klick	Stoner	Up & Up
Conquest	Lot of Fun	Side Kick	Venus
Conway	Major	Triple Play	Variety
Flash	Major	Topper	Zip
Fifthinning	Ocean Park	Thriller	Zeta Console
Headliner	Pyramic		

JUST A FEW OF THESE AVAILABLE AT SACRIFICE PRICES! RUSH ORDERS!

Bally Europa	\$40.00	Fleet	\$59.50	Speed Demon	\$59.50
Bally Victory	45.00	Score A Line	49.50	Steele Score	49.50
Commodore	27.50	Speedway	49.50		

Write Today for LIST of OTHER LOW PRICED LATE MODEL GAMES LIKE THESE:

Jennings Derby Day Console	\$29.50	Tamford Console	\$27.50
Preakness Automatic Table	15.00	Bally Entry, Pay Table	37.50
Kenney Bill Time Console	75.50	Chicken Sam Rayolite, base	59.50
Kenney Track Time Console	69.50	Echibak Race	59.50
Liberty Bell Console	29.50	1938 Gallop Dominions	89.50
Palmolive Derby Bell Console	29.50	Evans Ten Strike	49.50
Silver Balls Console, Exhibit	59.50	Western Deluxe Baseball	Free
Face Saratoga Balls	79.50	Play	89.50

Please Give Second Choice in Your Order  
Terms: 1/2 Deposit, Balance Order Notify  
DISTRIBUTORS FOR J. P. SEEBURG CORP. PRODUCTS IN KENTUCKY, TENNESSEE, OHIO AND INDIANA

## 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      531 N. Capital Ave.

### HARRY'S GOT 'EM!

## "CUB" 3 REEL-3 WAY PLAY WITH AUTOMATIC COIN DIVIDERS

★ A REAL OPERATOR'S MACHINE!  
2 Separate Cash Boxes and Daval's Famous Coin Dividers. Stand-ard Divider Model 755-2. Also available in 80% - 20% model. Take your choice of Cigarette, Fruit or Number Raffle. ORDER QUICK!



SAMPLE \$1395

CASE OF 6 \$7500

### "ACE" 5 REEL POKER PLAY WITH AUTOMATIC COIN DIVIDERS

★ Eliminate need for meters. Cut down servicing. BIG CASH BOX FOR OPERATOR. Gum Vendor. Reel windows covered when not being played. 15, 50 or 10¢ play. BEST POKER PLAY!



SAMPLE \$1495

CASE OF 6 \$8000

H. G. PAYNE CO.

312-314 BROADWAY  
NASHVILLE, TENN.

## Quality Speaks For Itself

<b>FREE PLAY</b>	<b>FREE PLAY</b>
Sporty \$49.50	Alphabet \$17.50
Shaky Stop 35.00	All Babes 15.00
O'Boy 32.50	Bubbles 15.00
Sports 22.50	Twinkle 15.00
Variety 22.50	Up & Up 15.00
Super Six 22.50	Lot of Fun 20.00
Scop 22.50	Headliner 15.00
C. O. D. 22.50	Big Six 14.00
Vogues 22.50	Chevon 14.00
Lucky 22.50	Spot'em 14.00
Triumph 19.00	Contact 12.50
Top Notcher 19.00	Sidekick 10.00

<b>1-BALL</b>	<b>1-BALL</b>
1940 Mills	Sport Page \$49.50
1-2-3 \$104.50	Arrowhead 24.50
1939 Mills	Arlington 22.50
1-2-3 49.50	Exhibit Bowling Game 22.50
Lucky Cup 49.50	

1/2 Deposit With Order—Balance C. O. D.

MODERN AUTOMATIC EXCHANGE, INC.

2618 Carnegie Avenue, Cleveland, Ohio

## "GET AN ORDER FOR FRED"



"GET AN ORDER FOR FRED"

"GET AN ORDER FOR FRED and for me at the same time," says Vince Shay, sales manager of Mills Novelty, who is pitted against three other sales divisions in a Christmas sales drive contest.

## ONE BALL BARGAINS

DEAD HEAT	\$60.00
DERBY CLOCK	35.00
QUINNELLA	35.00
DERBY TIME	35.00
HEY DAY	35.00

### Automatic Coin Machine Corporation

340 Chestnut St.,      SPRINGFIELD, MASS.

### FREE PLAY MACHINES

Short Stop	\$35.00	Yacht Club	\$40.00
Venus	35.00	Scout Special	100.00
Lite-a-Card	35.00	Score Card	35.00
Lot-o-Fun	20.00	Buper Six	25.00
Ken-a-Ball	20.00	Brite Spot	4.00
Triumph	20.00	Dude Ranch	50.00
Conquest	20.00	Miscot	45.00
Variety	20.00	Mr. Chins	25.00
Supercharger	20.00	Home Run	35.00
Score-a-Line	45.00		
Scop	20.00		
Big League	35.00		
Red Hot	25.00		

### COUNTER GAMES

Penny Pack	\$7.00
Pick-a-Pack	9.00
10¢	25.00
Penny Play	8.00
Select 'Em	9.00
Terms	1/3 Cash

### Kramer Coin Machine Co.

528 N. Hagan Ave.,      NEW ORLEANS, LA.

### NEW AND RECONDITIONED

16 Penny Phones (New)	\$50.00
10 Penny Phones (Used)	35.00
1 Selector Mutoscope Picture Machine	110.00
1 Bang-a-Way	110.00
1 Mutoscope Card Vender (New)	20.00
6 Postage Stamp Venders (Like New)	4.25
2 1/2 Sandy Counter Games	6.50

2000 CHANGE MAKERS FOR STEWART & WIGLIFE CIGARETTE VENDERS, 20¢ A. 1/3 down, balance C. O. D. F. O. B. Wichita.

### MATHENY VENDING CO.

1001 W. Douglas,      WICHITA, KAN.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS.

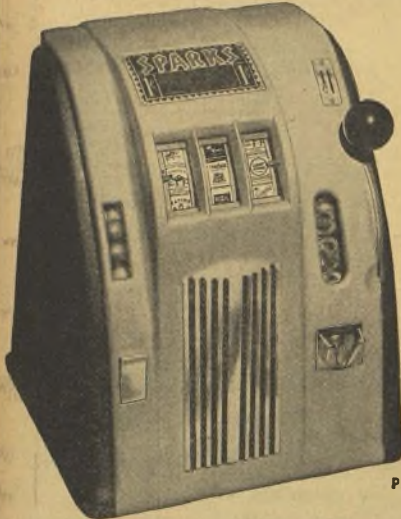
# SPARKS GOLD AWARD CHAMPION

## TOKEN PAYOUT GUM VENDER WITH AUTOMATIC GOLDWARD JACKPOT

Behold that tantalizing display of three large Goldward coins, and imagine what sensation it will create among the patrons of your spots. Here is a goal to shoot for—a big, juicy award, paid from FRONT PAYOUT CHUTE in addition to the regular token awards which are vended at frequent intervals from SIDE PAYOUT CHUTE.

ONLY GAME WITH TWO COMPLETE PAYOUT SYSTEMS.

Pronounced by leading operators as the **MOST BEAUTIFUL COUNTER GAME IN AMERICA**



PENNY OR NICKEL PLAY

CIGARETTE OR SPORTS SYMBOLS.

HORSE, BEER OR NUMBER REELS.

LARGE CAPACITY GUM VENDER.

LARGEST CASH CAPACITY OF ANY COUNTER GAME.

COMING SOON:

BELL FRUIT REELS WHICH ARE CONVERTIBLE FROM PENNY TO NICKEL PLAY.

OPEN PAYOUT OR TOKEN RETAINING.

PRICE **\$39.50**

IT'S THE GREATEST LOCATION GETTER OF ALL TIMES—PROVE IT TO YOURSELF

**GROETCHEN** 130 N. UNION, CHICAGO

## MILLS VEST POCKET BELL

1c or 5c play

Plain or Metered

(Meters Standard on One Cent Models)

Blue and Gold or Chrome Finish



WRITE OR WIRE FOR PRICE

IMMEDIATE DELIVERY

Exclusive Northwest Distributor

## MAYFLOWER NOVELTY COMPANY

2218 University Avenue

St. Paul, Minnesota

## A NEW CATALOG OF SALEBOARDS AND MERCHANDISE DEALS—AT LOWEST PRICES

SEND FOR YOUR FREE COPY OF CATALOG NO. 55

Salesboard Operators and Jobbers! If you want to enjoy real prosperity—send for your Free Copy of this money-making Catalog! It's chock full of the Season's newest Salesboards and Salesboard Merchandise Assortments . . . at prices that defy competition! Jammed with profit-making deals that are designed for fast play and swift profits! Write today! If interested—ASK ALSO FOR OUR BIG NOVELTY CATALOG NO. 54

**GELLMAN BROS.** 119 North Fourth St. MINNEAPOLIS, MINN.

## Universal Party Starts New Line

PHILADELPHIA, Nov. 23.—A party for the local music machine operators is hardly a novelty any more. But everyone will long remember the party tendered last Sunday (17) at the Raleigh Room of the Ritz-Carlton Hotel by Arthur L. Pockrass, president of Universal Amusement Company, who has taken over the distributorship in this territory for the Buckley Music System. The affair served to introduce the company's line of wall boxes and adaptors to the operators in this territory.

Thruout the day and evening more than 400 guests were in attendance, including the wives and sweethearts of the music operators. A top grain leather pocket-secretary was presented as a souvenir to all the men folk with the compliments of Universal Amusement Company. In addition, there was a grand drawing for three prizes, the first prize of a twin-12 adaptor going to Jules Goldberg; the second prize of a 20-24 record adaptor bagged by Willie Blatt, who came in from Brooklyn, N. Y.; and the third, an ultra-tone loud-speaker going to Marty Mitnick, who is also president of the Philadelphia Amusement Machines Association.

Music machine operators, local unless otherwise indicated, and those associated with the industry in attendance included the following: DeWitt (Doc) Eaton, New York; S. Litt, Manny Benfield, William Ratusmon, Richard Miller, H. Scott; Bill Gersh, New York; B. Sugarman, Newark, N. J.; M. Gordon, Jack Sheppard and associates with the Bell Music Company, Joseph Ash, Joseph Critt, A. Grewer, Allentown, Pa.; Ed Leopold, Bernard Sachs, John Workman; M. H. Orodener, *The Billboard* Philadelphia correspondent; Bill Rodstein, Samuel P. Lerner, P. E. Blerer and son, A. Elderson, Mr. Snyderman, H. Stern, Larry Yank.

Ray Alexander, Reuben Cohen; Frank Hammond, business manager of the Philadelphia Music Machine Operators' Association; Melvin Missmer Jr., Allentown, Pa.; T. J. Sheridan; Sol Hoffman, Harrisburg, Pa.; Mack M. Esterman, Harrisburg, Pa.; Walter C. Yost, Lebanon, Pa.; Al Rosman, Lancaster, Pa.; Eddie Heller, Izzie Klein, C. S. Field, Samuel Stern; Harold Davis, record commentator on WDAS; Mr. Feldstein, P. Hind, Louis N. Sussman, Paul J. Brown, and Ray C. Bernhardt.

H. H. Elkins, Joseph Cohen, William J. Murphy; W. Kaufman, Fort Washington, Pa.; Mr. Milburg; Micky Finkel, Ethel Polsky, Gertrude Stein, Richard Finkel, Maurie Finkel, Harold A. Reese, Hubert Sherward, John J. Manion, Mr. Bushwick, George Katz and associates with the Capitol Amusement Company, William L. King and associates with the Quaker Vending Company, Benjamin Hankin, S. S. Hankin, A. J. Rodstein, E. Balin, Mr. Jackson, J. A. Needer, Morris Smedman, A. A. Berger, M. Frank, Julius H. Goldberg, Martin Mitnick, Martin Mitnick Jr., I. Brown, Seymour Pitche, Bill Abramson, Max Margulis, R. Rosfeld, Edward D. Cohen, Arthur Gitelman, S. W. Toth, J. W. Berg, Howard A. Boyer, and Paul Janoff.

## Distributors Seek Cub, Ace Delivery

CHICAGO, Nov. 23.—Leading distributors throuth the country have been in touch with the Daxal factory this week with urgent requests that they receive shipments of the firm's new tiny counter games, Cub and Ace.

Al S. Douglis, who was preparing to leave for Los Angeles to attend the Western States Show, reported: "I haven't been able to get away from the long distance phone for more than a few minutes at a time. Since our first announcements leading distributors have been phoning to be sure that they receive some part of the large orders which they have placed.

"These distributors include Sicking, Inc.; the Vending Machine Company, Banner Specialty Company, Atlas Novelty Company, Acme Novelty Company, H. G. Payne Company; Seaboard Sales, Inc.; Electro-Ball Company, Silent Sales Company, Mayflower Novelty Company, Trimount Coin Machine Company, and others.

"We are now on our biggest production schedule to meet this demand. While I am at the Los Angeles show the factory will be working full blast. Orders are already scheduled to be delivered to our distributors just as rapidly as the machines come off the production line. "With Cub and Ace entering into full

# VEST POCKET



## BY MILLS VIA MONARCH

COIN MACHINE CO.  
1545 N. Fairfield Ave.  
Chicago, Ill.  
Phone Armitage 1434-5-6-7

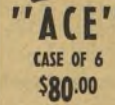


BERT LANE Says:

QUICK! RUSH YOUR ORDER FOR A CASE EACH OF . . .



"CUB" CASE OF 6 \$75.00



"ACE" CASE OF 6 \$80.00

SEABOARD SALES, INC.

619 Tenth Ave., New York  
Phone, Wisconsin 7-5688

## OFFERED AT SACRIFICE

Machines Reconditioned Like New

Chicken Eggs \$44.50 Seaboard Convicts \$40.50  
Bally Alley 22.50 Evans 108Rite 40.50

FREE PLAY GAMES

Cowboy, Rink, Headliner, Contact, each \$17.50

Peerless Distributing Co.

301 W. 8th St., Kansas City, Mo.

production, and with American Eagle and Marvel still going great, our plant will be placed on a 24-hour shift to arrange for deliveries throuth the country."

## Culinary Workers Petition Burbank, Calif., for Games

BURBANK, Calif., Nov. 23.—Following an unfavorable vote by a narrow margin on a pinball ordinance in this city November 5, the Culinary Workers' and Bartenders' Union, Local 684, adopted the following resolution at a recent meeting:

"WHEREAS, the so-called Marble Machine Ordinance was only carried by 146 votes in a total of over 16,000 votes cast, such a vote could hardly be termed a mandate of the people, and

"WHEREAS, the passage of such a prohibitory ordinance by the City Council of Burbank would work a great hardship upon the members of the Culinary Alliance in this city, and

"WHEREAS, the very jobs of our members would be jeopardized by the enacting of such an ordinance, to the end that the entire labor movement would be directly and adversely affected, and

"WHEREAS, the transient trade enjoys the relaxation and amusement afforded by the presence of the marble games with a consequent benefit to all the merchants in Burbank, which benefit would be lost to them in the event that such a proposed ordinance were to be passed, and

"WHEREAS, it is conceded by our members, as well as many, many others, that the playing of the marble games constitutes a form of amusement and entertainment within the reach of all of us who cannot afford the rich man's pleasures such as attending the races, golf, etc.

"THEREFORE, be it resolved that this organization hereby goes on record as being opposed to the passage of any such ordinance and that a copy of this resolution as adopted, be forwarded to the Honorable City Council of the City of Burbank."

## Sam London Lauds Gottlieb Paradise

CHICAGO, Nov. 23.—"The most gorgeous, magnificent game the industry has ever seen," says Sam London, head of Milwaukee Coin Machine Company, in elation over the new Gottlieb game, Paradise.

"I was so enthused over the splendor and appeal of the game that I rushed to Chicago and placed the largest initial order I have ever given for a new game. Paradise has more color, more attractiveness, more play-compelling magic packed into it than I have ever seen in a game before.

"From the reports of the success that operators are having with this game on location, I predict Paradise will be one of the top-flight successes of the industry."

## REGISTER NOW

for  
1941 COIN MACHINE SHOW

Registration blank in this issue

## GLOBE SPECIAL

This Beautiful New Book Cover with Slot Symbols, showing a handsome Average Profit of \$24.20 on a 1,000-Hole Board is worth your trying. At 5c a punch it takes in \$46.40; at 10c a punch it takes in \$92.80. Average Payout, \$44.15.



## BOMB SHELL

A 1680 Hole Step-Up Board, attractively made up in 4 colors. The 100 winner feature makes it a fast seller with a handsome profit appeal. Takes in \$73.50 Average payout \$47.50.

Lots of Other Fast Sellers

GLOBE PRINTING CO. Office—1023-27 Race St. PHILADELPHIA, PA.

# FREE-PLAY BELL BIG GAME

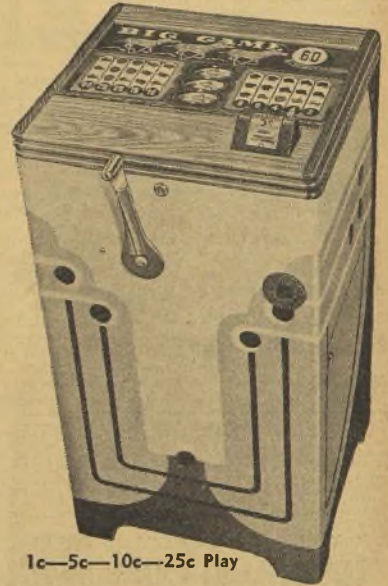
NEW  
BIG GAME  
This is a Free Play Game with no payout.

★  
With the famous Watling Bell mechanism.

★  
With a meter to register the amusement score.

★  
This machine is also built with the Mystery Cash Payout, 3-5, etc.

★  
Furnished with Animal Head Strips or Fruit Reel Strips.



1c—5c—10c—25c Play

Height 42 1/2 In.—Width 22 In.—Depth 23 1/2 In.—Weight 134 Lbs.

Write for circulars and prices

Made Only by

## WATLING MANUFACTURING COMPANY

4640-4660 W. Fulton St., Chicago, Ill.

Est. 1889—Tel. Columbus 2770

Cable Address, "Watlingite", Chicago

## FOR A BANNER SEASON BUY

<h3>"CUB" AND "ACE"</h3>	
<p>3 REEL-3 WAY PLAY WITH COIN DIVIDERS</p>	<p>5 REEL POKER PLAY WITH COIN DIVIDERS</p>
<p>SAMPLE \$1395</p> <p>CASE OF 6 \$7500</p>	<p>SAMPLE \$1495</p> <p>CASE OF 6 \$8000</p>

BANNER SPECIALTY COMPANY  
1530-32 PARRISH ST., PHILADELPHIA, PA. • 1508 FIFTH AVE., PITTSBURGH, PA.

## "The House of Proven Winners"

FREE PLAY GAMES	FREE PLAY GAMES	NOVELTY GAMES
Bally Topnotcher ... \$24.50	Gottlieb Big Show ... \$32.50	Daval Reel Spot Counter ... 4.50
Bally C. O. D. ... 22.50	Bally Vogue ... 19.50	Lucky Pack Counter ... 7.50
Keeney Big 6 ... 17.50	Bally Soops ... 21.50	Ginger Counter ... 14.50
Keeney Super 6 ... 29.50	Exhibit Congo (1 or 5 balls) ... 34.50	ABT Challenge ... Like New ... 14.50
Keeney Thriller ... 19.50	Exhibit Conquest ... 17.50	ABT Model F, Like New ... 17.50
Bally Pickem ... 19.50	Bally Triumph ... 29.50	Bally Vogue ... 9.50
Stoner Clipper ... 14.50	Bally Supereager ... 22.50	Bally Pickem ... 7.50
Keeney Supercharge ... 24.50	Bally White Sails ... 17.50	
Bally Spottem ... 17.50		

One-Third Cash With Order — Balance C. O. D.

J. and J. NOVELTY COMPANY  
4840 MT. ELLIOTT AVE. (Plaza 1433) DETROIT, MICHIGAN.



# GOD BLESS AMERICA

## FOLLOW MONARCH LEADERSHIP

★

### ONE BALL AUTOMATIC PAYOUTS

Santa Anita \$125.00	Grand Nat'l. \$94.50	Grandstand \$74.50
Sport King.. 125.00	Thistle-down. 60.00	Hawthorne .. 57.50
Cold Medal. 55.00	Sport Page... 52.50	Stepper Upper 54.50
Feed Bag.. 37.50	Hay Day... 37.50	Fairground... 25.00

### LEGAL EQUIPMENT

Seeburg Shoot the Chutes.. \$117.50	Keeney Anti-Aircraft Gun.. \$ 69.50
Ray Gun—like New	Guaranteed Perfect
Cottlieb Skee-Ball-Ette ... 64.50	Seeburg Hockey 1c or 5c.. 29.50
Evans Ten Strike .....	Groetchen Metal Typar.
Seeburg Chicken Sam Console 64.50	Latest Model 700 Discs.. 119.50
Bally Bulls Eye .....	Seeburg Jailbird Console... 82.50

### AUTOMATIC PAYOUT CONSOLES

Paces Races — Brown Cabinet — Series Over 5000.....\$ 84.50	Bally Royal Flush, Card Console .....
Keeney Pastime, New Appearings .....	Keeney '38 Track Time, Skill Feature Check Separator.. 87.50
Keeney Triple Entry Ch. Sep. 124.50	1940 Pace Reels, 25c play.. 89.50
Pace Saratoga, Slugproof, 5c, 10c, 25c.....	Evans 1938 Bangtails..... 74.50
Evans Galloping Dominos, 1938 Model .....	Evans Lucky Lucr... 144.50
Mills Square Bells, Skillfield 69.50	Jennings Multiple Racer... 39.50

Western Baseball — 1940 Deluxe Model, Comb. Free Play & Payout .....	\$89.50
Western Baseball — 1940 Deluxe Model, Free Play .....	69.50
Western Baseball — 1940 Deluxe Model, Automatic Payout... 74.50	

### COUNTER GAMES

Groetchen Mercury .....	\$17.60	Token (Token P. O.) .....	\$12.60	Dally Races Jr. \$9 50	Bally Naget .. 5.60	Cent-La .. 7.60	Bally Bum Fun 5.00	Bally Baby .. 7.60	Reserve ... 7.60	Penny Pat (coin dice) \$14.60	Indian Dice .. 11.75	Little Merchant 7.60	Mill Wheel .. 7.60	Little Gypsy .. 6.00	Reel Spot .. 6.60	Reel Race ... 6.00
Groetchen Sparks .....	18.60	Track Reel .. 8.60	Reel 21 .. 6.00	Reel Dice .. 6.00	Daval Races .. 6.00											
Groetchen Ginger .....	14.60															

TERMS: 1/3 DEPOSIT — BALANCE C. O. D.

## MONARCH COIN MACHINE CO.

1545 NO. FAIRFIELD AVE. Cable "MOCOIN" CHICAGO, ILL.

## If You Are AFFLICTED

with a weakness for easy money your may not be curable but you can get

### PLENTY of RELIEF

The old "Colors" game—the most profitable of all counter games—re-designed—revitalized—mechanized—yes—really mechanized—results—Twins-Win—



Brand new in makeup—brand new in design—brand new in play simplicity—

The dancing—shimmering color dice—that roll—stagger—balance—totter—settle down—and finally—as an after thought—take one more roll—for a win—or a loss—keeps the interest high—and the profits the same way—

Unbelievably high—when placed near the cash register—so that customers' change can be laid on the glass top—a perfect "natural" for them to slip the coins right into the coin wells—

Yes—takes pennies—nickels—dimes—any one or all at the same time—in any one or all of the five slots—from 1c to 50c at a time—by anywhere from one to five players—

But—don't study this ad—it can't half show—explain—or even give you an idea—of Twins-Win.

Grab your pencil . . . ask for full color detail circular . . . still better . . . for quick . . . miraculous profits . . . say . . . ship at once . . .

## No. 1313 Twins-Win, Size 13x13x4 . . Each \$25.00

### Ten or Over . . . . . Each 24.00

1/3 cash, balance C. O. D.

POSITIVE COIN CONTROL. SLUG PROOF. CHEAT PROOF.

Distributors, Jobbers, write for discounts

## LIBERTY MFG. CO.


Dept. B, Council Bluffs, Ia.

# OUR BUSINESS IS BUILT ON YOUR CONFIDENCE IN US!

### Special Sale of Free Play Games

JOLLY .....	\$27.50	BORDERTOWN ..	\$44.60
LANDSLIDE .....	47.60	HOME RUN .....	32.60
YACHT CLUB .....	42.60	SCORE CHAMP ..	22.60
DOUBLE FEATURE ..	38.60	CONGO .....	32.60
SPEEDWAY .....	42.60	HIGH FLYER .....	29.60
SPORTY .....	40.60	BRIE F SPOT .....	44.60
SCORE-A-LINE .....	60.00	BIG TOWN .....	24.60
SCOP .....	14.60	BLONDE .....	42.60
PUNCH .....	18.60	SPEED DEMON ..	47.60
SHORT STOP .....	29.60	Keeney Anti-Aircraft	
THREE SCORE .....	41.60	Machine Gun .....	79.60

WE RECOMMEND STONER'S ANABEL GOTTLIEB'S PARADISE



THESE ARE BUT A FEW SAMPLES OF THE BUYS YOU ALWAYS GET FROM PONSER! WRITE US FIRST BEFORE YOU BUY FOR ANY GAME YOU WANT! Terms: 1/3 Deposit Required With All Orders. We Ship Balance C. O. D.

## GEORGE PONSER CO.

519 WEST 47TH ST. NEW YORK CITY

11-15 E. RUNYON ST. NEWARK, N. J.

### FROM THE HOUSE OF DEPENDABLE SERVICE

All-Baba .....	\$16.00	Chevron .....	\$15.00	Five Ball Free Plays	Lucky Strikes \$26.00	Scop .....	\$26.00
Big Six .....	17.60	Commodore .....	35.00	Majors .....	16.00	Supercharger ..	26.00
Big Town .....	36.00	Cadillac .....	48.60	Oh Boy .....	32.60	Super Six .....	26.00
Big Leap .....	38.60	Dude Ranch .....	69.60	On Deck .....	56.00	Score Champs ..	35.00
Bangs .....	17.00	4-6-8 .....	25.00	Pick-Em .....	26.00	Speedway .....	60.00
Big Show .....	32.60	Follies 1940 .....	29.60	Polo .....	65.00	Speed Demon ..	69.50
Bowling Alley .....	33.60	Fifth Inning .....	19.00	Red Hot .....	30.00	Toppers .....	19.00
Bordertown .....	49.60	Head Liner .....	20.00	Roxy .....	39.50	Up & Up .....	16.00
Champions .....	26.00	Liberty .....	16.00	Stoner Baseball ..	26.00	Varsity .....	26.00
Cowboy .....	17.60	Landladies .....	66.00	Side Kick .....	16.00	Wings .....	66.00
Chief .....	16.00						

ONE BALL FREE PLAYS

Eurokas .....	\$36.00	Preakness .....	\$25.00	1940 1-2-3 .....	\$110.00	Victory .....	\$80.00
1-2-3 (Con-verted) ..	36.00	Arlingtons .....	26.00	Conqo .....	46.00	1-2-3 (Top Hat)	60.00
		Liberty .....	16.00	Half Deposit ..	76.00	Balance C. O. D.	

CLEVELAND COIN MACHINE EXCHANGE, 2021-2025 Prospect Ave., CLEVELAND, OHIO

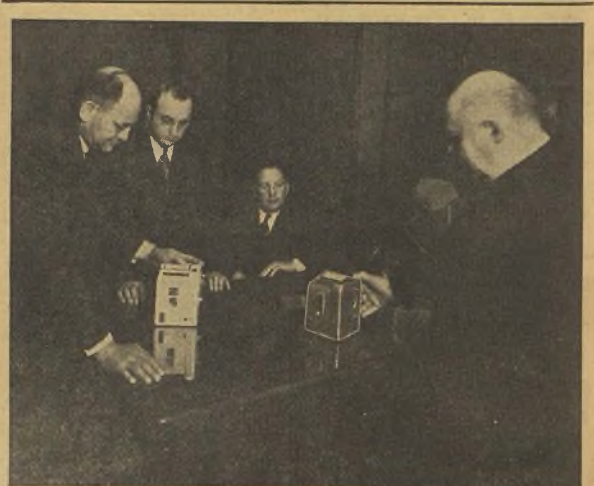
### States Collect 4 Billion in Taxes In '40 Fiscal Year

WASHINGTON, Nov. 23—The Census Bureau reports that State tax collections for 1940 were estimated to be \$4,086,000,000, or almost 7 per cent greater than for 1939, when \$3,832,000,000 was collected.

Greater yields from unemployment compensation taxes and sales taxes accounted for most of the increased collections in 1940. Unemployment compensation taxes brought in 6.4 per cent more revenue this year than in 1939, and 142 per cent more than in 1937, when only three-fourths of the States levied these taxes. Sales tax revenues increased 11 per cent over 1939 and 16 per cent over 1937.

Six main types of taxes yielded over 94 per cent of all State tax collections in 1940. Sales taxes alone, including taxes on general sales and on sales of gasoline, alcoholic beverages, tobacco products, and other commodities, accounted for 40 per cent of the total. More than half of this amount was received from taxes on gasoline.

Unemployment compensation taxes ranked second in importance, yielding 21 per cent of the total collected. Other types of taxes, ranked according to importance as sources of revenue, were taxes on specified businesses, motor vehicle and drivers' licenses, income taxes and property taxes, yielding about 10, 8, and 6 per cent respectively of the total collections.



PRESIDENT AL S. DOUGLAS of the Daval Company shows Cub and Ace to Masflower Novelty Company officials at a private preview in St. Paul. Left to right are Sam Taran, J. H. Niboa, Morris Rosner, and Al Douglas.

## SPECIAL

Gottlieb's THREE SCORE (Original Cases), \$69.50

Get it at the

### LEHIGH SPECIALTY CO.

N. W. Cor. 2nd and Green Streets, PHILADELPHIA, PA.



A WALGREEN DRUG STORE in Memphis, Tenn., has installed a Wurlitzer remote control system which, it is reported, has been highly pleasing to customers and management. M. G. Hammergren, Wurlitzer general sales manager, declares: "We are pleased that the Walgreen firm, which thoroughly investigates anything before adopting it, should select Wurlitzer equipment for installation."

## Air Raider Inspires Distribs

CHICAGO, Nov. 23.—Advertisements on Keeney's Air Raider have been showing a model attired in a bathing suit, a fact which inspired Bob Emmett, of Emmett Novelty Company, Battle Creek, Mich., to send the following wire to J. H. (Jack) Keeney: "Received gun. Some fun. No girl. How Come?"

However, according to Keeney factory officials, Emmett is not the only distributor who has shown enthusiasm for Air Raider. Although they did not send telegrams, others have been doing a great business on the gun, it is said.

H. F. Moseley, of the Moseley Vending Machine Exchange, Inc., comments:

"What a week! We've been very busy holding off impatient customers and phoning to Chicago for more machines. Our territory has gone wild about Air Raider. Locations are experiencing day and evening activity on an amusement device that is unprecedented. All of which goes to prove that when better games are built, Keeney builds them and the world plays them."

Injecting a seasonal note, Bill (Sphinx) Cohen, of Silent Sales Company, Minneapolis, declares: "Thanksgiving this year was a real occasion for rejoicing among operators. With Air Raider on their locations, they have had no difficulty in setting up a turkey and all the trimmings. As a matter of fact, I expect them momentarily to agitate for a Thanksgiving celebration every Thursday, with Jack Keeney as the honored guest."

Dave Simon, Simon Sales Company, New York, relates that Air Raider has power-dived into the hearts of America's games players, and says: "I am positive of the thrills and appeal of Air Raider, basing this opinion on what I have observed. First, I can't get enough Air Raiders to supply the demand; second, I have seen crowds waiting to play the gun; third, I have marveled at the actual earnings and profit reports."

From the Pacific Coast, Advance Automatic Music Company's Lou Welcher reports that current demand for Keeney Air Raider continues unabated. "Deliveries on advance orders," he says, "are being rapidly completed. Shipments from the Chicago plant are coming thru in larger quantities, but we still are unable to keep ahead of demand. The demand grows as earning records are shattered."

## Mass. Gets 100 Cs From Taxes on Small Lottery, Beano Awards

BOSTON, Nov. 23.—State Tax Commissioner Henry F. Long revealed Thursday (14) that he had forced collection of from \$80,000 to \$100,000 in taxes from persons who had won as little as \$5 in beano games, bank nights, and similar small lotteries in the past year.

Long said he had assigned J. Paul Conroy to collect the taxes with the sole duty of bringing into the State treasury its share of the winnings from all games of chance.

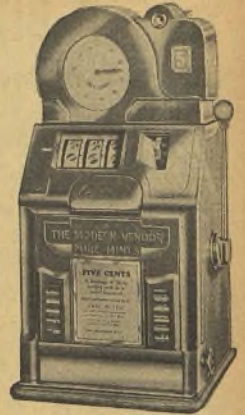
The State tax commissioner said that under the State law placing a 3 per cent tax on all gains from intangibles that he had ruled that a "person making any gain from a purchase of a right to win money should be subject to" the tax.

## N. Y. Incorporations

ALBANY, N. Y., Nov. 23.—Rittling, Inc., of Buffalo, a new \$50,000 vending machine project, has been granted a charter of incorporation by the secretary of state. The promoters and stockholders are Charles P. Rittling, Joseph B. Rittling, and Robert W. Rittling, of Buffalo. The capital of the company consists of 400 shares preferred stock of the par value of \$50 each and 3,000 shares of common stock at \$10 each.

The Tru-Tone Recording Blank Corporation, of Port Chester, N. Y., has been authorized by the secretary of state to manufacture disks for recording sound. The company has a capitalization of \$20,000. Promoters and stockholders are Jacques H. Amsel, La Grangeville, N. Y.; Abraham H. Kavovitz, and Lillias Kavovitz.

# FREE PLAY MODERN VENDOR



☐ A FREE PLAY MINT VENDOR. Investigate this unusual machine for your territory today. A bell type machine in appearance—full of exciting player appeal. Modern Vendor is the free play mint machine which is strictly played for amusement only. It has no payout of any kind—awards made only in free plays. This novelty feature has made it possible for Modern Vendor to operate in free play territories. In fact, Modern Vendor has already been approved by the highest court in one of our largest states. Join the parade of successful operators—get your Modern Vendors today.

## O. D. JENNINGS & COMPANY

4309 W. LAKE STREET, CHICAGO, ILLINOIS

## Now In 6th Month Of Constant Sales And Production--And Still Going Strong--

Only \$9.95



Pay for itself quick  
SIZE  
8 in. wide.  
8 1/2 in. high.  
16 1/2 in. long.  
Walnut finish cabinet.

## ROLL-A-CENT

No "OUT OF ORDER" signs on this little honey. Players roll pennies down incline. A pack of cigarettes for every cent that rolls through either of the upright slots in fence. It's skillful. No mechanism to get out of order. Separate compartment for winning pennies. What more do you need? Send in your order right now. Why wait?

ONLY \$9.95 F. O. B. CHICAGO

Send Full Payment or 1/3 With Order, Balance C. O. D.

GET ON OUR MAILING LIST

KOPLO SALES AND SUPPLY CO.

3118 MILWAUKEE AVE., CHICAGO, ILL.  
PHONE: AVENUE 8058

**FOR SALE PHONOGRAPHS**

ROCKOLA 1939 De Luxe... \$149.50  
ROCKOLA 1939 Counter Model... 99.50  
SEEBURG REGAL... 99.50

**WANT TO BUY MILLS VEST POCKET BELLS**

(Write or Write Best Prices)

3147 Locust St., St. Louis, Mo. **CALL NOVELTY CO.**

## SAVE WITH SAVOY ON FREE PLAY GAMES!

BRITE SPOT .....\$47.50	LANDSLIDE .....\$47.50	BLONDIE .....\$42.50
JOLLY ..... 27.50	DOUBLE FEATURE. 42.50	BIG SHOW ..... 27.50
RED HOT ..... 17.50	Going Strong! Keeney's <b>AIR RAIDER</b>	TWINKLE ..... 14.50
SHORT STOP ..... 27.50	Write for Price!	C. O. D. .... 22.50
ROXY ..... 27.50	One-third Deposit With All Orders, Balance Shipped C. O. D. All machines guaranteed perfect working order. Write for any machine you want not listed here.	ROTATION ..... 52.50
TRUMP ..... 14.50		HOME RUN ..... 34.50
SCORE CHAMP ..... 22.50		DUDE RANCH ..... 52.50
SPEEDWAY ..... 44.50		DRUM MAJOR ..... 42.50
COMMODORE ..... 19.50		VACATION ..... 42.50
SPORTY ..... 42.50		YACHT CLUB ..... 42.50
THRILLER ..... 12.50		

## SAVOY VENDING CO. 651 ATLANTIC AVE. BROOKLYN, N.Y.

## ACE SPECIALS—ALL FREE PLAY

BIG LEAGUE .....\$22.50	POWER HOUSE .....\$44.50	YACHT CLUB .....\$38.50
BLONDIE ..... 38.50	RED HOT ..... 19.50	THREE SCORE ..... 39.50
CADILLAC ..... 41.50	SHORT STOP ..... 29.50	KEENEY'S MACHINE
CHARM ..... 19.50	SPEEDWAY ..... 39.50	GUN, Brown Cabinet. 96.50
COMMODORE ..... 14.50	SPORTY ..... 38.50	CHICKEN SAM Complete with base. 54.50
DOUBLE FEATURE. 39.50	SCORE-A-LINE ..... 58.50	EVAN'S TEN
HOME RUN ..... 29.50	SCORE CARD ..... 22.50	STRIKE ..... 49.50
JOLLY ..... 22.50	SPEED DEMON ..... 48.50	Counter Model 61 Wurlitzer, like new. 77.50
KEEN A BALL ..... 9.50	SCORE CHAMP ..... 19.50	
LANDSLIDE ..... 42.50		

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.

## HIT HITLER!

COMPLETE CHANGE OVER UNIT

FOR CHICKEN SAM'S & JAILBIRDS

Simply remove Chicken Sam or Jailbird unit and replace with the new sensational HIT HITLER figure and realistic ten color war background set. Easily installed. Gives your old machine a great new appeal.

No orders shipped without 50% deposit. Payment in full with order saves you C. O. D. fee. You'll hit with HIT HITLER—Order yours today.

Distributors—Write, Wire or Phone

MODEL DISPLAYS COMPANY

304 KAYTON AVENUE

SAN ANTONIO, TEXAS



ONLY \$15 COMPLETE

Ride Bally's **DARK HORSE**  
to bigger faster FREE-PLAY profits

### Daval Unveils New Counter Machines

CHICAGO, Nov. 23.—The Daval Company, Chicago, created a sensation by unveiling what are said to be the two tiniest counter games ever built, the Cub and Ace. "The being so tiny that they easily fit into the palm of the average man's hand, they have the largest cash-box capacity ever known for games of this size.

"This large capacity is due to a Daval origination of some years ago, the Daval coin divider," reports Al S. Douglas, Daval president. "These automatics divide coins entering the machine, giving the operator his correct share and keeping money constantly with the location owner. They accommodate a greater amount of cash than was ever before possible in a counter game measuring only 5 1/2 by 5 by 6 1/2 inches.

The operator's compartment easily holds 500 coins. Add to this the location owner's box.

"Both Cub and Ace are modernistically designed. They come in many outstanding and attractive colors. Cub is a three-way play with gum vander. The gum vander together with the marble ball gum display addition in so tiny a counter game created a sensation. Many believed that it would never be possible to place a gum vander and gum display in so tiny a machine and yet retain the small size. The three different types of play action of Cub are cigarette reels, number reels, and fruit reels. Ace is a five-reel poker-play counter game. The action of Ace is like that of the world famous Chicago Club House."

In regard to the introduction of these new counter games, Al S. Douglas, president of Daval, stated: "We have been hard at work on both Cub and Ace for many weeks. They would have appeared on the market a lot sooner than they did if it were at all possible for us to catch up with the terrific demand that we are enjoying for American Eagle and Marvel.

"Cub and Ace are sold mostly by the case. Each case contains six machines in six different colors. This is the way the operator is assured of always having a variety of colors to suit the color scheme of each location. The six to a carton idea is proving extremely popular in the case of Cub and Ace, and advance sales have already reached a new record for Daval," Douglas concluded.

### H. Krause on Road For Avon Novelty

CLEVELAND, Nov. 23.—Art Nagel announces that H. Krause has taken over traveling duties for the Avon Novelty Company. Krause will travel over the firm's territory, carrying the story of new products and other offerings of Avon.

Krause is said to have been well pleased with the appointment and has expressed his hope that he may be able to not only tell operators of Avon offerings, but that he may be of help to all operators in other ways.

Nagel reports that the home front is being well covered with Gottleb's Paradise and Stoner's Anabel. "Sellouts are the order of the day—and operators are clamoring for more," he declared.



**BARS ARE MORE POPULAR** and doubling profits, according to Jean (Buckley Music System) Martin. "You can now relax," she says, "and enjoy your favorite music without having to leave the bar."

**ALLIED APPROVED** RECONDITIONED COIN MACHINES

**FREE PLAY GAMES**

Sporty . . . \$47.50	Roy . . . \$36.50
Doughboy . . . 47.50	Super Six . . . 34.50
Drum Major . . . 46.50	Punch . . . 31.50
Castro . . . 46.50	Mr. Chief . . . 27.50
Jolly . . . 44.50	Triumph . . . 24.50
Belle Beauty . . . 42.50	Vogue . . . 23.50
Shortstop . . . 38.50	Fish . . . 21.50
Score Champ . . . 36.50	Airport . . . 21.50
Big Top . . . 36.50	Big Six . . . 19.50
Score Card . . . 37.50	Chivron . . . 17.50
Commodore . . . 36.50	Spitmer . . . 17.50
Follies . . . 36.50	Realtime . . . 16.50

WRITE US FOR LATEST PRICE LIST. LIBERAL TRADE-IN ALLOWANCE.

**AUTOMATIC PAYTABLES**

Sport King \$118.50	Gold Medal \$67.50
Grand Natl. 98.50	Sport Page 67.50
Place Maker 89.50	Stables 22.50
Grandstand 77.50	Preachess 17.50
Hawthorne 82.50	Winner 16.50

**PHONOGRAPHS**

Wurlitzer 600, Like New . . . \$149.50
Wurlitzer 600-A, Bug Proof . . . 137.50
Wurlitzer 618, 16 Record . . . 64.50
Wurlitzer 718, 16 Record . . . 64.50
Wurlitzer 612, 12 Record . . . 35.50
Seaburg Gem . . . 122.80
Seaburg Royale . . . 132.50
Seaburg 450 . . . 122.50
Seaburg Model C . . . 32.50
Rockola Standard, 1938 . . . 128.50
Rockola Monarch, 1938 . . . 89.50
Rockola Windsor, 1938 . . . 84.50

**LEGAL EQUIPMENT**

Keeley's Anti-Aircraft Gun, Blk. Cab. \$89.50
Gottlieb's Skeeballite . . . 64.50
Evans' Ten Strike . . . 50.00
Rockola's Ten Pins . . . 52.50
A.S.T. Target, Model F, Blue Cab. 16.50

Terms: 1/3 Deposit, Balance C. O. D.  
P. O. B. Chicago.

**Allied**  
**NOVELTY COMPANY**  
Phone: Capital 4747  
8520 W. Fullerton Ave., CHICAGO

**NOTICE**  
**PROGRESSIVE COIN OPERATORS**  
Here is something NEW. Tool for practicing Druggess Physicians, Baths, Reducing and Beauty Salons, Gyms, Sanitariums, etc. Scientific therapeutic and esthetical massage. "Effortless Method" of Health.

**Streamliner Exerciser**  
Abundant locations. No split. No merchandise. Write for details.  
**PREMIER BODY MASSAGE MACHINE**  
KOKOMO, IND.

**BALTIMORE SPECIALS**

10 Mills Jumbo Payout . . . \$ 89.50 Ea
25 Mills Jumbo Free Play . . . 116.50 Ea
46 Paces Races, rebuilt and re-enameled, perfect . . . 69.50 Ea
1 Mills 1-2-3 Payout . . . 59.50
1 Mills 1-2-3 Payout . . . 22.50
1 Kentucky Club . . . 49.50
1 Mills 5c. Balls . . . 89.50 Ea
100 Slots, all kinds . . . 7.00 Up

**MERCHANT'S NOVELTY DISTRIBUTOR**  
414 West Pratt St., BALTIMORE, MD.

**TEN MILLS FOUR BELLS**  
For Sale  
**WRITE FOR PRICES**  
**Automatic Machine Co.**  
1107 W. Tusco St., CANTON, OHIO

**Better Than a PUNCH-BOARD!**  
**O.K.S. & GUM VENDOR**  
VENDS GUM WITH NUMBERS INSERTED READING FROM 1 TO 1000. Capacity: 1000 Balls.  
TRADE AWARDS.  
TAXES 1% 8400% PAID OUT \$200.00 IN TRADE AWARDS.  
**PRICE ONLY \$15** WITH 1200 BALLS OF Gum  
1141 DE KALB AVE. BROOKLYN, N.Y.

**BUY-THI-BE-BOARD feature**  
**DOUBLES OR TRIPLES AVERAGE COLLECTION**

Play 40 coins without a winner and the entire play-board belongs to you! ALL 7 SELECTIONS LIGHT UP! 28 winning pockets, \$8.00 top! No wonder players pump nickels by the dozen into DARK HORSE . . . to push that magic number up to 40! And, after they buy the board, they deposit additional coins for better odds, and all 7 selections remain lit! Grab your opportunity before your competition grabs the hot spots! Order DARK HORSE today!

4-MULTIPLE 1 OR 5 BALLS (CONVERTIBLE) CHANGING ODDS MYSTERY SELECTIONS WIN, PLACE, SHOW & PURSE METERED

JANUARY 1941 COIN MACHINE SHOW SHERMAN HOTEL, CHICAGO 13 34 15 16 SEE OUR DISPLAY

**BALLY MANUFACTURING COMPANY** 2640 BELMONT AVENUE CHICAGO - ILLINOIS

**YES!**

**GOLD AWARD**

**YOU HAVE COMPLETE CONTROL OVER THE GOLD AWARD ON THE AMERICAN EAGLE**  
MYSTERY PAYOUT GOLD AWARD MODEL

★That's WHY more and more operators are now buying MYSTERY PAYOUT GOLD AWARD MODEL AMERICAN EAGLE. To play can award as high as \$5.00 on Gold Award token. So play can award as high as \$25.00 on Gold Award token. Cash in NOW by rushing your order to your nearest Daval distributor TODAY!!

COIN MACHINE SHOW SHERMAN HOTEL, CHICAGO 13 34 15 16 SEE OUR DISPLAY BOOTH 5233

**DAVAL, 2043 CARROLL AVE., CHICAGO**  
Pacific Coast - MAC MOHR CO - 2916 W. PICO BLVD - LOS ANGELES, CALIF.

**CABL VIBRIPPE** Price Plus Guaranteed Satisfaction

**GUNS AND BOWLING ALLEYS READY TO OPERATE**

Bally Bull's Eye Gun (With Base) \$62.50 | Keeley Anti Aircraft Gun . . . \$89.50  
Bally Alley (1840 Model) . . . 19.50 | (Black Cabinet) . . . 19.50  
Evans' Ten Strike (160 Dial) . . . 69.50 | Seaburg Juggling Gun (Without Base) 89.50  
Chicken Gam (Without Base) . . . 49.50 | Baker Sky Pilot . . . 89.50

Terms: One Third Deposit, Balance C. O. D.

**IDEAL NOVELTY CO.** 1518 MARKET ST. ST. LOUIS 10, MO.

# SICKING, INC.

1401 Central Pkwy., Cincinnati, O.

## First Again With "CUB"

3 REEL-3 WAY PLAY WITH AUTOMATIC COIN DIVIDERS

A REAL OPERATOR'S MACHINE! 2 Separate Cash Boxes and Daval's famous



Coin Dividers, Standard Divider Model 775-25%. Also available in 80% - 20% model. Take your choice of Cigarettes, Fruit or Number Bead. ORDER QUICK!!

**SAMPLE \$1395**

**CASE OF 8 \$75.00**

Size Just 5 1/2 "x8"x6 1/2 "

## "ACE"

5 REEL POKER PLAY WITH AUTOMATIC COIN DIVIDERS

Eliminates need for meters. Cut down

service. BIG CASH BOX FOR OPERATOR. Gum Vendor. Reel windows covered when not being played. Fr. 3c or 10c play. REEL POKER PLAY.



**SAMPLE \$1495**

**CASE OF 8 \$80.00**

Size Just 5 1/2 "x8"x6 1/2 "

### BALL GUM

15c Per Box, 100 Pieces, Case of 100 Boxes, \$12.75. 1/2 Deposit, Balance C. O. D.

## Bally Announces New Ray Gun

CHICAGO, Nov. 23. — "Greater than Rapid-Fire," says Ray Moloney, president of Bally Manufacturing Company, "is the verdict of all who have seen and played Bally's new Defender machine-gun. Defender utilizes the successful principles of Rapid-Fire, but incorporates many new features which mean greater play appeal and greater earning power.

"First of all, Defender is built into a single compact cabinet which actually occupies less floor space than a pinball game. Yet, thanks to the new telescopic sight, the player has the illusion of shooting at a distant target. This target is a realistic combat plane—a miniature model plane which zooms back and forth above a raging battle. The action of the plane is arranged to insure tremendous suspense and maximum skill appeal. The player never knows whether the plane will appear from behind a cloud bank toward the top of the cabinet or from behind a clump of trees toward the bottom. Direction of flight is different every time, requiring quick action and sure-shooting skill on the part of the player.

"Just as Rapid-Fire captured the choice locations from Coast to Coast, so will Defender. Thanks to the compact construction, Defender will open the doors to countless new locations not formerly available for machine-gun operation."

## J. E. Cobb Named Buckley Distrib

CHICAGO, Nov. 23.—J. E. Cobb, Kentucky Springless Scale Company, Louisville, Ky., has been appointed distributor for Buckley Music System, Inc., Chicago. This announcement was made recently by both Cobb and H. R. Perkins, the latter sales manager of Buckley Music System, Inc.

In taking on the Buckley line, J. E. Cobb said to Ed Clarke, field representative of Buckley Music System, Inc., "I have been in the music business for a good many years and have been giving Buckley a good deal of thought during the past few weeks to make up my mind as to what would be the best thing to do at the present time. After going over this very carefully and making inquiries among distributors as well as checking up with operators and locations, I have concluded that the Buckley Music System is the outstanding thing in the music business today.

"According to the information I have collected, I find that distributors and operators all over the country find that the Buckley direct action touch-to-touch system gives real service in operation.

"To start introducing the Buckley Music System in the Kentucky territory, I am setting up installations for operators in their own locations. This is the way in which I can show an operator what the system will do and to show him why the location shows such a big increase in earnings after the installation is made."

# Anabel

with Big Special Anabel Award



Two Anabel bumpers for a big special Anabel award — the popular Brite Spot bumper — the thrilling rotation scoring principle (6 lights out) and high score, make Anabel the most tantalizing game of the year. Order today!

**\$104.50**

**Stoner Corp.**  
AURORA, ILLINOIS

## LOOK!

Every One Guaranteed A-1 Condition

- 9 1938 SKILL TIMES.....\$59.50
- 7 5c MILLS SQUARE BELLS.... 59.50
- 1 25c MILLS SQUARE BELLS... 79.50
- 4 JUMBO PARADE (Auto Play)..... 89.50
- 7 JUMBO PARADE (Free Play)..... 99.50

9 KEENEY (Black Cabinet) AIRCRAFT..... 64.50

- 3 F. P. DUDE RANCHES..... 49.50
- 5 F. P. BANDWAGONS..... 57.50
- 9 F. P. LUCKY STRIKES..... 19.50
- 4 BALLY ALLEYS..... 17.50

WANTED Will Pay Spot Cash for Quantity Model 24 Wurlitzers.

1000 Others — Write for List.

### SILENT SALES

635-637 "D" St., N. W., Washington, D. C.

### THE NEW BLACKSTONE COIN PACKER

Count and wrap \$12.00 in nickels per minute — new double speed, two barrel coin packer. Penny, nickel and dime sizes. Prices \$1.50. Blackstone Coin Packer Co. 208 King St. Madison, Wis.



JACK NELSON, vice-president in charge of sales, Rock-Ola Manufacturing Corporation, is serving on the 1941 Show Publicity Committee. He sees benefits for operators in the National Music Popularity Poll.

## SPECIALS FOR THIS WEEK ONLY!!

LANDSLIDE — \$49.50 | TRIUMPH — \$15.00  
BRITE SPOT — 44.50 | ROTATION — 57.50  
DOUBLE FEATURE — \$40.00



**BUDIN'S, INC.** 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone NE 8-3700  
Branch: 36 E. MERRICK RD., FREEPORT, L. I. (Freeport 2100)

### BASKETBALL JACKPOT

HOME VS. VISITORS

SCORE	HOME	VISITORS	SCORE
1st			
2nd			
3rd			
4th			
5th			
6th			
7th			
8th			
9th			
10th			
11th			
12th			
13th			
14th			
15th			
16th			
17th			
18th			
19th			
20th			

NO WAITING UNTIL CARD IS SOLD TO SEE YOUR SCORE

Gam's BASKETBALL JACKPOT for BIG PROFITS!

A 100 ticket card that proved a big success because awards may be based on the results of a game between local favorite teams. Many locations run one or more cards on several different games weekly.

MAKE FROM \$5.00 TO \$8.00 PROFIT ON EACH CARD

PRICE

1 Doz., \$2.50—1 Gross, \$18.00

Write For Circular Now

1319-21 S. ADAMS STREET PEORIA, ILL.

## GAM SALES CO.

# EXHIBIT'S Zombie

with 5



NEW  
POPULAR  
WAYS TO WIN

Like 'LEADER'  
another  
PROFIT  
MAKING  
RECORD  
BREAKER

FREE PLAY  
CONVERTIBLE  
**104<sup>50</sup>**

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

## Zombie Demand Ups Production

CHICAGO, Nov. 23.—According to John Chrest, sales manager of Exhibit Supply Company, the avalanche of orders that continue to flood the factory from all over the country has compelled it to double its production.

"We thought that we were swamped with orders for Leader," Chrest continued, "but that was nothing compared with the demand that has been created by Zombie.

"The astonishing and surprising part is that the game was not announced until three weeks after production had been started. The news that it was a remarkable game and, of course, a profitable one, spread like wildfire. This could only result in one thing—a flock of orders pouring in, and only one thing to do about it to fill these orders—double production.

"Everywhere the game has hit. It has proved to be a big money-maker on account of the many unusual features that it has that appeal to players. These include a special big award feature, lites-out scoring action, high score winners, special award bumpers, and extra award bumpers.

"It is possible, too, to win the big award every time the game is played and also to constantly get close to many other winners. Players really get a kick out of playing the game because of the exciting unpredictable live ball action and ball suspense."

## All American Production Upped

CHICAGO, Nov. 23.—"Once again history repeats itself on the production lines at Chicago Coin," report the heads of the novelty game firm, Sam Wolberg and Sam Gensburg. It is reported that since the announcement of All American, latest Chicago Coin free play game, production schedules have undergone daily revisions until the plant is working day and night to fill distributors' requirements for the game.

"Altho Chicago Coin games have made an enviable reputation for themselves in point of quality and exceptional playing ideas, All American exceeds its predecessors in every department," said Gensburg. "It is for this reason that it is making more and more money, according to operators' reports. For the same reason it is selling better every day."

## New Season Ups Western Tot Sales

CHICAGO, Nov. 23.—Don Anderson, sales manager for Western Products, Inc. has announced that Tot, counter machine game now in production on Western lines, has continued its sales climb with the setting in of indoor sports weather.

"Its popularity on location has increased tremendously since the thermometer began its nose-dive," said Anderson. "With the return of the golfer, the ball player, tennis player, and football fans to the warmth of their favor-

ite indoor amusement spots, play on Tot has taken a sudden jump.

"This is in itself unusual for a counter machine, and more so for Tot because play on the machine has always been exceptionally high. The extra play is bringing in plenty of extra revenue for operators, and its earning power has influenced production to such an extent that full-time operation of our plant on Tot alone is now the order of the day."



PAGE'S NEW AUTOMATIC DUCKPIN ALLEYS are becoming more popular every day, it is reported. The above picture shows a typical evening's play in an 18-alley installation.

## GUARANTEED BARGAINS

WURLITZER 412	\$ 24.95
WURLITZER 616	49.50
With Ill. Grill	54.50
WURLITZER 600	142.50
WURLITZER 500	149.50
WURLITZER 716	47.50
WURLITZER 312	34.50
ROCKOLA Monarch 20.	79.50
EVANS 10 STRIKE	59.50
KEENEY ANTI-AIRCRAFT Brown	82.50
PHOTOMATICS	545.00

Write for Free Literature on Remod. Phono



\$12.50  
6 For  
\$67.50  
1c, 5c or  
10c Play

1/3 Deposit

## GERBER & GLASS

914 Diversey Blvd., Chicago

## ARROW SPECIALS

All A-1 Reconditioned—Ready To Operate.

LEGAL EQUIPMENT	
BALLY ALLEY	\$19.00
PLAY BALL (Pacific)	25.00
EVANSTEN STRIKE (with 99 Score)	48.00
(With 150 Score, \$15.00 Extra)	
GROETCHEN METAL TYPE (Latest Model)	120.00
ASTROSCOPE	65.00
KIRK'S R.C.A. RECORDING BOOTH (Floor Sample)	250.00
SEEBURG CHICKEN SAM	59.00
A.B.T. TARGET	11.00
PERFUME BAR (10c)	11.00
KIRK ROTARY MERCHANDISERS (Late Model A-1)	45.00
Rotary Merchandise for Sale	
BUCKLEY WALL BOXES	12.00
AUTOMATICS	
JENNINGS GOOD LUCK	\$43.00
GROETCHEN SUGAR KING	69.50
IMPS—(Full of Cig. Reel), While They Last	\$4.95

### COUNTER GAMES

MILLS VEST POCKET BELLS (Late Model Green with 4. Register)	\$31.60
GROETCHEN SPARKS (used 1 week)	21.60
GROETCHEN SPORTS (used 1 week)	21.60
EXHIBIT 30 GAME	8.60
MILLS WILD DEUCES	7.00
SEVEN GRAND	7.00
TRACK REEL	2.50
PICK-A-PACK (A-1)	8.50
HEADS OR TAIL	10.00
MERCURY	14.00


LARGE QUANTITY OF PENNY ARCADE EQUIPMENT—CHEAP. WRITE FOR PRICES. 1/3 Deposit With Order, Balance C. O. D. **ARROW NOVELTY CO., Inc.** "19 Years of Honest Dealing!" 2852 SIDNEY ST., ST. LOUIS, MO.

## GET SOME OF THESE BARGAINS WHILE THEY LAST!

SPORT SPECIALS	\$ 87.60
RECORD TIMES (used 1 week)	137.60
EUREKAS	25.00
Bally Beauties	25.00
Keeneys Super Chargers	27.50
Boortys	35.00
Stoners' Brillia Spots	28.50
Polos	42.60
Super Sixes	20.00
Dave's American Bagley (counter game)	16.00
LITE O CARDS	28.50
BALLY'S LEAD OFFS	27.50
BALLY'S WASCOS	35.00
STONER'S ROTATIONS	62.50
STONER'S DOUBLE FEATURES	44.60

**New Orleans Novelty Co.**  
238 DRYADES ST., NEW ORLEANS, LA.

PHONOGRAPH HEADQUARTERS



# ZOMBIE

ELECTED  
LEADER

BY A  
LANDSLIDE

Tony Gasparro

Weston Distributors, Inc.  
689 TENTH AVENUE NEW YORK  
All Phones: Circle 6-6745

SAMPLE DEAL \$2.00

1/4 to 3/4¢ No BLANKS



Also Billfold Deals  
White-Pen-Pencil

**TIP TOP MDSE. CO.**  
NASHVILLE, TENN.



**SMASH-HIT!**

**New Slot Symbols.**  
No. 720—BELL BOY 5c PLAY, AVERAGE PROFIT \$17.92.

Gardner's latest "hit" finds in a new era of profits. "BELL BOY" has that popular appeal that makes it a "winner" all the way and down the stretch. 58 Winners and a \$10 Top. **810 60% PROFIT!** ORDER NO. 720 BELL BOY TODAY and write for description of Gardner's big "Hit Symbol" line of Jackpot Boards and Back-Covers.

GARDNER'S THE ONE FOR '41

**GARDNER & CO.**  
2303 S. ARCHER CHICAGO, ILL.

**See Pick-Up in Ohio Because of Industrial Boom**

CANTON, O., Nov. 23.—With industrial plant operation the highest in the past decade, building construction at a new peak, and employment ahead of the 1928 mark, impetus has been given the amusement business in general in the Canton, Akron, and Youngstown area. This area is dominated by the steel industry, now going at top speed in connection with the national defense program. Coin machine operators reveal that their business is substantially improved.

Canton Automatic Phonograph Company reports phonograph business holding its own, with little fluctuation either way. Officials believe that after the first of the year music boxes will show a substantial gain.

Telephone music has been dropped here, three operators in the district having tried the new wrinkle for several weeks.

The city music box fans like automatic wall boxes for their dancing pleasure. An official of the Canton company said that boxes in cafes are big money makers.

Pinball operators are encouraged with the go ahead order resulting from a decision in their favor preventing authorities from interfering with their machines. They believe a good year is ahead for the five-ball pinball machines. Small towns have been turning in good grosses in recent weeks. There has been no change of attitude on the part of the administration here on its ban on pinball machines within the city. Meanwhile in Youngstown, where pinball machines have been legalized the past two years, license fees show a substantial gain.

**Inaugurate New Sales Program**

LOUISVILLE, Ky., Nov. 23.—Louisville offices of the Southern Automatic Music Company have announced the inauguration of a huge sales program in connection with the remodeling activities now under way at these offices.

"We have never had so great a number of fine games," declared Sid Stöbel. "Practically everything in our huge stock of equipment is available to operators with savings never before offered. We find this move necessary to clear the decks for action for increased business expected with the completion of our new addition. We are really sacrificing this equipment for this purpose—yet, we don't regret it because it means that Southern Automatic customers will be getting some of the finest equipment and savings—and that's something."



BILL RABKIN, of International Microscope Reel Company, stepping into an American Airlines plane at La Guardia Field, New York, on his way to the Western Coin Show in Los Angeles.

**Mills Great Little Bell**



**VEST POCKET**

We carry a complete stock of Mills Vest Pocket Bells, in Blue and Gold, and all chrome, 5c or 1c play. Immediate delivery.

**Keystone Novelty and Mfg. Company**

S. E. Cor. 26th and Huntingdon Sts. Philadelphia, Pennsylvania

Baltimore Branch:  
515 Cathedral St., Baltimore, Md.



**Light As A Feather!**

The Mills Vest Pocket Bell weighs only 18 pounds and yet it is a completely automatic payout machine—the first and only one of its kind. Either 1c or 5c play. Mills Novelty Co., Chicago.

**VEST POCKET BELL**  
1c or 5c Blue & Gold or Chrome



**ATLAS NOVELTY COMPANY**  
2200 N. WESTERN AVE • CHICAGO • ILL.

**—LOOK, OPERATORS—  
WHAT DO YOU NEED?**

We are Mid-West Headquarters for all the latest Jar Games and Supplies.

RED — WHITE — BLUE

Complete Jar Deals — Refills — Pads with and without Jackpot Cards — Tickets — Jars — Holders — etc. Send for prices and illustrated literature.

**KOPLO SALES & SUPPLY CO.**

3115 Milwaukee Ave., CHICAGO, ILL. Tel.: Avenue 8056



**Get the CALVERT Price List FIRST!!**

Has every one of the new and used games of all kinds and makes you want at the prices you want to pay. WRITE FOR IT NOW — SAVE MONEY!!

SPECIAL THIS WEEK!  
VACATION ..... \$44.50

THE CALVERT NOVELTY CO., 708 N. HOWARD STREET, BALTIMORE, MD.

# DAVAL DOES IT AGAIN!

THE TWO TINIEST HANDFULS OF MONEymAKING POWER YOU'VE EVER SEEN!

## "CUB" and "ACE"

Pacific Coast Office:  
**MAC MOHR COMPANY**  
2916 West Pico Boulevard  
LOS ANGELES, CALIF.

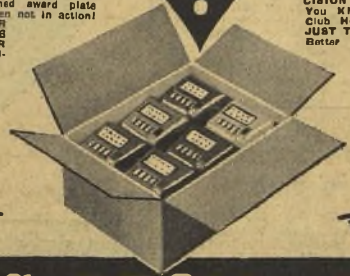
**3 REEL-3 WAY PLAY WITH COIN DIVIDERS**



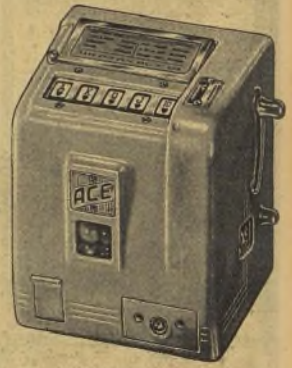
The mightiest moneymaking midget in all counter game history! Comes in CIGARETTE or FRUIT or NUMBER Reels! 1¢ or 5¢ or 10¢ play! Big Gum Vendor! 2 Separate Cash Boxes! Proven perfect, world famous DAVAL Automatic Coin Dividers—Standard Model 75%-25%! Also available in 80%-20% Model. OPERATOR'S CASH BOX HOLDS MORE THAN 3 TIMES THAT OF ANY OTHER GAME NEAR ITS SIZE! Merchant always has coin—he has access to his own cash box! Cuts down servicing! Etched award plate COVERS reel window when not in action! RUB YOUR ORDER FOR A CASE OF 6 "CUBS" TO YOUR NEAREST DISTRIBUTOR TODAY!

SAMPLE \$13.95  
CASE OF 6 \$75.00

**BUY 'EM BY THE CASE!**



**5 REEL POKER PLAY WITH COIN DIVIDERS**



A handful of real moneymaking power!! 5 thrilling, silent 1/2¢ stop reels dealing a complete poker hand "according to Hoyle"! Entirely NEW, Original, Better Mechanism. No Screw—slides in and out of case in a jiffy. Easy to handle! Complete protection from any cheating! Lost coin visibility! Extra award cards. Sturdy! Will last for years! And—PRECISION BUILT BY DAVAL!! You KNOW what "Chicago Club House" earned NOW JUST TRY Daval's New and Better "ACE"! RUB YOUR ORDER TO YOUR NEAREST DAVAL DISTRIBUTOR!!

SAMPLE \$14.95  
CASE OF 6 \$80.00

# DAVAL ★ 2043 CARROLL AVE. ★ CHICAGO

**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.

**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**

JumboParade \$115.00	Bowling Alley \$35.00
1940 Western	Mr. Chips ... 32.50
Baseball ... 74.50	Triumph ... 28.50
Playmate ... 68.50	Supercharger ... 25.00
Gold Cup (Console) ... 65.00	Scop ... 22.50
1-2-3 (Factory Rebuilt) ... 62.50	Champion ... 20.00
Maico ... 55.00	Topper ... 20.00
Five-in-One ... 47.50	Big Six ... 18.50
Fairground ... 40.00	Major ... 19.50
Doughboy ... 40.00	Variety ... 17.50
	Airport ... 12.50
	Cowboy ... 12.50

**The Markepp Company**

3328 Carnegie Ave. CLEVELAND, O.    1410 Central Parkway CINCINNATI, O.

Write for Mills catalog and price list

**10-Day Free Trial American Eagles**

of Marvels, Lots of 10

**\$275.00**

Sample \$32.50, Ball Gum Model, \$2.00 Extra.

## Praise Mechanism Of Groetchen Imp

CHICAGO, Nov. 23.—"Sixty thousand mechanisms produced and installed in counter games and no repairs or returns," state officials of the Gerber & Glass Distributing Company in discussing Groetchen's Imp. "Groetchen's master mechanisms must be the tops in view of this record.

"We, as distributors for Groetchen and specialists in counter games, are gratified that this record should be set up. We are gratified because the operators have been given a perfect-working counter game. We are gratified that we represent the great factory which produced Imp—and lastly, we are thankful because it eliminates any extra detail in handling the returns and reshipping and this and that. The latter reason is important to the manufacturer, the distributor, and the operator. Mist machines cause trouble for all three. Happily, Imp is not in this class.

"Not only is Imp a perfectly working machine, but it is a machine that pays its own way and then some. The fact that this tremendous number of machines have been produced shows that operators realize that it is one of the most profitable counter games ever produced.

"Operators instituted the system of buying Imps by the case. When we first introduced Imp we had numerous cases of supplying only a few to an operator for test. When he returned we were invariably met by the query: 'How much for a case and how soon can you deliver?'"

"An all-round good counter game is Groetchen's Imp. Sales are continuing strong after months and months on the market. That in itself shows the true caliber of Imp."

Operators all over the country are making more money with

# TOT

**WESTERN PRODUCTS, INC.**  
925 W. NORTH AVE., CHICAGO

**FACTORY RECONDITIONED BELLS**  
LIKE NEW & GUARANTEED

MILLS	
Blue Front—Sluggard	\$69.50
Brown Front, 6¢-10¢-25¢	68.50
Bonus, 5¢	69.50
Melon Bell, 5¢	62.50
Cherry Bell	69.50
Blue Front, 5¢-10¢-25¢	57.50
Q. T. Bell	32.50
Futurity	28.50
Vest Pocket Bell	27.50
PAGE	
Sluggard Bell	\$59.50
Pace Console, 5¢	44.50
All Star Console	37.50
Pace Kitty	32.50
Pace Bantam	15.00
JENNINGS	
Silver Chief—Sluggard	\$70.00
Triple X	39.50
Diels Bell	39.50
Chief	29.50
Little Duke, 1¢	15.00
BALLY BELL	68.50
WATLING ROLATOP, 5¢-10¢-25¢	24.50
COLUMBIA—LATE	39.50
A. C. BELL	27.50

**MAYFLOWER NOVELTY CO.**  
2218 University Ave., St. Paul, Minnesota

# "ONE LOOK-AND WE BOUGHT 3000!"

MORRIE

EDDIE

## "CUB" — by DAVAL — "ACE"



### 3 REEL-3 WAY PLAY WITH COIN DIVIDERS

The tiniest of all tiny counter games! Yet the mightiest of all mighty money-makers! A REAL OPERATOR'S MACHINE — because of 2 Separate Cash Boxes and Daval's Famous and Proven AUTOMATIC COIN DIVIDERS! Standard Divider Model 75%-25%. Also available in 60%-20% model. TAKE YOUR CHOICE — "CUB" comes in CIGARETTE or FRUIT or NUMBERS REELS! 1c or 5c or 10c PLAY! RUSH YOUR ORDER FOR A CASE TODAY!!

SAMPLE \$13.95

BUY 'EM BY THE CASE

CASE OF 6 "CUBS" \$75.00



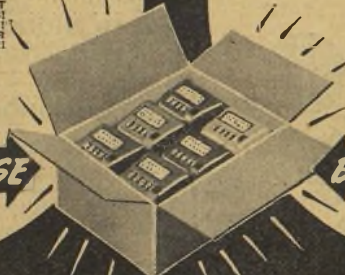
### 5 REEL POKER PLAY WITH COIN DIVIDERS

Eliminates need of meters! Merchant always has coin! BIG OPERATOR'S CASH BOX CUTS DOWN SERVICE! Gum Vendor! Reel windows covered when not in action by arch award plate! NEW, Silent, 1-2-3 stop mechanism! SLIDES in and out of case WITHOUT SCREWS!! "ACE" is reel poker play "according to Hoyle" — the most thrilling poker hands ever dealt! RUSH YOUR ORDER FOR A CASE TODAY!!

SAMPLE \$14.95

BUY 'EM BY THE CASE

CASE OF 6 "ACES" \$80.00



# ATLAS NOVELTY CO.

2200 N. Western Ave., Chicago, Ill.

ASSOC. OFFICES { ATLAS AUTOMATIC MUSIC CO., 2982 E. JEFFERSON ST., DETROIT  
ATLAS NOVELTY CO., 1901 FIFTH AVE., PITTSBURGH

### LOOK OVER THESE NEW LOW PRICES AND SAVE \$\$\$

#### FIVE-BALL FREE PLAY GAMES

Sport	\$114.50	Bally	\$64.50
Specials	57.50	Progress	59.50
Bally Gold Cup	57.50	Keeney Speedways	59.50
Consoles	57.50	Baker's	59.50
Dude Ranches	57.50	Birdie	59.50
Limeolts	49.50	Bowling	34.50
Vacations	49.50	Alleys	34.50
Cadillacs	49.50	Rea Note	34.50
Mills 1, 2, 3's	47.50	Punch	34.50
Merry-Go	47.50	Super Sixes	32.50
Rounds	47.50	Charms	29.50
Yacht Clubs	44.50	Flings	27.50
Mascots	44.50	Triumphs	24.50
Sport Stops	39.50	Baker 4-5-6	22.50
Eurobas	37.50	Big Sixes	19.50
Big League	36.50	Bangs	19.50
Big Towns	34.50	Bakey	18.50
Arrow Heads	22.50	Twinkle	18.50
Bally Fleets	64.50	Fifth Inning	17.50

#### PHONOGRAPHS

Rock-Ola 1939 De Luxe, late model	\$144.50
Wurlitzer 500 Keyboards	144.50
Rock-Ola 1939 Standard, late model	129.50
Seeburg Regals	124.50
Seeburg Gems	114.50
Wurlitzer 810's, illuminated grilles	64.50
Rock-Ola Rhythm King 16's	39.50
Rock-Ola Rhythm King 12's	29.50

#### CONSOLES

Jennings 1940 Fast Times	\$99.50
Pace 1940 Saratogas	99.50
Pace 1939 Saratogas, 6's, 10, or 25c play	79.50
Jennings Liberty Belle	24.50

#### LEGAL EQUIPMENT

Jennings Roll-in-the-Barrel, like new	\$99.50
Keeney Anti-Aircraft Guns	69.50
Bally Bull's-Eyes	64.50
Seeburg Chicken Gams, With base	49.50
Rock-Ola Tan Pins	47.50
Rock-Ola World Series	34.50
Bally Alleys, late models	27.50

Send for our Complete Catalog Listing Free Play Games, Counter Games, Phonographs, and Supplies. All Machines Reconditioned Ready to Operate. 1/3 Cash With Order, Balance C.O.D.

**BADGER NOVELTY CO.**  
2546 N. 30th, MILWAUKEE, WIS.

## Allied Enlarges Parts Department

CHICAGO, Nov. 23.—With an eye to the future, Allied Novelty Company is enlarging its parts department, according to latest reports from officials of the company. Up-to-the-minute systems are being installed so as to facilitate the handling of all parts for all games.

"We will maintain," says Samuel Kleiman, Allied official, "a complete stock of every conceivable item used in the coin machine industry. Operators and distributors can be assured of securing anything and everything they want or need from our complete, enlarged stock. "We consider this a very definite step forward—and we think it will mean plenty to coinmen. With an adequate stock of parts on hand and modern facilities Allied is insuring its own success by catering to the convenience of its customers."



GEORGE BAROK OF THE BAROK COMPANY, Columbus, O., was a recent visitor to the Exhibit Supply Company, where he posed for this picture with 'Zombie, Exhibit's latest novelty game.

## RING STARS

### PACKS A REAL PROFITWALLOP

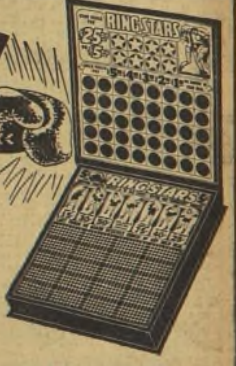
Large 3-color picture tickets of popular ring stars. 50 SURPRISE FREE PLAYS to players punching "Knockout" tickets. Beautifully embossed book cover.

No. 11359 5c Play 1000 Holes  
Takes in \$47.50 Average Payout \$23.05  
Also made for 10c Play

Get Ring stars in action now! Write for new folder NC-21.

Meet us at Booth 94 at the Coin Machine Show on January 13th to 16th

## HARLICH MFG. CO.



1413 JACKSON BLVD.  
CHICAGO, ILL.

### CANDY FOR OPERATORS

24 1-LB. BOXES OF CHOCOLATES \$4.25  
EXCEPTIONAL VALUE—UTILITY LEATHERETTE BOX WITH MIRROR, Containing 1 Lb. Miniature Quality Assl. Chocolates . . . . . Per Box \$1.00

CANDY FOR THE HOLIDAYS  
5-LB. BOX OF ASSORTED CHOCOLATES . . . Per Box 70c  
5-LB. BOX OF AMERICAN MIXED . . . Per Box 50c  
2-LB. BOX OF ASSORTED CHOCOLATES . . . Per Box 50c  
Send for our Free New Illustrated Catalogue 20¢ Deposit With Order, Balance C. O. D.

**DELIGHT SWEETS, Inc.**  
50 E. 11th Street, NEW YORK CITY

## HERE'S OUR GREATEST SALE OF FREE PLAYS

VARIETY MAJORS	AIRPORT BOX SCORE	\$9.50 EACH	Full Cash With Order
SPOTTEM	BUBBLES		
THRILLER	DAVY JONES		
OCEAN PARK	COWBOY		
<b>SPECIAL</b>			
Keeney's Anti-Aircraft Gun, Brown Cabinet . . . . . \$85.00			
Bally Gold Cup . . . . . \$45.00			
Mills 1-2-3 . . . . . 45.00			

**CROWN DISTRIBUTOR CO., Inc.**, 362 Mulberry St., Newark, N. J.

**OPERATORS, WRITE . . .**  
**H. C. PAYNE COMPANY**  
312-314 Broadway, NASHVILLE, TENN.  
For Weekly Bargain List. Most Complete Stock of New and Used Coin Machines in the South.





WRITE NOW — FOR JOE CALCUTT'S INSIDE REASON WHY YOU SHOULD BUY Mills Vest Pocket Bell TODAY AT JOE CALCUTT'S PRICES!

**THE VENDING MACHINE COMPANY**  
205-15 FRANKLIN STREET-FAYETTEVILLE, N.C. (Write Address COINISTS)

**BARGAIN LIST**

We list below the following slightly used machines we have to offer which are offered subject to prior sale. 1/3 Certified Deposit With Order, Balance C. O. D.

1 BALLY GOLD CUP CONSOLE	\$62.50	1 KEENEY SUPER SIX	\$22.00
1 BALLY LEAD OFF	60.00	3 EXHIBIT CONQUEST	10.00
1 BALLY BEAUTY	32.60	1 EXHIBIT JUMPER	10.00
1 BALLY VOGUE	17.50	1 EXHIBIT RESOUND	10.00
1 BALLY SPOTTY	17.50	1 EXHIBIT ZIP	15.00
1 BALLY TRIUMPH	14.00	5 CHICAGO COIN REGULAR NOVELTY	55.00
1 BALLY DANDY	14.00	1 DAVAL BOX SCORE	5.00
2 BALLY CHEVRON	12.50	1 EMPRESS, 1 STORMY, 1 NATURAL,	
1 CHICAGO COIN YACHT CLUB	42.60	2 Bally Resound, 1 Bull's Eye	5.00
2 POLO	40.00	1 CONSOLE AND AUTOMATIC PAY	
1 CHICAGO COIN SPORTY	35.50	1 Baker's Pacer Deluxe 6¢ cash	\$122.50
2 CHICAGO COIN COMMODORE	27.50	1 Pacer Race 6¢ cash, No. 8328, 30-1	79.60
1 CHICAGO COIN O'BOY	27.50	1 Pacer Real Dr. Skill Control, Fruit/Real	65.00
1 CHICAGO COIN JOLLY	27.50	4 Mills Square Bells, animal reel	47.60
2 CHICAGO COIN BUBBLES	8.80	1 Bally Fairground	28.50
1 CHICAGO COIN MAJORS	28.50	1 Keeney Post Time	100.00
2 DOTTLES BIG SHOW	8.80	1 Lucky Star (perfect) 6¢	65.00
1 GENCO STOP & GO	15.00	1 Track Time, 1938 model, perfect	72.60
1 BAKER'S DOUGH BOY F. & B.	37.50	1 Skill Time (Red Head), perfect	65.00
2 KEENEY SPEED DEMON, like new	42.60	5 Paca Saratoga Sp., perfect	65.00
1 KEENEY SPEEDWAY	62.60	1 Seaburg Chicken Sam	47.50
		1 Bally Bowling Alley	26.00

The above machines are offered subject to prior sale and prices are effective November 30, 1940. Write us for your price on any new coin operated game.

**MOSELEY VENDING MACHINE EXCHANGE, INC.**

OO BROAD STREET Day Phone, 3-4611—Night Phone, 5-5328 RICHMOND, VA.

**Look Over These New Low Prices and Save \$\$\$**

<b>PHONOGRAPHS AND LEGAL MACHINES</b>	<b>FREE PLAY GAMES AND CONSOLES</b>
Rock-Ola 1939 De Luxe, Late Model, \$144.50	Keeney's Speedway
Wurlitzer 500, Keyboard	Bally's Vacations
Rock-Ola 1939 Standards, Late Model, 129.50	Genco's Big Leagues
Wurlitzer 516, Illuminated Orles	Genco's Follies
Rock-Ola Rhythm King 16s	Genco's Bangs
Jennings Roll-In-the-Barrel, Like New	Keeney's Big Big
Keeney Anti-Aircraft Guns	Mills 1-2-3, Free Plays
Bally Bull's Eye	Bally Triumphs
Seaburg Chicken Sam, With Bells	Jennings 1940 Fast Times, 6¢
Rock-Ola Ten Pins	Paca 1938 Saratoga, 6¢, 10¢, 25¢
Rock-Ola World Series	
Bally Alloys, Late Models	

All Reconditioned Ready To Operate. 1/3 Cash With Order, Balance C. O. D.

**Badger Novelty Co., 2546 N. 30th St., Milwaukee, Wis.**

**AT GREATLY REDUCED PRICES**

OVER 500 PIECES CONSISTING OF FREE PLAY GAMES—PAYABLES—LEGAL EQUIPMENT  
WRITE FOR OUR COMPLETE LIST

**GRAND NATIONAL SALES COMPANY**  
2300-08 ARMITAGE AVE., CHICAGO, ILL. Humbolt 3420

**ATTENTION, CANADIAN OPERATORS**

**NEW 60-CYCLE EQUIPMENT:**

Bally Crossline, Free Play	\$145.00
Bally Dark Horse, Free Play, 4 Way Multiple	265.00
Bally Rapid Fire Submarine Gun	325.00
Seaburg Shoot the Chutes	400.00
Skyfighter—International Mutoscope	400.00
SPECIAL—Keeney Anti Air Craft Gun—equipped with 4 changes Hitler, etc.	250.00

**NEW 25-CYCLE HYDRO APPROVED EQUIPMENT:**

Bally Crossline	\$170.00
Bally Dark Horse	295.00
Bally Rapid Fire Submarine Gun	425.00
Seaburg Shoot the Chutes	425.00
Sky Fighter—International Mutoscope	425.00
SPECIAL—Keeney Anti Air Craft Gun—equipped with 4 changes Hitler, etc.	300.00
Mills Jumbo, Free Play	235.00
Photomatic—International Mutoscope 25-60 Cycle Hydro Approved with 15c	1450.00

**USED PIN GAMES:**

4-5-6 Baker	\$35.00	Jumper	\$35.00	Lancer	\$50.00
Arrowhead	75.00	Avon	50.00	Lone Star	135.00
Western Baseball	185.00	Lucky	85.00	Mascot	100.00
Bally Bowling Alley	100.00	Big Show	75.00	O'Boy	75.00
Merry Go Round	120.00	Bull's Eye	175.00	Bubbles	65.00
Red Hot	90.00	Beauty	110.00	Rink	35.00
Cottlieb Alley	65.00	Rebound	25.00	Bounty	40.00
Request	50.00	C.O.D.	75.00	Short Stop	135.00
Commodore	75.00	Summertime	135.00	Conquest	100.00
Super Charger	70.00	Chubbie	60.00	Score Card	130.00
Taps	45.00	Conquest	40.00	Chief	40.00
Doughboy	90.00	Dandy	35.00	Trophy	60.00
Top Netcher	70.00	Trips	35.00	Chips	50.00
Follies	60.00	Twinkle	25.00	Flash	35.00
Wings	125.00	Vacation	135.00	Glamour	100.00
Jolly	100.00	Headliner	100.00	Yacht Club	130.00

**USED PHONOGRAPHS:**

412 with new cabinet	\$150.00	Casino	\$300.00
616 Marl-Glo with new cabinet	175.00	Plaza	325.00
Gen	85.00	Mayfair	350.00
Regal	325.00	Vogue	350.00
Crown	350.00	Classic	365.00

**NEW PHONOGRAPHS:**

Envy	\$442.00	Colonel	\$475.00
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**USED SCALES & MISC.**

Pass	\$45.00	Mills	\$70.00
Walling Tom Thumb, New	125.00	Mills Round the World	25.00
Mills Counter 1-2-3	25.00	Pace Double Jak-Pot	40.00
Mills Church	50.00	Mills Blue Front	75.00
Crip Test Machine	19.50	Imp	15.00
Challengers	25.00	25 Imp	75.00

We require a deposit of 25% with all orders and balance C. O. D. 60 cycle equipment can be seen at our Ottawa store, 587 Bank Street, Ottawa, while 25 cycle equipment can be seen at 1106 Hall Avenue, Windsor.

Shim Protector—Prevents Use of Wire or Shims (Bad Slugs, Etc.). Requires 5 Minutes To Install. Price \$1.00.

**DONALD FIELDING & CO.**

OTTAWA WINDSOR TORONTO  
587 Bank St. 1106 Hall Ave. 699 Bloor St., W.

**"Monarch's Biggest Year," Says Stern**

CHICAGO, Nov. 23.—"All indications point to 1940 as being the biggest year in the history of the Monarch Coin Machine Company," reports Al Stern, Monarch executive.

"The amazing growth of Monarch during the few short years of its existence as a distributor and jobber is one of the phenomena of the coin machine industry," he stated. "The rise of our company during this time has embraced several moves, each one calculated to permit greater service to our clients, and each one involving occupation of increasingly larger headquarters. Our latest move to a complete building of three floors devoted exclusively to new and reconditioned equipment, shipping rooms and service shops is fairly indicative of our high-ranking position among the nation's distributors.

"A further sign of our progress in the field is the number and variety of new and used equipment of all types which are now available to our customers. We claim to have the largest stock of machines in the country, and operators who have investigated our claim have proved for themselves that it is no idle boast.

"Since we took possession of our new quarters several weeks ago we have established one of the most efficient sales and service systems. Because of the features we have enjoyed a tremendous increase in business. Sales continue to climb each day. We feel certain that this year will see all previous Monarch sales records swamped."

**GUY NOEL Says:**  
We are now manufacturing **UNION MADE SALESBOARDS**  
In our own plant and can supply our Operator and Jobber friends with Money Boards and Bonus Boards in addition to our Coupon Meter. WRITE US YOUR NEEDS.  
WE ARE MANUFACTURERS OF 100% UNION MADE COUPON GAMES WITH ALLIED PRINTING UNION LABEL.  
Wrs. of Largest Variety Line of Jar Games—Whirling Derby Games—Baseball Daily and Weekly Series—Tip & Jack Pot Games—Salus Cards—Penny Parade Games.  
**GAY GAMES, INC.**  
DEPT. 89-11A, NUNCIE, INDIANA

**BE WISE!**  
Familiarize Yourself With Coin Operated **POOL BOWLING**  
JANUARY 1941  
COIN MACHINE SHOW  
SHERMAN HOTEL, CHICAGO  
32 34 36 38  
SEE OUR DISPLAY

Acclaimed the outstanding achievement of the industry 100 legal & acor 10c play  
**POOL BOWLING MFG. CORP., STEER, ILL.**  
Chicago Phone: Interacorn 9760 (direct to factory)

**GEM CITY SPECIALS**  
RECONDITIONED FREE PLAY GAMES  
Bills 60¢ \$64.00 Doughboy \$49.00  
Limeholt 48.00 Playmate \$70.00  
Sheepskin 67.00 Charm 31.00  
5th Wheel 17.25 Mills 1-2-3 52.50  
Arrowhead 20.00 Scoop 20.00  
Big Show 30.00 Flipship 27.00  
Write us for Prices on New Games—Exhibits  
Zombie, Baker's Line-Up, and Gottlieb's Paradis.  
We Buy Good Free Play Games. Send us your list.  
**GEM CITY DISTRIBUTING CO.**  
Phone 813. 630 No. 2nd St., Quincy, Illinois  
Terms: 1/3 Deposit, Balance C.O.D.

**REGISTER NOW**  
for 1941 COIN MACHINE SHOW  
Registration blank in this issue

**DAN HAWLEY, Leading Cleveland Distributor, says:**  
 "It Is the Most Beautiful, Colorful Game Ever Designed!"

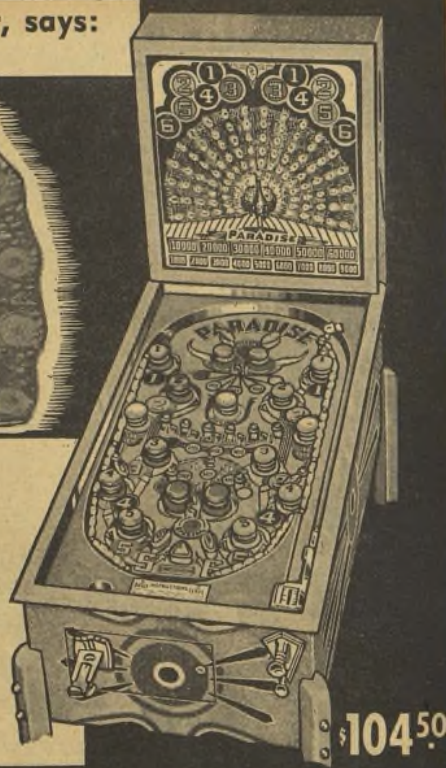


**MOST MAGNIFICENT, COLORFUL  
 PLAY-COMPELLING ATTRACTION  
 IN THE INDUSTRY!**

★ **Plumage-Glo Backboard!** ★ **8-Way Scoring**  
**Rollovers!** ★ **8 Ways to Win!**

**Immediate Delivery  
 SEE YOUR DISTRIBUTOR**

JANUARY 1941  
**COIN MACHINE SHOW**  
 SHEWAN HOTEL, CHICAGO  
 13-14 15-16  
**SEE OUR DISPLAY**



**\$104.50**

**D. GOTTlieb & CO., 2736-42 N. PAULINA ST., CHICAGO**

**PERFECT FREE PLAYS**

Brita Spot . . . \$42.50	Marcot . . . \$26.50
Bionda . . . 37.50	Nippy . . . 17.00
Billy Beauty 24.00	Oh Boy . . . 20.00
Big League. 24.00	Pylon . . . 35.00
Big Town. . . 24.00	Punch . . . 18.50
Big Show. . . 24.00	Rotation . . 50.00
Bowling Alley 22.50	Roxy . . . 25.00
Cadillac . . . 45.00	Red Hot . . . 17.00
Commodore. 19.50	Speed Demon 45.00
Double . . . 34.50	Sporty . . . 36.50
Feature . . . 34.50	Score Champ 22.50
Drum Major 39.50	Short Stop. . 26.50
Follies . . . 17.00	Super Six. . . 15.00
Glamour . . . 38.50	Three Score. 42.50
Home Run. . . 28.50	Triumph . . . 15.00
Jolly . . . . . 25.00	Vacation . . . 40.00
Landslide . 44.50	Yacht Club. 40.00

**LEGAL EVERYWHERE**  
 COMPLETE LINE OF A.B.T. GUNS  
 ALWAYS ON HAND

Kconey Aircraft Guns \$30.00	
Ten Strike . . . 49.50	
Skeeballettes . . 49.50	
Bally Alley . . . 29.50	

1/2 With Order, Balance C.O.D.

**MIKE MUNVES CORP.**  
 593 TENTH AVENUE, NEW YORK

**OUR WEEKLY SPECIALS!**

Chicken Sam with Base . . . . .	\$49.50
Evans Ten Strike . . . . .	49.50
Bally Alley . . . . .	27.50
Western Baseball . . . . .	39.50
Keeney Anti-Aircraft, Black Cab. .	79.50
Gottlieb's Skeeballette . . . . .	55.00

1/2 Deposit, Balance C. O. D.

**MILWAUKEE  
 COIN MACHINE CO.**

1455 W. Fond du Lac Ave.  
 Milwaukee, Wisconsin

**MILLS**

PHONOGRAPHS  
 CONSOLES  
 BELLS  
 TABLES

**KEYSTONE NOVELTY & MFG. CO.**  
 26th & Huntingdon Sts., Philadelphia, Pa.  
 Baltimore Office:  
 815 Cathedral St., Baltimore, Md.

**Hits Ballot Wording;  
 No Means Yes; Vice-Versa**

BURBANK, Calif., Nov. 29.—*The Burbank Daily Review*, November 7, declares itself against improper wording of ballot propositions in a column called Odds and Ends: "Can't see why those clothed with the authority for wording the propositions appearing on the election ballot do not construct them so as to plainly state what they propose to do.

"We'll bet you that half the people in Burbank who voted on the pinball proposition did not fully realize how they were voting. 'No'—they were voting to prohibit the games and by voting 'Yes'—they were voting in favor of them. We heard of people whom we are satisfied were working against the games telling their friends to vote 'No.' By a careful reading of the measure as it appeared on the ballot one would see that a 'Yes' vote meant 'No' and a 'No' vote meant 'Yes.'"



AL KOPLo, head of Koplo Sales & Supply Company, Chicago, recently opened new and larger headquarters in Chicago for his growing business.

**THE GEM**



*of the Industry*

**IT'S REVOLUTIONARY!**  
 SUPERIOR'S LATEST DIE-CUT BOARD

There's big money in CASINO CLUB—a beautiful die-cut board with lighting effect, 1664 holes - slot machine symbols. Features the brand-new extra thick ticket.

CASINO CLUB shows an average profit of \$39.00 and an approximate maximum profit of \$44.00. Write for details on CASINO CLUB and other sensational die-cut boards.

**SUPERIOR PRODUCTS**  
 14 NO. PEORIA ST. CHICAGO, ILLINOIS

**"MASTERLITE"**  
**3000 HOUR LIFE**  
**Miniature Lamp Bulbs**  
**FOR GAMES & VENDERS**

Finest quality bulbs, built for best service and long life. 44-S and 48-S carried in stock for immediate delivery. Prices P. O. B. Enclosed, are as follows:

100 . . . . .	\$4.50
500 (per 100) . . . . .	3.60
1000 up (per 100) . . . . .	3.25

Write for full information and details.

**MASTERLITE LAMP CO.**  
 16 Ferry Approach, HOBOKEN, N. J.

AMERICA'S

LEADING DISTRIBUTORS

Get your order to your Keeney distributor today!



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J. H. KEENEY & CO., NOT INC.

"The House that Jack Built"

2001 CALUMET AVE., CHICAGO

**MORE PROFITS!**

**MORE APPEAL!  
MORE PROFITS!**

... in the modern, attractive, realistic airplane design cabinet!

**MORE ACTION!**

Keeney's **AIR RAIDER**

Keeney's **AIR RAIDER**

Keeney's **AIR RAIDER**

**MORE PLAY!  
MORE PROFITS!**

... with permanent adjustments made at the factory!

**MORE FUN!**

**MORE PLAY!  
MORE PROFITS!**

... with perfected, service-free mechanism!

GET YOURS TODAY FROM  
**SQUARE AMUSEMENT CO.**  
707 Broadway, ALBANY, N. Y.  
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N. CAROLINA-VIRGINIA OPERATORS—ORDER FROM  
**SOUTHERN VEND. MACH. CO.**  
528 Craghead St., DANVILLE, VIRGINIA

ORDER NOW FROM  
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3100 Grand River Ave.  
DETROIT, MICHIGAN  
EXCLUSIVE MICHIGAN DISTRIBUTOR

15 SEPARATE PLANE FLIGHTS...UNLIMITED

Call it the **GREATEST MONEY MAKING GAME** Ever Offered!



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... with any number of hits on each and every flight!

Keeney's

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MINNESOTA-WISCONSIN OPERATORS—ORDER FROM

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200 11th Ave., South  
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**MORE PROFITS!**



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MORE PROFITS!**

... in the movie-action back-glass with moving clouds and flashing gun-fire!

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**MORE LOCATIONS!  
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... with easy one-man installation! Knocks down to 4 pieces!

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ORDER TODAY FROM

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**MORE THRILLS!**



**MORE PLAY!  
MORE PROFITS!**

... with fascinating, crowd-pleasing gun and 'plane action!

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**MORE FEATURES!**



**MORE THRILLS!  
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... in the stirring machine gun action!

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**MORE PLAY!**



**MORE ACTION!  
MORE PROFITS!**

... with continuous lite-ray tracer bullets!

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**MORE FUN!**

**NUMBER OF SHOTS DURING EACH FLIGHT!**

ANY NUMBER OF HITS CAN BE SCORED ON EACH FLIGHT!



**MORE ACTION!  
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... in 15 separate,  
thrilling plane flights!

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**MORE PROFITS!**



**MORE THRILLS!  
MORE PROFITS!**

... in the bursts of  
light from muzzle of  
gun when trigger is  
pulled!

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"The South's Most Progressive Distributors"  
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**MORE PLAY!**



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MORE PROFITS!**

... with compact, one-  
piece construction —  
only 6 ft. long!

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ORDER YOURS FROM

## TRIMOUNT COIN MACHINE CO.

1292 Washington  
BOSTON, MASSACHUSETTS

**MORE THRILLS!**



**MORE APPEAL!  
MORE PROFITS!**

... in the realistic,  
double-grip, free-  
swinging machine  
gun!

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ORDER NOW FROM

## REX AMUSEMENT CO.

710 S. Salina St., Syracuse, N. Y.  
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**MORE ACTION!**



**MORE PLAY!  
MORE PROFITS!**

... with sturdy, long-  
life Keeney construc-  
tion!

Keeney's

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ORDER NOW FROM

## SICKING, INC.

14th and Central Parkway  
CINCINNATI, OHIO

**MORE FEATURES!**



**MORE ACTION!  
MORE PROFITS!**

... with tracer bullets  
to correct player's aim!

Keeney's

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## BANNER SPECIALTY CO.

1530 Parrish St., PHILADELPHIA, PA.  
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**MORE PROFITS!**

ADJUSTABLE HIGH SCORE FREE PLAY AWARD!

# CONTINUOUS LITE-RAY TRACER BULLETS!



**MORE FUN!  
MORE PROFITS!**  
... in the greatest array of machine gun thrill features ever presented!

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**AIR RAIDER**

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**WESTERN DISTRIBUTORS, Inc.**  
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**MORE PROFITS!**



**MORE ACTION!  
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... in unlimited number of shots each flight!

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**MORE FEATURES!**



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... with Adjustable High Score Free Play Award!

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ORDER TODAY FROM  
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NEW YORK CITY, N. Y.

**MORE FUN!**



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MORE PROFITS!**  
... with single unit, NO SCREEN design!

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**AIR RAIDER**

NORTH CAROLINA, VIRGINIA, WEST VIRGINIA OPERATORS—ORDER FROM  
**MOSELEY VEND. MACH. EXCH., Inc.**  
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**MORE THRILLS!**



**MORE THRILLS!  
MORE PROFITS!**  
... in the exclusive and original Keeney playing features!

Keeney's  
**AIR RAIDER**

GET YOURS FROM  
**CENTRAL DISTRIBUTING CO.**  
105 W. Linwood Ave., KANSAS CITY, MO.  
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**MORE PLAY!**



**MORE ACTION!  
MORE PROFITS!**  
... in unlimited number of hits on each and every flight!

Keeney's  
**AIR RAIDER**

ORDER NOW FROM  
**THE BAROK COMPANY**  
312 East Broad St.  
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**MORE PROFITS!**

**COMPACT—ONE PIECE . . . OCCUPIES VERY SMALL SPACE!**

# Chicago Coin's Sensational

# All American

IT'S THE TALK OF THE INDUSTRY!

**GREATEST MONEY-MAKER THIS YEAR**  
**that's why it's OUTSELLING all others!**

**CASH IN WITH MILLS VEST POCKET BELL**  
 Midget Automatic Payout



America's most practical Jackpot counter machine. Completely automatic payout of all awards, 3 to 20 and Jackpot.

- 1c Play with Jackpot Register ..... \$47.50
- 5c Play with Jackpot Register ..... 47.00
- 5c Play without Register.. 44.50

**ORDER TODAY**

1/3 Deposit, Balance C. O. D.

**SICKING, INC.**  
 1401 CENTRAL PARKWAY  
 CINCINNATI, O.

**Look To The GENERAL For LEADERSHIP!**  
**NOW DELIVERING GOTTLEB'S PARADISE**  
**AMERICAN EAGLES and MARVELS**  
Shipped Same Day Order Rec'd  
**QUALITY RECONDITIONING ON EVERY GAME. WRITE FOR COMPLETE LIST!**  
Enclose 1/3 Cash With Orders, We Ship Balance C. O. D.

**THE GENERAL VENDING SERVICE CO.** 2320 N. MONROE ST. BALTIMORE, MD.

<b>A</b>	Keeney Aircraft Guns (Black Cabinet).....	\$59.50	<b>A</b>
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	Bally Alleys (1940 Models).....	\$19.50	
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**I. L. MITCHELL & CO.**  
 Perfect Machines • **Brite Spot (F.P.) \$42.50** Double Feature (F.P.) \$42.50  
 Low Prices • **Landslide (F.P.) 47.50** Short Stop (F.P.) 25.00

**Write for Our List of Used Pin Games**  
 PHONE: GLENMORE 2-5450  
**MACHINES AND SUPPLIES 1070 Broadway, BROOKLYN, N. Y.**

**HERE'S THE BEST XMAS PRESENT YOU CAN GET NOW**  
**OUR NEW PRICE LIST**  
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**FREE PLAY GAMES**

Big League .....	\$29.50	Formation .....	\$64.50	O'Boy .....	\$27.50	Triumph .....	\$17.50
Big Town .....	32.50	Golden Gate .....	17.50	Pick Em' .....	28.50	Up & Up .....	12.50
Blonde .....	42.50	Home Run .....	26.50	Powerhouse .....	52.50	Wings .....	48.50
Box Score .....	14.50	Jolly .....	34.50	Pyron .....	48.50	Yacht Club .....	38.50
Commodore .....	29.50	Lucky .....	15.50	Roxy .....	24.50	Imps .....	\$12.50 Ea.
Congo .....	39.50	Lucky Strike .....	17.50	Slyline .....	38.50	Col of 6 .....	\$67.50
Cowboy .....	16.00	Lancer .....	24.50	Sports .....	29.50	Libertas .....	\$32.50 Ea.
Cadillac .....	49.50	Major .....	15.50	Shortstop .....	44.50	Lot of 10 .....	\$27.50
Doughboy .....	49.50	Merry Go Round .....	49.50	Spotty .....	48.50	Am. Eagle .....	\$32.50 Ea.
Dude Ranch .....	58.50	Miami .....	15.50	Tabber .....	17.50	Lot of 10 .....	\$27.50
Flipping .....	24.50	Ocean Park .....	22.50	1/3 Deposit With Order .....	Balance C. O. D.		

Many other bargains on Novelty and Slot Machines. Write, call or drive in. All of the above machines in perfect condition. Ready for delivery.

**DOMESTIC NOVELTY CO.**  
 202 G STREET, NORTHWEST, WASHINGTON, D. C.

**AMERICAN EAGLE**

World's Smallest Fruit Symbol Bell With Automatic Token Award.

**ON 10 DAYS' FREE TRIAL**  
 SAMPLE \$32.50  
 10 for \$275  
 Gold Award Model \$1.50 Extra  
 Ball Gum Model \$2.00 Extra  
**BALL GUM**  
 15c Per Box, 100 Pieces  
 Case of 100 Boxes, \$12.75  
 1/3 Deposit, Balance C.O.D.

**SICKING, INC.**  
 1401 Central Parkway, Cincinnati, Ohio

**ADVERTISE IN THE BILLBOARD**  
**—YOU'LL BE SATISFIED WITH RESULTS.**

# GENCO DOES IT AGAIN!

# NEW METRO

**GENCO'S GREATEST ACHIEVEMENT... & THAT'S SAYING A CASHBOXFUL! 3 WAYS TO WIN!**

NEW! THRILL-FILLED "BUILD UP" FEATURE FOR EXTRA HIGH SCORE AND FREE GAME AWARDS!

"1 TO 5" ROTATION APPEAL

HIGH SCORE AWARDS

"A-B-C" FEATURE

METRO is simply terrific! Brand new "Build Up" feature is the greatest "come on" idea in years. (Every time a purple bumper is hit when lit registers a possible high score on "build up" line on back-board. This high score is made when ball goes through lit lane at bottom of board. If A, B and C are lit, FREE GAMES will be made instead of points!) METRO HAS "LAST SECOND" THRILL ACTION THAT'S NEVER BEEN EQUALLED!! It's the greatest of Genco's great games! Tops in profits!

**ORDER METRO IMMEDIATELY!**

## GENCO

**BUILDS GREAT GAMES**

2621 N. ASHLAND AVE. CHICAGO

**\$104.50**

FREE GAME CONVERTIBLE

### Tell Advantages Of Modern Vender

CHICAGO, Nov. 23.—"More and more operators are learning the advantages of Modern Vender every day," reports E. P. Winkel, sales executive of C. O. Jennings & Company.

"Many operators have wanted to operate a bell machine but have hesitated. Many of these operators have discovered that Modern Vender, the free play mint vender, can be run and that it brings in large profits.

"Modern Vender is another machine of the new 1941 Jennings line of friendly machines, machines made to comply with practically all requirements, yet so fascinating that they draw play from almost everyone. Because of their rich, dignified appearance locations are glad to have Jennings machines installed.

"Modern Vender is a free-play machine with no payout of any kind, vending a package of mints with every coin played. The familiar appearance of the bell with the well-known fruit reels makes this an outstanding machine for greater player appeal.

"If operators will take a little time and investigate we feel quite certain that they will find that Modern Vender can be operated on their routes. The large profit possibilities of this machine are certainly worth the time of investigation.

"I would advise operators to take immediate action. Modern Vender is being placed in many new locations every day by wide-awake operators."

Page

### Al Koplo Offers Jar Game Line

CHICAGO, Nov. 23.—Al Koplo, head of Koplo Sales & Supply Company, has added another notch to his fast-growing business. In his new location, in a large display room, he is now showing a complete line of jar games and supplies.

"I have always felt that there was a vast need for a large Chicago headquarters for this line," declared Koplo, "where operators from all of the Middle West could come to make their selections.

"The addition of this line, together with the myriad numbers of other products available, tends to make Koplo Sales a one-stop call for the fast-moving operator. At the present time we are featuring the Roll-a-Cent counter game, Lite-Up Speakers, and phonograph supplies," he concluded.



**BERT LANE Says:**

WRITE! WIRE! PHONE!

FOR MY SPECIAL

**TIME PAYMENT PLAN**

**ON SKY FIGHTER**

A terrific offer to help you get going NOW in the biggest legal moneymaker ever seen!

★ **METRO** ★  
IS GENCO'S MIGHTIEST MONEYMAKER!

RUSH YOUR ORDER NOW!

**SEABOARD SALES, INC.**

619 Tenth Ave., New York  
Phone, Wisconsin 7-5688

*Evans*

# TEN STRIKE

FREE PLAY or CASH RESERVE

**JANUARY 1941**  
COIN MACHINE SHOW  
SHERMAN HOTEL CHICAGO  
10:00 / 10:30  
SEE JOHN CASHMAN

**SENSATIONAL**  
new FREE PLAY or CASH RESERVE model  
... now adds the magic of juicy high awards to the unequalled appeal of manikin bowling! Cumulative feature awards total Free Plays for each game! Cash Reserve provides big, tempting awards! Refinements... improvements... stepped-up speed and action! Proving a profit producer beyond compare!

Immediate Delivery

**TIME PAYMENT PLAN**

Pay for it fast, out of earnings, by our new Time Payment Plan! Small down payment. Write or wire for details!

FREE PLAY or CASH RESERVE  
**\$175.00**

Patent Nos.  
2,101,124  
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2,101,127  
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H. C. EVANS & CO., 1520-1530 W. Adams St., CHICAGO



GUNS ARE TODAY'S BIG BUSINESS...AND

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HAS PROVEN BY MONTHS OF CAPACITY PRODUCTION AND THE GREATEST COLLECTION RECORDS IN COIN MACHINE HISTORY—THAT IT LEADS THEM ALL!



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**TAKES UP 1/3 THE SPACE  
TAKES IN 3 TIMES THE MONEY!**

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TAKES IN 3 TIMES THE MONEY!**

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**EVERY AMERICAN SHOULD LEARN TO SHOOT!**

**THE ORIGINAL... AND BY FAR THE BEST!**

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Phone: Market 4641 — Market 9953

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TAKES IN 3 TIMES THE MONEY!**

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**SKY FIGHTER**

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**TAKES UP 1/3 THE SPACE  
TAKES IN 3 TIMES THE MONEY!**

**DONALD FIELDING & CO.**

1106 Hall Avenue  
Windsor, Ontario, Canada  
Distributors for Ontario and Quebec

**SKY FIGHTER**

U. S. Patent No. 2,212,257, Other Patents Pending.



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TAKES IN 3 TIMES THE MONEY!**

**JONES ELECTRIC SUPPLY CO., Ltd.**

96 King St., Saint John, N. B., Canada  
Distributors for the Maritime Provinces

**GET A "SKY FIGHTER" SPORTS ARSENAL STARTED IN YOUR CITY! IT'S A GOLD MINE!**

HERE'S *Bally's* NEW MACHINE-GUN SENSATION!  
**DEFENDER**  
 WITH ZOOMING AIRPLANE TARGET



"GREATER THAN RAPID-FIRE!" is the verdict of all who shoot Bally's new DEFENDER machine gun. DEFENDER has all the proved and potent play-appeal and 100-shot ray-gun action of Rapid-Fire . . . plus new profit-boosting features galore. Target is a realistic pursuit plane—not a "movie" but a miniature model airplane. Angle at which plane zooms into view constantly changes . . . insuring terrific suspense and skill-appeal. New "Telescopic Sight" creates thrilling illusion of distance . . . yet entire machine requires less floor space than a pin-game!

**OPENS NEW SPOTS  
 AND BOOSTS GUN PROFITS**

You know the record-smashing profit-power of Rapid-Fire. Now increase your machine-gun earnings . . . and grab the busy, crowded, big-money locations with DEFENDER, the Rapid-Fire gun for 1941! See your distributor or write factory.

**COMPACT  
 UNIT CABINET**  
 ACTUALLY REQUIRES  
 LESS SPACE THAN  
 A PIN GAME



*Bally* **RAPID-FIRE**  
 STILL SMASHING ALL COLLECTION RECORDS



**QUICK CHANGE  
 ON LOCATION FROM  
 FREE PLAY  
 TO  
 NOVELTY**

*Bally* BRINGS YOU ANOTHER "SPOTTEM" SENSATION!  
**ATTENTION!**

**4 WAYS TO WIN**  
 INCLUDING HIGH-SCORE AND "SPOTTEM" SKILL

*New* **"TOP-'O-DIAL" AWARD**  
 PACKED WITH BIG WINNER AND MYSTERY APPEAL

Greatest combination of play appeal ever built into one game! High Score. "Spottem" Skill (1 free game for each hit after all bumpers are hit). OUT-BALL RETURN (adjustable to score free games if ball return not desired). And the sensational new "TOP-'O-DIAL" feature . . . which rings up from 1 TO 75 FREE GAMES for the skillful player! For the fastest, fattest novelty profits in years . . . order ATTENTION today!

Theory...  
IT'S WONDERFUL!

But



PRACTICAL EXPERIENCE MEANS PROFITS!

Theory, a basis for good ideas, has filled a lot of books, but *practical experience* is what makes ideas work to fill your *cash boxes*! Beware the "theorist manufacturer" who offers equipment made on theory or poorly imitated from superior, tested products. Such a manufacturer is an opportunist seeking a quick profit, and hang security for the operators! Face the facts. Without experience under his belt, the theorist just *can't* secure your investment in his limited offerings. Compare the chance you take when you buy an unknown quantity with the *security* you get when your equipment investment is backed up by *Seeburg's* forty years of experience—by the *Seeburg* National Service Network for service on all *Seeburg* instruments, everywhere—by *Seeburg's* original, practical, money-making creations—by *Seeburg's* complete line of profit-proven equipment for every phase of music operating! That's the backing that makes the most consistent profits for music men today! Don't take chances . . . it costs no more to buy *Seeburg* for security!



FINE MUSICAL INSTRUMENTS SINCE 1902

TO GO AHEAD.. *Go...*

**Seeburg**

J. P. SEEBURG CORPORATION 1500 DAYTON STREET CHICAGO

# Sammy Kaye

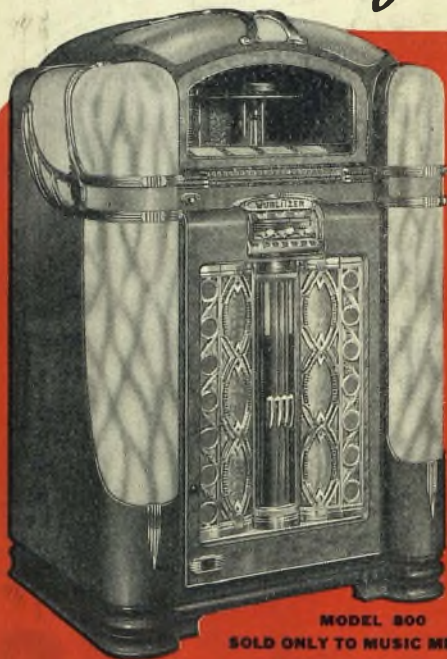
OF



SAYS...



"The **WURLITZER** is  
a wonder for authentic reproduction"



MODEL 800

SOLD ONLY TO MUSIC MERCHANTS

## ORIGINATOR OF DISTINCTIVE STYLE OF MUSIC COMPLIMENTS WURLITZER TONE

● A maestro of national magnitude before he ever played on the west coast or in New York, when Sammy Kaye did hit the big town, he broke the all time record run at the Hotel Commodore.

Today, a compliment from Sammy Kaye is spoken with a voice of authority recognized wherever music is played.

Wurlitzer is honored to hear Sammy Kaye say, "My band and I always enjoy Wurlitzer's remarkable reproduction of our music."

Authentic reproduction is one of many reasons why Wurlitzer Phonographs get and hold the best locations for Wurlitzer Music Merchants.

The Rudolph Wurlitzer Company, North Tonawanda, New York.  
Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

**A NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS**

# WURLITZER

*Automatic Phonographs*

**PREFERRED BY THE LEADING RECORDING ARTISTS OF AMERICA**

A SPECIAL SECTION OF

# The Billboard

Section 2

November 30, 1940

Vol. 52, No. 48

Cincinnati, Ohio



## IAFE GOLDEN JUBILEE

A TESTIMONIAL TO THE INTERNATIONAL ASSOCIATION OF FAIRS AND EXPOSITIONS' CONTRIBUTION TO AMERICAN LIFE, AND A REVIEW OF ITS GROWTH AND ACHIEVEMENTS

To the  
**International Association of  
Fairs and Expositions** ★ ★ ★  
*and all its members*

George A. Hamid, Inc., has been serving Fairs and other outdoor amusement enterprises for the past 21 years. Today the George A. Hamid office supplies more Fairs with Talent of all kinds than any other agency in the world. The name George A. Hamid has become definitely associated with the greatest attractions in the world. It has stood for the last word in service. That is why leading Fairs look to George A. Hamid, Inc., for their entertainment programs year after year!

GEORGE A. HAMID, Director  
NEW JERSEY STATE FAIR  
MEMBER • IAFE

• You have the sincere and heartfelt appreciation of George A. Hamid, Inc., for the many valuable contributions you have made to Fairdom in America.

• The spirit of progressiveness which has always characterized the work of your fine organization should serve as an inspiration to every one of us who work with and for Fairs.

*George Hamid*

SERVING  
AMERICAN AND  
CANADIAN  
FAIRS  
FOR 21 YEARS

**GEORGE A.**

*Congratulations*

ON YOUR

★ **GOLDEN JUBILEE**

# YOU'VE THRILLED US, FAIR MEN

by your many kind offers this past season and for 1941

We've worked hard to bring your Fair's patrons the greatest thrill show in the world. But everything we've put into our attraction has been worthwhile because this past season we've played to more over-flow grandstands than ever. We're already booked practically solid for the

1941 season. To all Fair Secretaries and Boards we want to express our thanks and gratitude. To those Fairs whom we had to turn down because of previous commitments, we want to express our sincere regrets and the hope that we'll be able to play their Fairs another time.

To George A. Hamid and to scores of friends who have worked untiringly in our behalf, we want to say thanks, fellows, we appreciate it.

*Lucky*



**TETER**

**THE WORLD'S LEADING AUTOMOBILE STUNT DRIVER  
AND HIS HELL DRIVERS**

Personal Representative  
**J. HARRELL POWELL**

**HAMID**

**10 ROCKEFELLER PLAZA  
NEW YORK CITY**

193 GROVE AVE.  
OCEAN VIEW, VA.

• 260 TREMONT ST.  
BOSTON, MASS.

722 EMPIRE BUILDING, PITTSBURGH, PA.



# Congratulations

# IAFE

To the Officers, Directors, and Members of  
the International Association of  
Fairs and Expositions:

Fifty years of existence! Fifty years of progress!  
Fifty years in the promotion of better education thru fairs  
and expositions! It's a record of which each and every one  
of you should be proud—and we know you are.

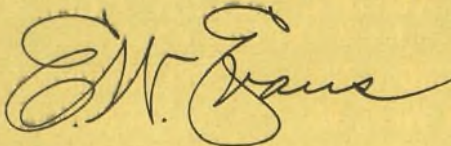
Without your association the fairs and expositions  
which you represent could never have met with the  
progress they have—and we are sure the progress of  
your fairs has inspired other fairs to do bigger and better  
things in educating and entertaining the 60,000,000 fair-  
goers in the United States and Canada.

We, too, are proud of your record and happy over the  
success with which your association has met during this  
long period of time.

With the greatest degree of pleasure we congratulate  
you on the Golden Jubilee of the founding of your associa-  
tion which you are celebrating this year. The occasion  
must be a mighty happy one for all of you.

May your association continue to grow and prosper  
as it richly deserves.

The Billboard Publishing Co.



President.

SECTION 2  
VOL. 52  
NO. 48

The  
**Billboard**

NOV.  
30,  
1940

The World's Foremost Amusement Weekly

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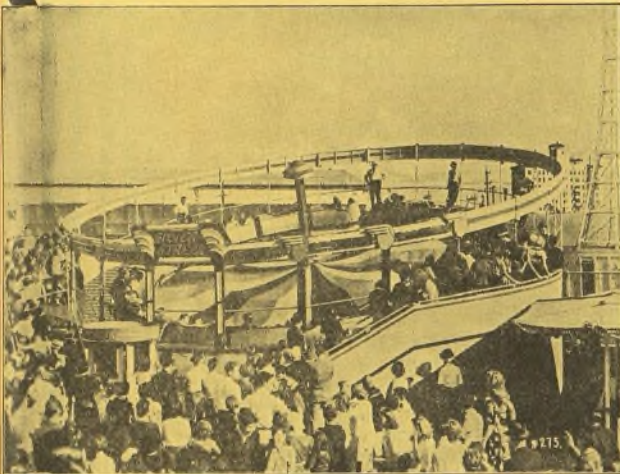
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# Holiday GREETINGS

To Our

**FRIENDS, EMPLOYEES, FAIR  
ASSOCIATIONS, COMMITTEES,  
AND BUSINESS ASSOCIATES**

We have enjoyed another pleasant and profitable season and we wish to take this opportunity to thank you all for your splendid co-operation which has made our progress possible. Our sincere wish is **HEALTH, HAPPINESS, and PROSPERITY** for 1941.



## FAIRS, CELEBRATION COMMITTEES

We are now organizing and booking for next year. Investigate us before you contract. See us in Chicago or write. We supply complete midways for Fairs, Expositions, and Celebrations, or independent rides only without concessions. We are interested in booking rides from May 1st until August 1st with reliable parties operating in good territory with Free Gate, with only legitimate concessions. Prefer locations in large cities.



## CONGRATULATIONS IAFE

50 years of progress filled with many commendable achievements is a great record . . . we hope and wish for your continued success

**GOODING GREATER SHOWS  
AMERICAN EXPOSITION SHOWS  
THE F. E. GOODING AMUSEMENT CO.**

1300 Norton Rd.,

Columbus, Ohio

### Managers and Officials

Mr. & Mrs. F. E. Gooding  
Blaine Gooding  
Mr. & Mrs. E. C. Drumm  
Mr. & Mrs. George Bouic  
Mr. & Mrs. Chas. O'Brien  
Carl Spellman  
A. D. Smith  
J. F. Murphy  
E. W. Weaver  
J. F. Enright  
Kathleen Holleran



F. E. GOODING

*Extend Heartiest Holiday  
Greetings to all their Friends*

## HIGHLIGHTS OF 1940 ACHIEVEMENTS

We furnished amusements at 100 Fairs, Expositions, and Celebrations. We played more repeat dates in 1940 than any other amusement organization on the North American Continent. Gooding Attractions broke many long standing records this year—our midways were constantly packed with pleasure seekers who returned again and again to enjoy the many entertaining and educational features.

### WE BUY, SELL, AND REBUILD USED AMUSEMENT EQUIPMENT

#### HAVE FOR SALE:

One two abreast 32 ft. Jr. Spillman Merry-Go-Round.  
Two No. 5 Big Eli Wheels.  
Two 8 car Spillman Kiddie Auto Rides.  
One 8 car Allan Herschell Kiddie Auto Ride.  
One Smith & Smith Chairplane.  
One 7 car Tilt-A-Whirl.  
Good modern equipment—all repainted and reconditioned. Looks like new.

#### ALSO FOR SALE:

One 20 x 30 Tent including walls.  
One 21 x 42 Marquee.  
Several hundred feet of side wall.  
Full particulars furnished to interested parties.

THE WHITE HOUSE  
WASHINGTON

October 3, 1940

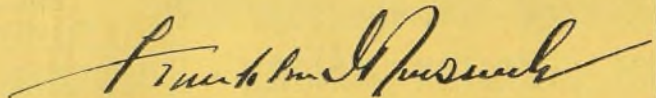
My dear Mr. Herring:

It has come to my attention that the International Association of Fairs and Expositions at its December meeting in Chicago will celebrate its fiftieth anniversary. I offer hearty congratulations.

Through exhibits at its member fairs and in other ways the Association has been a potent force for good will and for the advance of agriculture and industry in the United States and Canada. The heads of the various departments and agencies tell me that the counsel and cooperation of the Association have proved most helpful in arranging Government exhibits.

I hope that the International Association of Fairs and Expositions may grow and prosper in the next fifty years as it has in the last half century.

Very sincerely yours,



Mr. L. B. Herring, Jr.,  
President,  
International Association of Fairs and Expositions,  
c/o South Texas State Fair,  
Beaumont, Texas.



Ottawa, November 2, 1940

L. B. Herring, Esq., Jr.,  
President,  
International Association  
of Fairs and Expositions,  
c/o South Texas State Fair,  
Beaumont, Texas.

Dear Mr. Herring:

I am pleased to send to the International Association of Fairs and Expositions cordial congratulations upon the celebration at Chicago, in December, of its fiftieth anniversary.

For a number of years, the meetings of your directors, the interchange of visits and the consideration of common problems provided many opportunities for Canadians and Americans to meet together in pleasant and profitable intercourse. The work of the Association thus affords yet another example of co-operation and goodwill between our two countries. It deserves the commendation of our two peoples.

I am also informed that the regular exhibition, both in Canada and the United States, of the industrial and agricultural achievements of our two countries have given a notable stimulus to the improvement of the standards of agricultural products.

Yours sincerely,

*W. Mackenzie King*

# DODSON'S WORLD'S FAIR SHOWS

MEL DODSON Sr., Mgr.

PRESENTS

The Modern, Streamlined  
Midway for 1941

**M**ODERN to the "nth" degree this past year, Dodson's World's Fair Shows proved that up-to-date midways are necessities in the successful operation of Fairs and Celebrations. For 1941 we have planned many more improvements and additions which will be another undreamed-of revelation in the show world. Over 40 paid attractions will offer patrons a wide variety of entertainment. Miles of "Neon" will draw them in. Rides, illuminated from top to bottom, will be almost irresistible. Dodson will again blaze a new path across the carnival world in 1941. Hitch your wagon to our star. Write today for full details.

SEE US AT THE CONVENTION

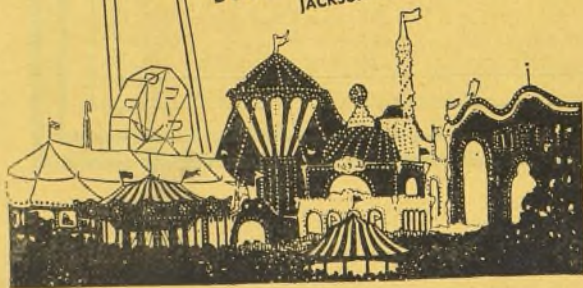
Congratulations  
**IAFE**

## SHOWMEN

We invite correspondence from reliable showmen with good, acceptable ideas and will be glad to finance if you have an attraction of merit.

ALL ADDRESS

**DODSON'S WORLD'S FAIR SHOWS**  
JACKSONVILLE, FLORIDA



## Program for IAFE Jubilee Sessions

The 50th Annual Meeting of the International Association of Fairs and Expositions, December 1-4, 1940, Hotel Sherman, Chicago

### Sunday, December 1

11 a.m.—Meeting of the IAFE board of directors.  
4 p.m.—Exhibit of printed matter and advertising material. Judges, M. Sekleman, advertising manager, Montgomery Ward & Company, Chicago; Charles Lilinfield, advertising manager, National Tea Company, Chicago; W. H. Howell, Lord & Thomas, Inc., Chicago; Mel Hendricks, Outdoor Advertising, Inc., Chicago.

### Monday, December 2

9:30 a.m.—Advertising Clinic, open only to fair secretaries and publicity directors. Henry Lund, Minnesota State Fair, chairman; Paul Jones, State Fair of Texas, vice-chairman; L. R. Fairall, Iowa State Fair, secretary.

1 p.m.—Association of County and District Fairs meeting. Charles W. Green, Missouri State Fair, chairman; E. W. Williams, Manchester, Ia., vice-chairman; Mrs. Don A. Detrick, Bellefontaine, O., secretary.

2 p.m.—Annual meeting of International Motor Contest Association. Charles W. Green, Missouri State Fair, president; Arthur R. Corey, Iowa State Fair, secretary.

4 p.m.—Annual meeting of Middle West Fair Circuit. Charles W. Green, Missouri State Fair, president.

6 p.m.—Golden Jubilee reception and buffet supper. Samuel S. Lewis, York (Pa.) Interstate Fair, chairman; Harry G. Templeton, Indiana State Fair, vice-chairman; special feature, motion pictures in color, Los Angeles County Fair, Pomona, Calif.; State Fair of Texas, Dallas.

### Tuesday, December 3

10 a.m.—President L. B. Herring Jr. will call the meeting to order.

Welcome to Chicago, B. H. Heide, secretary-manager, International Livestock Exposition, Chicago.

Response, Vice-President Charles W. Green, secretary, Missouri State Fair, Sedalia.

Reading of minutes of 1939 annual meeting.

Introduction and acceptance of new members.

Report of classification committee, Arthur R. Corey, chairman, Iowa State Fair, Des Moines.

Report of board of appeals, Charles W. Green, chairman, Missouri State Fair, Sedalia.

Report of special bylaws committee, Ralph E. Ammon, chairman, Wisconsin State Fair, Milwaukee.

Report of board of directors, Frank H. Kingman, secretary.

Appointment of committees—Resolution committee, nominating committee.

The secretary will call the roll.

12 noon—Past Presidents' Club luncheon.

1:30 p.m.—Annual address by the president, L. B. Herring Jr., South Texas State Fair, Beaumont.

Introduction of guests.

Greetings from the President of the United States and the Prime Minister of Canada.

Anniversary ceremonies.

Modernizing Creates New Business—Inexpensive Investments That Pay, Douglas K. Baldwin, Alabama State Fair, chairman; Elwood A. Hughes, Canadian National Exhibition; Dr. J. S. Dorton, North Carolina State Fair.

County and District Fairs—What They Mean to State Fairs. Mrs. Don A. Detrick, Bellefontaine, O.

Make Every Day a "Name" Day—Special Programs Bring Attendance, Roy Rupard, State Fair of Texas, chairman; C. B. Afflerbaugh, Los Angeles County Fair.

### Wednesday, December 4

10 a.m.—President L. B. Herring Jr., presiding.

The Ohio State Junior Fair—Its Meaning to 31,000 Boys and Girls, B. P. Sandles, Ohio State Fair.

Night Horse Racing, A. H. Lea, Multnomah (Ore.) County Fair.

Mardi Gras, Frank H. Means, Colorado State Fair.

Concessions—Their Effect Upon the Fair, C. G. Baker, Oklahoma State Fair, chairman; Harry J. Frost, Minnesota State Fair.

1:30 p.m.—President L. B. Herring Jr., presiding.

The New York World's Fair—Experience the Best Teacher After All, Leonard Traube, The Billboard.

One Hundredth Anniversary of the New York State Fair—A Technicolor Movie, Paul Smith, New York State Fair.

Value of Attendance Prizes, Harold F. DePue, North Montana State Fair.

Advertising—Publicity—Promotion, Sales Plans That Spell Success, Paul Jones, State Fair of Texas, chairman; L. R. Fairall, Iowa State Fair.

Report of Advertising Clinic, Henry Lund, Minnesota State Fair.

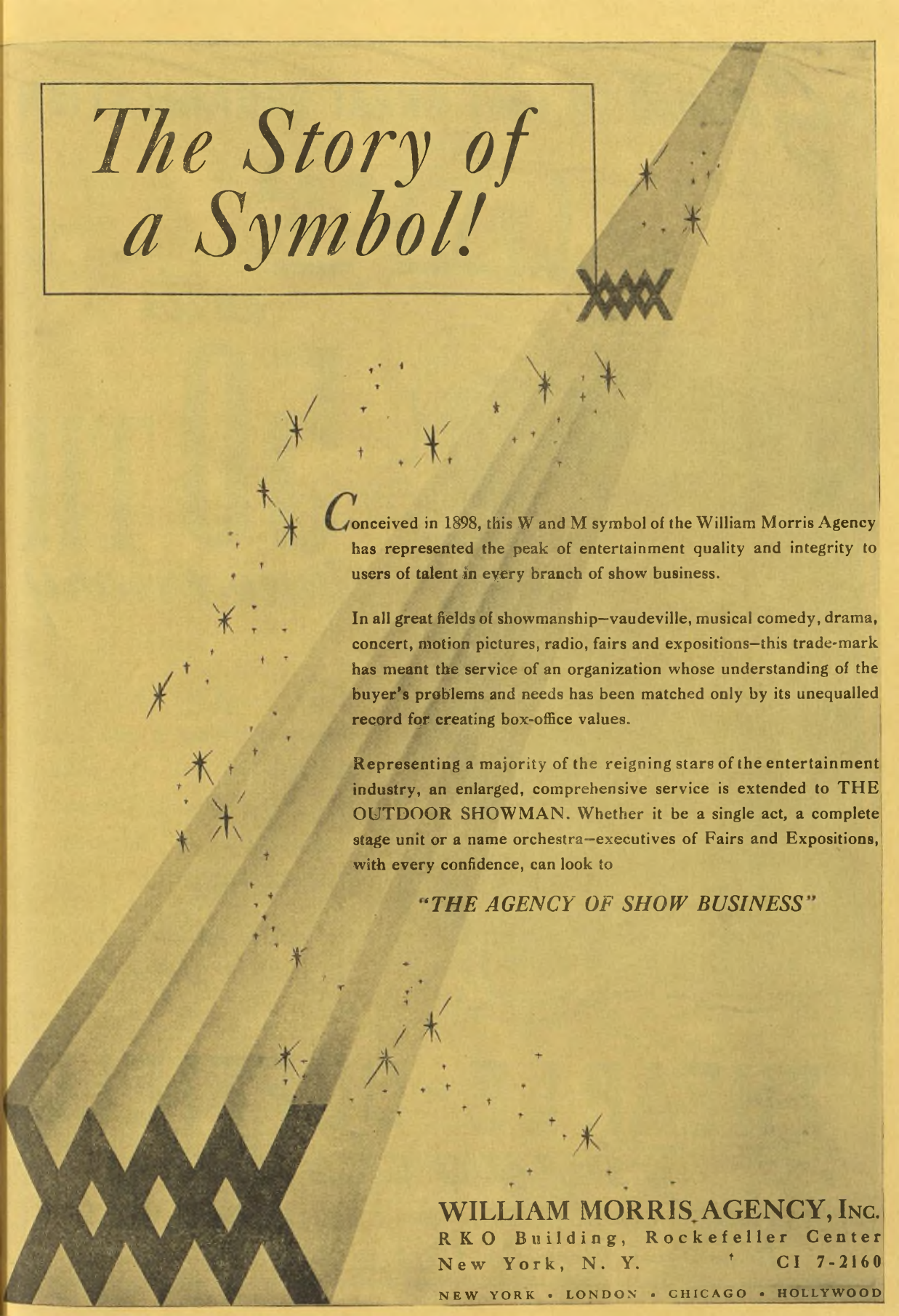
Report of Association of County and District Fairs meeting, Charles W. Green, Missouri State Fair.

Report of resolution committee, Henry G. Templeton, Indiana State Fair.

Election of Officers.

6:30 p.m.—Showmen's League of America Banquet and Ball, Grand Ballroom, Hotel Sherman.

# *The Story of a Symbol!*



**C**onceived in 1898, this W and M symbol of the William Morris Agency has represented the peak of entertainment quality and integrity to users of talent in every branch of show business.

In all great fields of showmanship—vaudeville, musical comedy, drama, concert, motion pictures, radio, fairs and expositions—this trade-mark has meant the service of an organization whose understanding of the buyer's problems and needs has been matched only by its unequalled record for creating box-office values.

Representing a majority of the reigning stars of the entertainment industry, an enlarged, comprehensive service is extended to THE OUTDOOR SHOWMAN. Whether it be a single act, a complete stage unit or a name orchestra—executives of Fairs and Expositions, with every confidence, can look to

**"THE AGENCY OF SHOW BUSINESS"**

**WILLIAM MORRIS AGENCY, INC.**  
RKO Building, Rockefeller Center  
New York, N. Y.      CI 7-2160

NEW YORK • LONDON • CHICAGO • HOLLYWOOD

A Salute TO THAT GREAT ORGANIZATION

*The*  
**IAFE**

*on its*

**50 TH**  
*Anniversary*



Down through the years it has been our privilege to work hand in hand with your organization in an effort to make Fairs and Expositions a more vital institution in American life.

We pledge you continued cooperation in the future.

**THEARLE-DUFFIELD**  
*Fireworks, Inc.*

155 NORTH CLARK STREET,

CHICAGO, ILLINOIS

*Dramatized Fireworks Displays for all Occasions*

# The Fair as an American Institution

... 60,000,000 Americans gather annually in 2,200 different groups to buy, to learn, and to be entertained . . .

By CLAUDE R. ELLIS

FAIRS are rooted as deeply into this continent as is that spirit of free men which has made it the beacon of hope in a world all but blacked out. State, district, and county agricultural fairs were developed from ancient foreign trade fairs in step with the Western pioneers and their offspring as they grew great after customs and curbs of the Old World had been left behind. The fair is among the most typical of American institutions, and there are 2,200 fairs and exhibitions in the States and Canada that are viewed annually by 60,000,000 people—the world's largest trade convention.

People go to fairs to learn and to be entertained. Well-balanced modern fairs have something to offer every sort of citizen. There are no types of educational institutions fulfilling a deeper or more fundamental purpose. Time was when it seemed the farmer alone benefited by the community fair. Today it is a strong magnet to the merchant, the banker, and the manufacturer, who depend largely upon the fair as a gauge of a community's tempo. Besides direct sales stimulated by exhibits, thru interest and encouragement of the fair, industries are led to establish themselves in and around urban localities.

## Welding City and Country

More than a century a part of social and economic life and for the past 50 years forging ahead as valuable physical assets, the fairs thru their permanency have proved their essentiality. As necessities, not luxuries, they have been supported by the private citizen and the public official. Instances where they have not yielded permanent values, thru mismanagement or missing their function, and have ceased to exist are the exceptions which prove the rule.

The entertainment values have kept pace with educational appeals of well-planned fairs, the latter are so generally recognized that for many years immense sums have been forthcoming in federal, State, provincial, county, and city aid. Little of such aid, once granted, ever has been cut off except for spasmodic political sallies into generally false "economy." How great have been the returns from premiums totaling millions of dollars each year, appropriated for educational exhibits, is history familiar to the public official as well as to the breeder and the boy on the farm. Successful exhibitors have been assured because premiums not only have stimulated all branches of agricultural, stock raising, and domestic arts, but have rewarded those for their time and money spent who put efficiency into their work.

Progress in manufacturing and other businesses displayed annually by exhibits of farm machinery, home labor-saving devices, and myriad industrial products brings to the fairgoer a clear picture of his needs and a natural desire for acquisition that more often than not tends sales resistance to the winds. So long have city and country dwellers rubbed elbows at their fairs that the habits, problems, and

thinking processes of the two classes are now understood with more intelligence and tolerance than at any time since a landing was made at Plymouth Rock. Ruralites marvel at the skill of workers of the shop, and the handicraft in home work and results of boys' and girls' club activities convince city folks of the high efficiency of those on the farm.

## Architects of Morale

As fairdom determinedly advances, less and less is heard from that direful contingent that has cried out, as against the wind, that the fair has outlived its usefulness and is doomed. They were, in fact, erstwhile scoffing preachers of the credo that the fair always has been without usefulness in education or entertainment. But what of the record? Each year fairs have been carried on by those indomitable leaders who defied adverse weather, industrial depressions, and often half-hearted or no support—and generally without desire or hope of recompense other than the satisfaction of something well done in a beloved field. Governments have glowingly acknowledged values of fairs in maintaining public morale in dark times of war and peace. During the World War the annuals, large and small, were encouraged. Except for curtailing grants of money vitally needed in Canada's war effort, the public figures in the Dominion upheld the hands of its men and women devoted to those marvelous exhibitions north of the border. Government use of a number of plants as training centers brought on cancellations of fairs, which were accepted by fair boards and the public as only part of the price to be paid by a people caught in the maw of war.

The 1940 Canadian National Exhibition, Toronto, went on to new heights of achievement in its plant, valued at \$20,000,000, which had been and is being largely used for training. The five major exhibitions of the Prairie Provinces again took the lead in social and economic summer life, rounded out by scores of less pretentious fairs which proceeded as usual. And in the States such an array of resplendent settings as has never been witnessed before brought again an outpouring of millions to the scenes, old but ever new, of grandstand stages, high-act riggings, freshly curried tracks, ornate structures bulging with displays, gaudy midway colors and golden-globed pumpkins among rows of shocked corn.

## Upheld by Uncle Sam

Innate value of fairs to Uncle Sam has been evidenced in the past few years by allotment of millions of dollars in work projects which, with heavy local financial support, have transformed fairgrounds from Maine to Mexico and from Cape Cod to the Golden Gate. Plants given valuations of \$1,000,000 each and more are now the proverbial dime a dozen. Attractive metal fencing, permanent edifices, and artistic landscaping replace scabrous whitewashed boards, ramshackle buildings, and weedy patches that

once were more of a sign of the times than a reflection upon fair associations. In the post-1929 slump many an all-year, high-calibered business went somewhat seedy, too. That the national government is to use fairs on a huge scale to demonstrate progress of its defense program is the belief of many observing fair executives. A start was made at the 1940 Southeastern World's Fair, Atlanta, where one of the features was an exhibit by the U. S. Army of fighting equipment and men from Southern forts on a hitherto unheard-of scale. There were also defense exhibits, not nearly so large, at Indiana State Fair, Indianapolis, and elsewhere. Thus a greater and more sensational display for fairs apparently has been born, and a healthy effect upon fair attendances over the nation is foreseen.

## Physical Strides Amazing

To add to the many hundreds of millions of dollars in valuation already represented in fair plants, the sums expended in the past five years have brought them to a possible value of more than \$500,000,000. Constant shifting of appraised values, depreciation, improvements, and enlargements have made practically impossible any recent tabulation of figures of reliable monetary import. Those who have pretended to follow the amazing development of properties devoted to fairs believe that in so short a period probably no other industry has seen such proportionate substantial progress. To mention a few, the augmentation and face-liftings of the following have been notable:

Wisconsin State Fair, Milwaukee; Missouri State Fair, Sedalia; Iowa State Fair, Des Moines; Calgary (Alta.) Exhibition and Stampede; Ohio State Fair, Columbus; Minnesota State Fair, St. Paul; Illinois State Fair, Springfield; Kansas State Fair, Hutchinson; New York State Fair, Syracuse; Brockton (Mass.) Fair; Michigan State Fair, Detroit; California State Fair, Sacramento; Indiana State Fair, Indianapolis; Kansas Free Fair, Topeka; Kentucky State Fair, Louisville; Eastern States Exposition, Springfield, Mass.; Western Washington Fair, Puyallup; New Mexico State Fair, Albuquerque; Southeastern World's Fair, Atlanta; Mississippi Free State Fair, Jackson; Oklahoma State Fair and Exposition, Oklahoma City; Tennessee State Fair, Nashville; Florida Fair, Tampa; State Fair of Texas, Dallas; Southern States Fair, Charlotte, N. C.; South Texas State Fair, Beaumont, and State Fair of Louisiana, Shreveport. Homes of hundreds of other fairs, State, district, and county, have been put in apple-pie order, to the special benefit of suppliers of materials and workers paid for their hire, a great lift to labor, and to the ever-lasting enjoyment of the fairgoers concerned.

## Entertainment Keeps Pace

Entertainment at fairs evolved from naturally crude beginnings, from the mountebank and the busker, thru the dubious and unprofitable  
(Continued on page 27)



# The IAFE

*Tracing the history and growth of the International Association of Fairs and Expositions . . . its functions, accomplishments, and leaders, past and present . . . and the progress of fairs in general.*

By LEONARD TRAUBE



L. B. HERRING JR.  
Present President

## Past Presidents



C. E. CAMERON



A. L. SPONSER



J. W. RUSSWURM



T. H. CANFIELD



F. D. FULLER



E. L. RICHARDSON



W. R. HIRSCH



S. W. JOHNS

THE celebration of 50 years of uninterrupted achievement by the International Association of Fairs and Expositions is an event important enough to earn a congratulatory message from the President of the United States. The reason is not hard to find: Encouragement of agriculture and of community life has always been an integral part of the American program.

During its march from a comparatively tiny organization, established in 1891 as the American Association of Fairs, to its present unchallenged position in North American fairdom, the association has persevered while a dozen Chief Executives were occupying the White House. Since 1891, when the AAF was born, siring the IAFE 29 years later, America has passed thru her most vital and epoch-making years. In 1891 it was only a few years after the construction period which solidified an America torn by the strife of civil war and rabid sectional passions.

The year was the beginning and the end of a great era in American show business. It was in that year that a man who revolutionized the amusement business died following a great and adventurous life unmatched before or since. This was Phineas Taylor Barnum, the most famous Connecticut Yankee of them all. It was the end of possibly the most interesting period in the business of giving entertainment of a certain kind to the multitudes.

But as each end marks a beginning, it was the inauguration of what may be termed the turning point in show business, at least as far as the agricultural annuals are concerned.

Consider the period by reflection. It was before the Spanish-American War, wireless, the Brothers Wright, "After the Ball Was Over," "Nelly the Sewing Machine Girl," Teddy Roosevelt and the Rough Riders, Admiral Dewey, the Maine in Havana Harbor, the pre-World War panic, the Titanic, the Lusitania, AEF and Liberty Bonds, Make America Safe for Democracy, post-war didos, League of Nations, Wilson and Clemenceau, the flapper, the Jazz Age, ragtime, woman suffrage, "Yes, We Have No Bananas," prohibition, a newspaper man in the White House, Lindbergh, Teapot Dome, Silent Cal, I Do Not Choose To Run, Wall Street crash, depression, RFC, WPA, bank holiday, alphabet soup, New Deal, repeal, social security, Townsend, Upton Sinclair, Huey Long, unemployment insurance, alien registration, peace-time conscription, and a man called Willkie.

While all this was going on a great trade organization was planting the seed so that future generations might grow the better and profit by example.

It was no mere coincidence that 1891 was the year in which the American Association of Fairs originated, for organizations are born of necessity. What of the preceding era? What of the Golden Age in American fairdom? To answer these questions we have to go back to beginnings.

The fair, like many another segment of "popular culture," came from Europe, but it

was in America that it flowered as a necessary part of rural and semi-rural life, ultimately reaching the dignity of big business in a cumulative way. Its significance was social as well as commercial, spiritual as well as practical. Its success has been the miracle of its almost immediate adaptation to the times. But all this is superfluous, because if the American fair were not flexible and readily adaptable, it would have long since been obliterated from the picturesque American pastoral.

As Professor Wayne Caldwell Neely said in his great book, "The Agricultural Fair," "Here's an unwritten chapter in the expansion of the American people," as the historian might view it. We are not a historian and it would not be written here if we were, because a whole shelf in the biggest library would not be sufficient to trace the miraculous development of what was once a peculiarly rural institution.

We can skip, too, the Old World influence, because while it furnished the seed and the inspiration, it was the American fair pioneer who furnished the three V's—vim, vigor, and vitality. Commercialism may be vulgar in speaking of institutions, but the original fair, wherever it was held—allegedly in Biblical times—sprang from a desire to show, to exhibit, to sell. And the festival, whatever its original intention, thought, or conception, was one of reunion wherein people gathered to see and to enjoy.

In general, the American agricultural fair emerged in the 18th century, in the Washington or Revolutionary period, in the halcyon days of the "gentleman farmer." It got its chief inspiration from England, but developed separately and into different channels and spheres. It was a day of "agricultural societies"—a kind of stuffed-shirt series of organizations, the first of which is said to have started in Philadelphia in 1775. Among its members were George Washington and Ben Franklin. Models started in Kennebec, Me.; in Boston, and, surprisingly enough, in New York City. Just after the turn of the century, around 1804, Dr. William Thornton, first Commissioner of Patents, suggested for staging in Washington a market fair for the sale of livestock and domestic products. Semi-annual fairs were established. Maryland and Virginia got the fair bug in quick succession, with President Madison an advocate and distinguished visitor. These were among the forerunners.

It wasn't until a practical gentleman farmer with great vision and organizational skill came along to revolutionize the conception of what a fair should be that the Golden Age rushed in with a sweep. As a result of his pioneering he could be held directly responsible for the American Association and, of course, the International. This was Elkanah Watson.

Most authorities credit Watson with being the Father of the American Agricultural Fair. He was a wealthy business man and banker out of Albany, N. Y., who became engaged in farming on a gentleman's scale after having apparently exhausted prospects for other ven-

tures, the authoritative Professor Neely declares. In 1807 his anxiety to attach himself to new adventures caused him to buy an estate near Pittsfield, Mass. Important to remember is that he was no youngster, especially for his day, having reached the rather ripe age of 50.

Much has been written about Elkanah Watson and much will be written in the years to come, probably, one hopes, by Milton Danziger, for 10 years chairman of the International's important Government Relations Committee, of which more later. In 1810 Watson and his associates organized the Berkshire Cattle Show and with that started the American agricultural fair on its way. Virtually every society for the next half century was based on the "Berkshire Plan," with its accent on the promotion of agriculture.

It follows that should fairs disregard this basic accent, the reasons for annuals will have ceased to exist in logic. Even the most ardent and partial promoters of amusements realize this, and the stressing entertainment where necessary, must and do consider agriculture and kindred departments as prime and fundamental. It is to the everlasting credit of the IAFE and of its predecessor that it has never deviated from this principle in the 50 years of its spreading of the gospel.

As Father of the Fair, Watson was responsible for developing the competitive display, but, as happens in medicine, map making, and even entertainment, between his death and the real flowering of the fair in this country the technique was lost or temporarily abandoned, and it wasn't until about 1840 that it emerged again.

In that year began a period of agricultural expansion which made the American fair come of age. Between 1840 and 1890 development was taking place on such a scale that description of it as the Golden Age of fairdom seems singularly apt. It was around this time that John Deere made the first steel plow, William Manning patented the mowing machine, Obed Hussey and Cyrus H. McCormick took patents on reapers. By 1845 threshing machines were in general use, then came corn planters and cultivators, and important steps were made in the direction of livestock breeding and improvement. An age was in the making. America was at work.

It is impossible to divorce the background from the present. It will recur again and again. The AAF and the IAFE did not merely happen. It had to happen and did happen. Organizations to start which became the nucleus of the parent AAF and its son, the International. Along the Eastern Seaboard, in Massachusetts and Maine, aid is given for crops. New York encourages agricultural societies, with 32 corralled by the end of '41. The federal government offers the first funds for promotion. New Jersey holds its virgin State fair, New Brunswick, 1841. By 1857 societies have formed in Alabama, California, Connecticut, Georgia, Illinois, Iowa, Kentucky, New Hampshire, Maine, Maryland, Michigan, Minnesota, Mississippi, North Carolina, Pennsylvania, Rhode Island, South Carolina, Vermont, and Wisconsin, and agricultural boards in Indiana, Massachusetts, Ohio, and Tennessee. In 1858 there are more than 912 State and county societies for the promotion of agriculture—95 in New England, 184 in the Middle Atlantic States, 308 in the East North Central sector, 135 in Iowa, Missouri, and Minnesota, 165 in the South, 12 in the Pacific territory, and 13 in other regions. Ten years later the list has swelled to 1,367. The fair gets closer and closer to its descendants.

Michigan holds its first State fair at Detroit, 1849. Fairs of State character spring up around Ohio and Wisconsin, Cincinnati and Janesville

respectively, about 1851. Indiana comes thru in Indianapolis, 1852; Springfield at Illinois, 1853; Iowa at Fairfield, 1854, and the "official California State Fair" in the same year. State fairs follow in Alabama, Georgia, Kentucky, Maryland, North Carolina, Virginia, and Tennessee. The International is only as good as its members by accumulation. Note how many IAFE fairs are represented in the Golden Age of the last century. The history of the association is measured in its fairs.

It was not all coincidence. America was girding its loins to attain pre-eminence. The greatest flight of population the world had ever seen was taking place—from the oppressions of Europe to the storied freedom of the New World. The nation was building at an unprecedented rate. America found room for its new Americans in its unnumbered hamlets and villages, towns and cities, valleys and peaks. While America was finding room, the fairs were primping and preening so that the admixture of bloods might find pleasure and comfort, recreation and education within their spacious acreages. It was a Golden Age for a golden country whose story is not yet finished.

When the American Association of Fairs started it had only a handful of members, who had become conscious of the need for planned management. Subsequent years were to find the association more and more intent on management, legislation, circuits, date schedules, and a thousand other pressing subjects. Less than five years after the historic merger in 1920 the IAFE pulled an unrivaled rabbit out of the hat with the inauguration of a School of Fair Management, and not long after it created what many regard as its most important committee, the Committee on Government Relations. This was management and propaganda on a rich and overwhelming scale. For about 15 years the association's permanent secretary, the man under whom many of the big programs of accomplishment were started, was Ralph T. Hemphill, of Oklahoma City. He had been at it long and well, but it was mutually agreed to make a change in behalf of the East, and at the 1938 convention Frank Kingman, of Brockton, Mass., was selected for the job.

In 1907 a roster of 21 memberships was considered quite a figure. Today there are some 71 U. S.-Canadian members, in addition to a score of county and district fair affiliations, for a total of nearly 100. Thirty-three years ago F. L. Eaton, Sioux City, Ia., was president and Charles Downing, of Indianapolis, secretary. J. W. Russwurm, of Nashville, Tenn., who was later association head, was then a member of the key committee on classification, rules, and entry forms. In that year the American Association of Fairs was surely feeling its strength, for it voted to raise annual dues from \$10 to \$25. An important subject of the time was circuiting of dates.

By 1910 the roster had swelled to 33 member units under the presidency of Thomas J. Wornall, of Liberty, Mo., followed by Charles E. Cameron, of Alta, Ia. There were about 25 State fairs held in this immediate period, and President Wornall, referring to 15 on which he had information, showed that in 1906 total attendance was 1,662,861. Four years later it had grown to 2,580,988 for the identical 15. The nation's population was soaring—the attendance at fairs with it. President Wornall had depth and imagination. "What of the fair of the future?" he asked. "The age of electricity, with its wisdom teeth uncut, staggers our mind as to the future." A prophecy?

As a proof that publicity and advertising were even then occupying the best minds in

(Continued on page 44)

## Past Presidents



C. A. NASH



P. W. ABBOTT



A. R. COREY



E. G. BYLANDER



FRED CHAPMAN



E. A. HUGHES



R. A. LEE



M. W. JENCKS



R. E. AMMON

E. F. EDWARDS

S. N. MAYFIELD

Photographs Not

Available)

## THE "CLICK" SPIRIT

It is no mere coincidence that the IAFE can say to the world, "this is our 50th anniversary." It takes Spirit, Courage, and a lot of other old-fashioned virtues to make the wheels go 'round . . . to make 'em click. This same spirit has enabled World of Mirth Shows to click season after season. But it could not have been done without the splendid co-operation of Fair Officials. They gave us one of those old-fashioned (old to us) Banner Seasons. Their confidence must result in our offering them for 1941 the absolute tops in Carnival Congresses. . . . See you in Chicago.

## WORLD OF MIRTH'S "International" Fairs

Brockton, Mass.

Raleigh, N. C., State Fair

Richmond, Va., State Fair

Ottawa, Ont., Central  
Canada Exhibition

(Cancelled 1940 Account War)

**WORLD OF MIRTH SHOWS**

**MAX LINDERMAN**  
..General Manager..  
WORLD OF MIRTH SHOWS

**L. HARVEY CANN**  
General Agent

Suite 1029  
10 ROCKEFELLER PLAZA  
RADIO CITY, NEW YORK

### PHIL ISSER

Manager Concession Dept. Featuring the Best of Everything in Merchandise. Extending Thanks to the Fairs on the World of Mirth Route.

### STAFF

MAX LINDERMAN, General Manager  
L. HARVEY CANN, General Agent  
FRANK BERGEN, Asst. Gen. Mgr.  
RALPH W. SMITH, Secy.-Treas.  
MRS. DONALD MURPHY, Asst. Secy.  
JIM McHUGH, Press Representative  
EDDIE TARJAN, Radio Representative  
GERALD SNELLENS, Contracting Agt.

J. L. EDWARDS, Chief Electrician  
RONALD DRIVER, Assistant  
WALLACE A. COBB, Trainmaster  
LEON A. REEVES, Scenic Artist  
HARRY HAUCK, Mechanical Supt.  
CHARLES KIDDER, Construction Supt.  
L. H. BOWE, Ticket Supt. and Postmaster

WINTER QUARTERS • 7th and Dinwiddie Streets • or Wm. Byrd Hotel • RICHMOND, VIRGINIA

## "Mr. Secretary"

IN MOST organizations it is the secretary upon whose shoulders falls the greater part of the work. The International Association of Fairs and Expositions has been no exception. All of its officers and directors have done yeoman service for the fairs, giving generously of their time, service and oftentimes money, but year after year on it is the secretary upon whom devolve the numerous details of gathering, collating, and disseminating information vital to the interest of the fairs.

With fair men widely scattered thruout the United States and Canada and getting together but once a year when the annual convention is held in Chicago or Toronto, the only means of keeping generally informed on matters affecting the members is thru the IAFE secretary. Legislative data, fair policies, and other matters of importance are cleared thru his office. He must gather and make available to members material that will enable them to better conduct their respective fairs, answer hundreds of inquiries, attend legislative and other meetings, advise on matters pertaining to entertainment, exhibits, premium lists, budgets, and so forth. For his work he receives only a nominal salary.

### Ralph Hemphill

#### Ralph T. Hemphill

His successful experience as secretary-manager of a major State fair and a wide acquaintance among the fair men and showmen of the country stood Ralph T. Hemphill in good stead when, on the retirement of Don V. Moore, he took over the duties of secretary of the IAFE. Coming in at a time when fairs were entering a new era of expansion, Hemphill found the secretary's job one that required a tremendous amount of work, as new problems were constantly arising and secretaries were calling for information on many phases of their business.

Hemphill's connection with fairs dates back to 1904, when he went to work for the Louisiana Purchase Company prior to the opening of the St. Louis World's Fair. He worked as ticket taker, was transferred to the ticket-selling department and sold tickets at the main gate and made change until the middle of summer, when he was promoted to cashier in the office of superintendent of tickets, where he remained until the fair closed. He then went back to Illinois and taught school for a couple of years and farmed for two years. He next went to Texas, where he worked for a land company, looking after its farming interests. After two years there he went to work for the United States Department of Agriculture and while with it was transferred to the A & M College at Stillwater, Okla., as assistant director of extension. In 1917 he started working for the Oklahoma State Fair. In 1919 he was made secretary and in 1923, following the death of I. S. Mahan, he became secretary-general manager, which job he has since held.

Hemphill is married, and his wife, Ada, and daughter, Betty, are well known and liked members of the fair and show people. For years they have taken an active part in the social activities of the annual convention in Chicago and Toronto. Hemphill has not missed a convention of the IAFE since he entered the fair business.

Even in the early 1920s the Oklahoma State Fair, as the representative exposition of one of the youngest States, had made enviable progress. Under Hemphill's energetic management it made rapid growth. Obtaining the co-operation of civic leaders, Hemphill secured additional appropriations for the fair, aroused greater interest among the agricultural and livestock interests thru an aggressive publicity campaign and by offering substantial premium awards. Exhibits grew to large proportions. Recognizing the importance of entertainment as an attendance stimulant, Hemphill sought outstanding grandstand attractions and was one of the early users of musical revues. His fair has continued an uninterrupted growth to the present day. In 1926 he was one of a group of leading fair managers called to Philadelphia to advise with officials of the Sesqui-centennial Exposition.

Prior to the 1920s there was little or no collated material pertaining to fair management. One of Hemphill's first jobs as secretary of the International was to assemble data collected during the sessions of the School in Fair Management, held in Chicago in 1924. Hemphill was one of the active promoters of the school and did much of the preliminary work of getting it under way. At the sessions he took an active part in the discussions and work of the school. He was heartily in favor of continuing the school as a yearly event which would serve as a medium for the exchange of ideas that would be helpful to all fair managers. But insufficient interest was manifested and the school was not continued.

In 1925 Hemphill edited the School in Fair Management material and had it published in book form, making it available to all members. Later he collected from the minutes of the IAFE over a period of years the best papers on advertising that had been read at the annual



### Frank Kingman

#### Frank Kingman

BECAUSE only a few short years ago he would have been eligible for the draft and because, on the other hand, half his life has been spent in the business of making fairs pay, Frank H. Kingman is a happy combination of youth and its enthusiasm and age and its experience.

The fact is that few, if any, fair officials have worked on the administrative end of as many fairs.

For Kingman's life is a saga of strength thru statistics.

That is perhaps natural because his first job in the trade was on bookkeeping and office detail at the Eastern States Exposition, Springfield, Mass., the town of his birth. In a six-year span he had learned enough at Eastern States to fit him for the top job at the old Connecticut State Fair in Hartford, where he put in two years. From there it seemed a natural step, tho a titular comedown, to an assistant secretarial post at the Iowa State Fair in Des Moines. That's the spot reigned over by Art Corey, and Corey to this day is, and probably will be forevermore, the object of Kingman's unqualified admiration and devotion. Having previous to this come under the influence of Springfield's Charlie Nash, Kingman's regard for him is on an equally high level.

In 1930 an opening occurred at the old New England Fair in Worcester, which became part of the so-called Worcester-Brockton-Springfield circuit, but somehow Worcester managed to insert itself smack into three of the big depression years and after the 1932 renewal it renewed no more.

During the sweeping reorganization which took place at the Brockton Fair that year Kingman was offered the secretary's post and accepted it as a year-round administrator. In the interim period, while cleaning up his affairs in Worcester, he officiated at White City Park these until fair week of his baptism in Brockton.

One of his early pet creations at Brockton was the promulgation of Days—every day a different sock feature. He reasoned that he could not expect natives to make repeat visits merely because Monday night be Farmers' Day, Tuesday Shoe Day, Wednesday Joe Zilch Day, and so forth. So he offered half a dozen distinctly separate attractions of a tangible nature, and when the Secretary of the Weather provided

gatherings, had them edited, and published them in a volume entitled *Advertising of Fairs*. He did the same on the subject of budgeting and accounting. These three volumes contain sufficient material to give any newcomer in the fair game a good working knowledge of the many problems of fair management, taken from the experiences of the outstanding fair men of the last 50 years. These volumes were a valuable contribution to the literature of fairs.

An idea of Hemphill's which never came to fruition but which undoubtedly would have been a great thing for the fairs was the establishment of a central clearing house in Chicago or in Oklahoma City thru which the activities of fairs thruout the country could be coordinated. Such an agency, he believed, could render valuable service to the fairs. With a man working full time the year round, the agency could become a storehouse of information for all fairs, to which secretaries and managers could come for advice, ideas, and suggestions. Thru it the fair men could be kept informed on legislative matters affecting fairs, successful methods of handling commercial exhibits, budgeting, best means of advertising, handling concessions, new ideas that were proven successes, and a thousand and one other angles.

the proper atmosphere, the Secretary of Brockton provided the proper box-office essentials.

Kingman worked his way into even more tangible assets. His fair maintains the only known "International Zone." This is a series of attractive cottages on a wide, sweeping thoroughfare leading in from the main entrance. At present there are four buildings, catering to Italians, Lithuanians, Irish, and French. These make up the bulk of Brockton's foreign population.

Another innovation is an outdoor garden show made up of about 30 individual layouts which are practical for back yards. This is free and one of the more popular features.

Kingman has more often than not "experimented" with his grandstand program. He won't sit motionless and book "the same old stuff." He was one of the first to see the value in name dance orchestras, one of the first to put on a water show, one of the first to snap the program into an integrated and coherent whole, mobilizing "old" and "new" talent and performances into some semblance of production which the spectators could feel was distinctly a product of the Brockton Fair.

It has not all been the proverbial bed of roses. If it wasn't a St. Swithin series of downpours it was bad conditions; and if it wasn't bad conditions it was a fire which just about ruined the grandstand and equipment. This year's grandstand bill at Brockton found Kingman presenting a show confined exclusively to George White's *Scandals*. To ease technical hurdles on the stage for this and subsequent productions and talent parades, Kingman introduced a superstructure of sturdy fabricated steel, set up to be operated as in a theater, complete with grid work overhead for curtains and lights. It is 70 feet wide and 95 feet above the stage, the stage itself being five feet above ground. It is a highly flexible framework, adaptable to almost any reasonable technical purpose. The point is that the steel structure gives an outdoor show the appearance of being put on in a theater.

A season or so ago he decided he didn't like the tobacco juice appearance of livestock exhibit buildings. Result? A few of them are decorated in baby-like blue which gives the interior a refreshingly new and different appearance.

Kingman has always been interested in trade association work. He is a veritable human compendium of information on county and State fairs and international and nationwide expositions. One year he headed the Massachusetts Agricultural Fairs Association. So when the IAFE convention of 1936 came along in Chicago and Frank Kingman was elected as its secretary, succeeding Ralph Hemphill, Kingman took to it like a duck to the pond.

It would be unfair to measure the success of Kingman as IAFE secretary by the two years he has been in office. Yet certain achievements stand out with telling clarity. He hustled around and expanded the convention program of 1939 so that instead of a session highlighted by four or five addresses he built a program technique calling for a multitude of speakers expounding on a wide variety of important subjects.

He began a campaign to embrace more State associations of fairs under the IAFE shelter and today the membership is 20. Last year the State members held a separate meeting in Chicago and will follow the same practice this year.

Kingman's IAFE aim—one of a horde of them—is to set up a special subgroup composed exclusively of publicity and advertising men attached to member fairs. He also has a similar group in mind for concession superintendents. But his chief objective is the formation and maintenance of a central office which would act as a clearing house for information, national and State propaganda, uniformity in contracts, insurance, and the like.

# Fairs Are Big Business

*... 51 weeks of preparation for a one week show ... But fairs are more than just a show. They represent an investment of millions and the talent and energy of big business.*

By NAT GREEN

**FIFTY-ONE** weeks of preparation for a one-week show! But what a show!

When we look at it today, we marvel at the revolutionary changes that have taken place in American fairs in the last 40 years. Yet, considering the startling evolution in every other phase of American life during that period, the fairs have merely kept pace with the march of progress. At the turn of the century we were slowly emerging from the horse-and-buggy age. For decades the fairs had followed the leisurely tempo of the times and were, for the most part, largely local in their appeal. Gradually their sphere widened as transportation facilities grew, and with the coming of the automobile the fairs were given a great impetus. Night fairs, which had been few in number, multiplied as the automobile came into general use. Increased attendance was the natural result, and it, in turn, led to increased exhibits and more elaborate entertainment programs. Nationally known firms whose products appealed to the rural population began to take notice of the fairs as a stepping stone to bigger markets, but it was not until the middle '20s that they began to develop the market on a large scale. The development has continued unabated along with the phenomenal growth of every department of the fair. Today we find at the fairs acres of buildings housing thousands of exhibits appealing to every conceivable taste. Thousands of sleek cattle, blooded horses, halls filled with home handicraft; magnificent displays of fruits, flowers, and agricultural products; walls hung with the work of ambitious young artists. Home appliance and farm machinery displays worth hundreds of thousands. Horse races, auto races, thrill shows, musical revues featuring famous names; bands of national reputation; midways ablaze with lights and life. An endless array of attractions that educate and entertain.

That, in brief, is the Big Business State Fair of today, and on a smaller scale it is duplicated by hundreds of county and district fairs which

annually attract huge throngs. Small wonder, then, that the fair man must be something of a financier, salesman, politician, promoter, showman, and something of a gambler to successfully conduct the many-sided institution that is so important a part of American life. To handle an attendance of anywhere from a quarter million to more than a million people in a week or 10 days, as the leading fairs do, requires marked executive ability and a carefully planned organization which functions the year round. Co-operation of business men and civic groups must be assured; exhibits and commercial displays arranged for months ahead. Budgets must be worked out; improvement of grounds and buildings arranged for; entertainment programs set and talent contracted. There are literally hundreds of details of which the thousands who come to the fair have no realization. Hence the importance of having men of sound judgment at the helm.

## Huge Investments

The huge investments represented in leading fair plants are an eloquent indication of the fair's importance in the fields of education, entertainment, and marketing. These investments have shown a marked increase during the last few years. Huge new coliseums, machinery halls, 4-H Club buildings, large-capacity grandstands have been built to take care of the expanding exhibits and increasing attendance. Education and business go hand in hand, and the splendid work the fairs are doing in co-operation with State agricultural colleges in championing improved methods of farming and livestock raising and a higher standard of rural living has created a new market of vast proportions in rural America.

Most of the men behind the fairs are substantial, successful business men who have the interest of the community at heart and look upon the fairs as a powerful factor in civic betterment. To them the fairs, in spite of the

tremendous amount of work involved, are a pleasant avocation that pays satisfactory dividends in building the community and countryside.

A field in which the fairs have done a job of immense value to the country is that of boys and girls' 4-H Club work. The 4-H Club movement has been fostered by the fairs since its inception. Today there are more than 1,500,000 members thruout the country, and thru the incentive offered by the fairs they have been



*Thru the massive pillars of the Prince's Gate may be seen the Electrical and Engineering Building, one of the largest on the \$20,000,000 grounds of the Canadian National Exhibition, Toronto. This building houses a great variety of electrical displays as well as many other interesting exhibits.*



*Some idea of the immensity of the shows presented in front of fair grandstands may be gleaned from this photograph of one of the big revues which played many of the leading State fairs in 1939. The massive scenic set forms a 250-foot background of variegated light, color, and design, and 75 people appear in the production, which is an extravagantly costumed and colorful musical, supplemented by standard novelty acts. In the foreground may be seen a small part of the overflow audience seated on chairs on the race track.*



The 4-H Club building on the Minnesota State Fair grounds. Erected at a cost of more than half a million dollars, it is regarded as the finest structure of its type on the American continent. Measuring 357 by 150 feet, it is a three-story, fireproof monolithic concrete structure which provides an adequate setting for an impressive showing of the 2,000 of Minnesota's 50,000 4-H Club boys and girls who annually go to the fair.



Interior of the Coliseum on Indiana State Fair grounds, Indianapolis. This magnificent auditorium normally seats 8,000, but for shows not requiring the arena the capacity can be increased to 11,000 by placing 3,000 chairs in the arena. There is not a post in the building, and every spectator has a full and unobstructed view.



Crowds! This view of the grandstand at the Canadian National Exhibition, Toronto, gives some idea of the thousands who flock to see the grandstand shows.

An effective factor in advancing rural standards of living and agricultural production. The effects of their work are reflected in a commercial way in the steadily increasing sales of improved farm machinery, equipment, and home furnishings. The half-million-dollar 4-H Club building that was opened on the Minnesota State Fairgrounds in 1939 may be taken as a criterion of the importance of 4-H Clubs and a monument to the work the fairs are doing. This beautiful three-story, fireproof, monolithic concrete structure, measuring 357 by 150 feet, provides an adequate setting for an impressive



Aerial view of a portion of the Clay County Fair grounds at Spencer, Ia. One of the most noted county fairs in the United States. Located in a town of 5,000, it draws an annual attendance of 140,000.



Massive front of the Agricultural Building at the Los Angeles County Fair, Pomona, Calif. This is but one of several huge buildings housing thousands of exhibits from Southern California.

showing of the achievements of Minnesota's 50,000 4-H Club boys and girls. At front center of the building there rises, to a point 25 feet above the roof-line, a 36-foot tower three faces of which are inlaid with glass bricks. These panels, illuminated from within with varicolored lights, blazon forth at night the majesty of the edifice. The ground floor is the main exhibition and demonstration room. Here are booths and platforms, hot and cold running water, electricity for light and power, gas, and other necessary facilities. The second floor is used for assembly. There is an excellently appointed stage on which dramatic, musical, and other cultural programs are presented. There also is a completely equipped kitchen and cafeteria, with accommodations for serving 6,000 meals daily. The third floor is divided into two large dormitories, one for boys, the other for girls, and commodious rooms for the supervisors of each of the sleeping sections. There are excellent shower bath and lavatory accommodations, and two hospital rooms, each with 12 beds. The structure is the symbol of 28 years' growth and progress of 4-H Club work in Minnesota. Other State fairs have comparable accommodations for their 4-H Club boys and girls and are constantly extending their work in behalf of the clubs.

Outstanding example of a fair conducted by a private corporation, run not for profit but to assist the progress of agriculture, industry, and commerce, is the Eastern States Exposition at Springfield, Mass. It was chartered in 1914 as the Eastern States Agricultural and Industrial Exposition, Inc. and in 1923 was reorganized under the educational status of the Commonwealth as the Eastern States Exposition. First fair was held in 1916 and it has been held continuously ever since with the exception of 1918, when the government took over the grounds as a military storage depot. Today the exposition covers 175 acres. There are 14 permanent brick, steel, and concrete buildings and 30 other build-

ings, representing an investment of more than \$3,000,000. A complete water and sewer system has been installed, as well as a sprinkler system in all major exhibition buildings. Light and power plants have been erected, and thousands of dollars have been spent in landscaping, construction of roads and walks, and sanitary conveniences.

While there has been no cessation of agricultural activity or the display of agricultural achievement, progress has been marked in other lines. Chief growth has been in the development of an industrial exhibition that is among the largest in the country. Attendance has shown a steady growth and now averages 300,000 annually. Entertainment has kept pace with other features of the fair. The horse show is the principal event, but the grandstand show occupies a prominent place in the entertainment program, and many noted musical organizations have appeared at the fair. The Eastern States Exposition is the only large and successful fair in the country operating without a midway. There are no concessions or shows, but special attractions in the form of mechanical and animal rides are provided, especially for young people. Attendance during the 24 years the fair has operated totaled more than 6,400,000, an average annual attendance of about 240,000.

### Big Fairs in Small Towns

It is not alone in the larger cities that successful fairs have been developed. In fact, some of the most phenomenal successes have been in small towns. Probably the outstanding example is the Clay County Fair, Spencer, Ia. Some 8 or 10 years ago the town of Spencer was practically wiped out by fire. Fortunately, its business men were of the solid, progressive type who did not let disaster get them down. Plans were at once made to rebuild the town and along with it the county fair. Leo C. Dailey, an aggressive young man in his thirties, was secretary-manager of the fair. He had a co-operative board of directors and they set to work to make the Clay County Fair a leader. Largely thru Dailey's efforts it grew and prospered. Its exhibits and entertainment attractions soon were rivaling those of many State fairs, and for several years past Spencer, a town of 5,000, has annually played host to around 140,000 people during its six-day fair.

The Ionia Free Fair, Ionia, Mich., is another shining example. It is privately owned and receives no subsidies. Nevertheless it more than pays its way and has been a great force for public good. Built up largely thru the efforts of the late Fred A. Chapman, successful furniture manufacturer, it puts on an exhibition of State fair caliber and in a town of less than 10,000 population annually attracts an attendance of more than 300,000. Since the death of Secretary Chapman the work has been admirably carried on by Rose Sarlo, who had been

(Continued on next page)

# Greetings

FROM

## John H. Marks Shows

★ Fun

★ Thrills

★ Education

★ Entertainment



PERFORMANCE ADDRESS  
BOX 771 • RICHMOND, VA.

BY ROUTE  
November 27, 1940

To Fair Men and  
Celebration Committees:

We wish to take this opportunity of expressing our thanks and appreciation of your co-operation this past season -- your courteous treatment and friendly assistance helped us to score another great year, one of the best in our long history.

During the winter season, we firmly intend to carry out the plans and ideas which we have been studying and carefully considering from the viewpoint of our experience in 1940. As a matter of fact, some of the new innovations are already in work and when the 1941 season opens next year, you will see an entirely new manifestation of carnival midway offerings materialized -- destined to attract larger crowds and produce greater profits for the fairs and Sponsoring Groups.

We urgently request that each and every one of you give us an opportunity to present the complete picture of the John H. Marks Shows before you contract for your carnival. See us during the Chicago Conventions or write to the above address today.

Sincerely yours,  
MARKS SHOWS INC.

*John H. Marks*  
JOHN H. MARKS  
President.

JHM:b

WINTER QUARTERS—Richmond, Va. P. O. Box 771

### SHOWMEN

Good attractions of all kinds will be welcomed. New and different presentations not ordinarily found on carnivals will be given preference. Send complete details of what you have to offer.

## Happy Birthday IAFE and many more

### Fairs Are Big Business

(Continued from page 17)

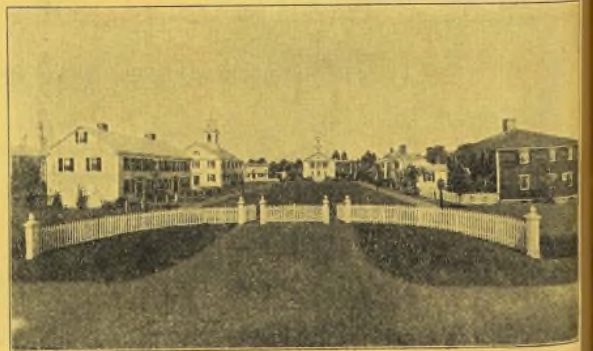
assistant secretary. Writing of this year's fair, Miss Sarlo says: "We had the best fair on record this year and broke three records. We had the largest grandstand attendance on record on Friday evening with 9,800 people in the stand; the largest afternoon attendance on Saturday with 8,725 paid admissions, and also the largest paid grandstand attendance for the week, with paid admissions of 76,835."

On the West Coast the Los Angeles County Fair, Pomona, Calif., has shown remarkable growth. Organized in 1922 by a group of business men who sold \$10,000 worth of stock and borrowed \$15,000 from the banks, it started from scratch and in 18 years has progressed to the point where it is a \$2,500,000 institution with huge buildings and thousands of exhibits. Its first fair was held on a five-acre plot over a period of five days, and \$19,315 was offered in premiums and purses. Today the fair occupies 300 acres, draws an attendance of more than half a million in its 17-day session, and in 1939 had 15,181 exhibitors and paid out in premiums and purses nearly \$200,000. In its machinery hall there are 40,000 square feet of floor space. Its commercial building is 100 by 350 feet. Other buildings are in proportion. At the time the fair was started C. B. Afflerbaugh, then operating a drug store in Pomona, was one of the chief promoters. For years he had been interested in civic projects and he took a leading part in establishing the fair. He was its first manager. Two years later he became secretary and gave up his drug business to devote his entire time to the fair. He has been largely responsible for its unprecedented growth.

### Biggest Fair

The biggest fair on the North American continent, both in point of attendance and investment, is the Canadian National Exhibition at Toronto, Canada. Value of its plant is placed at \$20,000,000, and annual attendance passes the million and a half mark. Annual cost of staging the exhibition is \$1,225,000, exclusive of the thousands spent by exhibitors. Exhibition Park covers an area of 350 acres, entirely surrounded by the city of Toronto except on the south, where it is bounded by Lake Ontario and has a shore line of approximately one and a half miles.

In the States there is no fair approaching the CNE in attendance, but the State fairs, especially in the Midwest, are tremendous exhibitions with millions invested in grounds and buildings and attracting attendance of from 300,000 to 1,000,000. Published attendance figures do not always give an entirely true picture of the importance of a fair as many other factors have to be considered. Nevertheless, the figures quoted in the annual reports of the IAFE may be taken as authoritative and the fairs listed are the country's leaders. In the 1939 report five State fairs—Texas, California, Minnesota, Wisconsin, and Illinois—are listed as having an attendance of more than half a million each. Texas passed the million mark. Seven—Michigan, Mississippi, Oklahoma, Georgia, Indiana, Ohio, and Iowa—are given from 300,000 to 425,000 each. Kansas Free Fair, Topeka, rates 400,000; Eastern States Exposition, Springfield, Mass., 308,000; Central Canada Exhibition, Ottawa, 379,000; State Fair of Louisiana, Shreveport, 285,000; New York State Fair, Syra-



UNIQUE FEATURE of the Eastern States Exposition, Springfield, Mass. Authentic Colonial village, known as Storowton, in honor of its donor, Mr. James J. Storow of Boston. Thirteen colonial and post-Revolutionary structures were torn down and re-erected in their original form on the fairgrounds. They house the fair's home department exhibits and demonstrations in a setting of beauty and distinction. Visitors during exposition weeks are treated to old-fashioned square dances on the green every afternoon by trained groups in costume. Part of the village exhibit is a collection of early American horse-drawn vehicles.



ON the last day of the 1940 North Montana Fair, Great Falls, crowds totaled 49,507. Attendance was 274,009, Secretary-Manager Harold F. DePue reported.



THE FAMOUS COTTON BOWL, where major football games are staged, is located on the grounds of the State Fair of Texas, Dallas.

cuse, 271,000; York (Pa.) Fair, 244,000, and a number pass the 250,000 mark.

Plant of the New York State Fair is valued at more than \$5,000,000. "We believe," says Paul Smith, director, "that our cattle exhibit this year was larger than that of any other fair. The value of this and other livestock exhibits, I would say, would approximate a million dollars. This would include race horses, show horses, sheep, swine, poultry, and pet stock. As to the value of commercial exhibits, domestic art, fruits, vegetables, etc., I would say another half million."

The Indiana State Fair at Indianapolis has a new coliseum that cost \$1,200,000. It is used not only during the fair but also thru a large part of the year for exhibitions of various sorts. The Minnesota State Fair's half-million-dollar 4-H Club building is the finest in the country. The Iowa State Fair at Des Moines, one of the country's leaders, has a grandstand 615 feet long and seats 12,250, with bleacher seats accommodating

as many more. Frequently the entire space is needed to accommodate the crowds that flock to see the grandstand shows.

In Montana, which has a total population of slightly more than 500,000, the Northern Montana State Fair, Great Falls (population 28,822), in 1939 drew an attendance of 263,940 paid customers, or more than half the State's population.

From the foregoing may be gleaned some idea of the strong appeal of fairs to the public. They have taken their place among the country's most influential educational and business institutions. It has not been a haphazard growth. Several decades ago leading fair men recognized the need of some central directing force and the result was the organization that eventually became the International Association of Fairs and Expositions. The work of its members has done much toward building up an enviable prestige and firmly establishing fairs in the Big Business class.

THE END

CONGRATULATIONS to the

# IAFE on its 50<sup>th</sup> Anniversary

From America's No. 1 Rural Radio Show . . .

## The WLW Boone County Jamboree

Played to 111,200 People at 39 Fairs  
from July 4 to October 9. Book the 1941  
BOONE COUNTY JAMBOREE and  
Break Your Attendance Records.

WRITE  
WIRE OR PHONE  
B. McCLUSKEY  
WLW PROMOTIONS, INC.  
CINCINNATI,  
OHIO





**JAMES E. STRATES**  
*General Manager*

SEASON **1940** NOW OVER  
**A PHENOMENAL SUCCESS**



**W. C. FLEMING**  
*General Agent*

NOW IN PREPARATION THE  
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**PRESENTATION**

AMERICA'S MOST PROGRESSIVE OUTDOOR  
AMUSEMENT ORGANIZATION

**BIGGER and BETTER**

**20**  
HIGH CLASS  
ENTERTAINING  
EDUCATIONAL  
MODERNIZED  
ATTRACTIONS

**JAMES E.**  
**STRATES**  
**SHOWS** INC.

**18**  
JOY GIVING  
MASSIVE  
GLOOM  
DESTROYING  
SAFETY FIRST  
RIDING DEVICES

**“AMERICA'S BEST MIDWAY”**

**CHROMIUM NEON FRONTS—ARTISTIC ORIGINAL IDEAS—SUPERB IN CREATION  
SUPREME IN AMUSEMENT—UNSURPASSED BRILLIANT ILLUMINATION  
MAMMOTH NEON TRIMMED LIGHT TOWERS—FINEST RAILROAD EQUIPMENT.**

Knowing that our phenomenal 1940 SEASON is the absorbing topic of the Outdoor Show World, I wish to personally thank the Fair Officials, Officers of the Organizations we have played under, and the entire Personnel of our Organization who by their co-operation made this Successful Season possible.—James E. Strates

Our Staff re-engaged for the 1941 Season: Dick O'Brien, Assistant Manager; Mrs. Gertrude Putman, Secretary; Keith Buckingham, Special Agent; James Yotas, Master Mechanic and Builder; Elmer Olsen, Supt. of Transportation; "Sky" Putman, Billboard Agent and Mailman.

**WANTED FOR SEASON 1941—**Workingmen in all departments. Billposter who can and will make Country Routes and keep two weeks ahead of Show. Live wire Promoter and Press Agent. Want Trainmaster, Chief Electrician, Scenic Artist, Builders, Blacksmith and useful people in all departments. **WANTED —** Man capable of operating Neon Plant and turning out the finished product. **HAVE LION MOTOR DROME,** complete with three Lions, will turn over to Capable Manager. A Beautiful Outfit. **HAVE COMPLETE OUTFIT FOR MIDGET SHOW.** Want Capable Manager with Midgets for same.

**TO RECOGNIZED SHOWMEN:** Will book and finance any New and Novel Attraction that does not conflict with what we have and furnish wagons for same. No Attraction too big for us to handle. Want to hear from Geo. Volgstad.

**FLASH — RE-ENGAGED FOR SEASON 1941, EMANUEL ZACCHINI,** "Human Cannon Ball," over the Two Ferris Wheels Daily on the Big Midway.

Season 1940—29 Weeks, 2 Celebrations, 12 Outstanding Fairs  
**SEASON'S BEST WISHES TO ALL OUR FRIENDS**



**NOW BOOKING  
SEASON 1941**  
FAIRS-EXPOSITIONS-HOME WEEKS  
CELEBRATIONS-FRATERNAL BENEFITS  
CARNIVALS AND CONVENTIONS  
JAMES E. STRATES SHOWS, INC.  
WINTERQUARTERS, SAVANNAH, GA.



# The Perpetual World's Fair

*A prominent banker, business man, and exposition head tells why World's Fairs are important to the nation, but not nearly so vital as the 2,000-odd annual fairs throuth the country*

By HARVEY D. GIBSON

Chairman, World's Fair of 1940 in New York

THE Perpetual World's Fair" is at first glance a phrase to give mild nightmares to anyone who has been thru the mill in even one World's Fair.

Toward the end of the season an amateur comes to feel that a World's Fair is a good deal like growing pains or the measles . . . something you may have to go thru once but which in the normal course of events can't hit you twice in a lifetime.

And just when that thought is most comforting, you are asked by The Billboard to consider the perpetual World's Fair! A flat contradiction in terms, you tell yourself. Even a Merry-Go-Round has to stop, doesn't it?

My reaction, I suspect, is typical. I have mentioned it here as something in the nature of a confession—and an apology on behalf of

the whole clan of World's Fair officials to the members of the IAFE.

It is easy to fall into a very simple error in the midst of the pressure and confusion of an international exposition. It is easy to get into the habit of thinking of fairs in terms of world's fairs or some World's Fair in particular, and lose sight of the fact that a huge exposition is merely one of an endless series of fairs which are, year in and year out, far more important to the people of the nation than any one of the big periodic episodes.

Except for size, I am convinced that there is not the least difference between the World's Fair of 1940 and any county or State fair in the country. And while many of us would like to believe it, I am not at all sure that the mere element of size is in itself an asset.

The basic problems of financing, administration, publicity, ticket sale, special events, exhibitor relations, and all the rest are the same, however small or large the undertaking be. Fundamentally people determine the success or failure of any fair, and people are the same no matter where you find them.

What do people want at a fair—any fair?

On the basis of our experience at the World's Fair of 1940, I should say that the first thing people want is to feel at home. Yet, paradoxically, they want something new and different on every side. That seems to define the one main problem every fair must face.

If the atmosphere and general tone of the grounds and events are too formal, unusual, and unlike his normal surroundings, the average visitor is not going to feel at ease. If he doesn't feel at ease he's not going to talk about the fair with enthusiasm. And anybody knows that word-of-mouth advertising is the backbone of any fair's publicity program.

On the other hand, unless there are a great many things completely strange and baffling, that same visitor is not going to feel that he got his money's worth. To be successful a fair must combine something of the casual familiarity of the corner grocery with a Buck Rogers trip to the moon.

We were very well aware of this problem at the 1940 Fair and we felt that the answer lay to a large extent in the tried and proven techniques of annual fairs. Therefore we did our best to secure a mixture of the neighborly feeling and familiar substance of the county and State fairs with the Tiffany setting that everybody expects in an international exposition.

It was this conviction, plus the desire to give the Forty Fair an outstanding patriotic tone, that prompted the staging of American Jubilee. We wanted an extravaganza that would make audiences gasp, and yet we knew that it would have to be fairly simple in conception and use a theme that would be familiar to everybody.



HARVEY D. GIBSON

American history supplied the theme, and a grand crew composed of Albert Johnson, Leon Leonidoff, Oscar Hammerstein II, Arthur Schwartz, Catherine Littlefield, and a hundred other loyal hard workers supplied the novelty. The result was a spectacle that had literally something for every visitor from 8 to 80 and from Coney to Calgary.

The basic material of American Jubilee—Washington's Inaugural, P. T. Barnum, Jenny Lind, Lincoln's Gettysburg Address, and the rest—was as comfortable and familiar as a kitchen range. But such things as the bicycle ballet, the cheer-meter election scene, and other items were new and exciting enough to make every visitor feel he had seen something at the Fair he could not have seen at home.

I spoke earlier of our desire to give the Forty Fair an outstanding patriotic tone. I believe we could have done much more than we did without exhausting this vein. The Nazi invasion of the Low Countries—which occurred 24 hours before our Fair opened its gates last May—marked a very definite turning point in American public opinion and patriotic fervor.

Americans for the most part have always taken their country for granted and have not been given to emotional demonstrations of their loyalty to a flag or a song. This past summer changed that. People the country over have suddenly become acutely aware of the fact that they are Americans. They're proud of it and want every possible chance to show the world they're proud of it.

I have only one summer's experience to speak from—it seems like at least 20 years—but I suspect that this tendency on the part of the American public is something all fair officials might well examine, with an eye to satisfying a demand that is not likely to lessen over the next four or five years. And at the same time a great deal of care must be taken to avoid over-exploitation and cheapening of this profoundly important element in our national life. This is something the IAFE perhaps should consider.

One thing I discovered (which every fair  
(Continued on page 43))

## HARVEY D. GIBSON

Up to August 30, 1939, that part of the world which followed the New York World's Fair knew Harvey Dow Gibson as chairman of the fair's important finance committee. The next day the orbit of his influence became beyond the officially prescribed domain by drafting himself, in behalf of the fair, for all the important work relating to good will. In short, he became the fair's No. 1 front man, and in 1940, following a horde of new plans and revisions during "winterizing," continued the march in an attempt to make the second edition compare more than favorably with the first.

Gibson was not new to big things and the accomplishment thereof. About 38 years ago he received his first lessons in industry when he became attached to the American Express Company. Not long after he got a connection as a principal partner in the travel firm of Raymond & Whitcomb. In 1912 he joined the Liberty National Bank and in 1917 reached the very top—president. Four years later he was named president of the New York Trust Company and 10 years after that (1931) chairman of the board of the Manufacturers Trust Company, one of the solidest banking houses in the world.

During the World War he was active in the American Red Cross, performing what was described at the time, and subsequently as a great job of organization. During 1931 and 1932 he was chairman of the New York City Emergency Unemployment Relief Committee.

As board chairman of the Manufacturers Trust Company and as private operator he is a director of many corporations, several of them in the show business.

On August 13, 1940, the Concessionaires' Association of the fair staged a testimonial dinner for him, and similar honors have been heaped upon him by other brackets of operation.

Harvey D. Gibson can "walk with kings" and yet not lose the "common touch"—for one of his pet stories is reminding all and sundry that he once played the fiddle in a burlesque house.

# Fairs Are the Show Windows of the Nation

*Six famous fair exhibitors tell how they have capitalized on the exclusive advantages of fair advertising . . . The old theory, "sell them while they're in the mood," works to perfection at fairs*

By NAT GREEN

**A**T LEAST ten million dollars' worth of merchandise—ranging from automobiles to apples, tractors to turtles, pianos to peelers, refrigerators to radios, and just about everything else in between—is sold every year at the State and county fairs.

Sounds impressive—and it is!

In a stroll about the grounds of any large fair the visitor is struck by the large number of nationally known firms represented among the exhibitors. These firms are not in the habit of spending large sums of money unless they are reasonably assured of adequate returns on the investment, and the fact that they exhibit at the fairs year after year, spending increasingly large sums, indicates that the exhibits pay them well, either in direct sales or live prospects and good will. That this is true is borne out by the statements of executives of large exhibitors, quoted further along in this article.

From their inception fairs have been a market place, but the extent to which they have advanced in this direction is truly astonishing. It

is a far cry from the minor barter and sale of the early fairs to the huge marketing traffic of today's leading expositions. Sales by a single firm of from \$50,000 to \$100,000 worth of goods at a large State fair are not uncommon, and in the aggregate sales made by the hundreds of exhibitors run into tremendous figures. At one of the larger Midwestern fairs last year there were 216 commercial exhibitors. These included only recognized firms, not the scores of independent salespeople found on every fairground. Names known the country over were represented. The Pillsbury Flour Co., Singer Sewing Machine Co.; Encyclopaedia Britannica, Inc.; General Electric, National Battery Co., Chevrolet Motor Co., Dodge Bros. Corp., American Stove Co., to mention a few at random. Repeat these exhibits many times over and the fairs truly become the Show Windows of the Nation.

Some of the advantages of an exhibit at fairs, as given by a man who has handled such exhibits for years, are: (a) An exhibit advertised sells goods. It is an actual visualization of the product. (b) It is seen by large numbers of people who are in a buying mood. (c) Increases sales for manufacturers because it puts them in touch with reliable dealers, jobbers, and retailers. (d) Affords education to the manufacturer, jobber, and dealer in getting public reaction to his product. (e) Gives the public opportunity for comparison. (f) Brings the prospect to the seller at a minimum cost. (g) Affords the exhibitor an opportunity to compile valuable and timely lists of prospects for immediate or future follow-up. (h) Increases sales of established products, and is an excellent medium of introduction of new products.

In search of information as to the value of fair exhibits, The Bill-board asked several large manufacturers to give their views. M. C. Miller, of the Maytag Company, wrote: "State fairs proved to be a very good investment for us this year. Since the introduction of the Maytag Aluminum Washer in 1922, mechanical changes have been frequent, but the over-all appearance of the washer remained much the same. Early this year we introduced a radically new model—a model completely new both in appearance and design. Then, just as we went into the fair season this fall, we introduced another new model. Both were instantly popular with dealers and public alike. Dealers and their salesmen who manned the fair booths were enthusiastic and eagerly presented the new models to fair visitors. Thousands (literally) of Maytag owners whose washers were 10 years old or older and who had considered trading them in just as soon as Maytag had "something different" told us how much they liked the new models. As a result of all this a large number of new Maytag washers were sold direct from fair booths and long lists



In its displays at fairs Montgomery Ward concentrates principally on farm tools, machinery, and supplies and uses a tremendous amount of building and tent space. Accompanying picture shows the Montgomery Ward tent at a 1940 State fair.



A typical scene at an Allis-Chalmers State fair exhibit. Farm people relax and rest as they are entertained in the shade of Allis-Chalmers big top.



Shell Petroleum Corporation in its State fair exhibits demonstrates the many household and industrial uses of its numerous products.

of prospects developed which salesmen had little difficulty closing in the weeks following the fairs.

"All in all, we would say that our experience at State fairs in 1940 was more than satisfactory. Dealers and salesmen enthusiastically presenting new Maytag washers to a public eager to see them is certainly a happy state for any manufacturer to be in, and we feel that we received an immediate return on the investment we made in space and decorations."

The Allis-Chalmers Manufacturing Company, of Milwaukee, is a large and consistent exhibitor. "The tractor division of the company has had exhibits at more than 40 State and regional fairs during 1940," says R. A. Crosby. "These exhibits were designed first to attract farmers and then to interest them in modern power farm equipment. To accomplish these purposes (1) the exhibit had to be made inviting in a manner and to a degree that the entire farm family would regard it as a place to meet their friends, rest, and relax, and (2) wherever possible actual demonstrations of the various units, operating under their own power, were given in an open-air arena.

"Large space was necessary, usually a lot approximating 150 by 250 feet, and a large tent, usually 60 to 80 feet wide by 120 to 150 feet long, was placed at one end of the lot. Very little, if any, equipment was displayed under the tent, which was used almost entirely for rest, shelter, and entertainment. Running ice water, picnic tables where families could eat their lunches, plenty of chairs, and a stage from which musical entertainment was provided at frequent intervals made the tent a popular place for every member of the family, while the men took all the time they needed to inspect the machinery display.

"Outside the tent attractively arranged displays of every size and type of equipment met the eye. At regular intervals a 'tractor rodeo' would take place in the big arena. The noise and action never failed to attract capacity crowds to these demonstrations, which were announced and explained over a p.-a. system.

"The advantage of the plan as outlined is that large crowds are attracted and held for longer periods on the exhibit; a friendly, informal attitude is created toward the exhibitor and his product; the potential purchaser voluntarily remains long enough to get more than a passing impression of the product on display, and finally, thru the use of a p.-a. system, the exhibitor's message is heard by thousands of potential purchasers instead of a few hundred, as is the case where only individual contacts are made. As a result, more contacts are made with intending purchasers, and more sales are closed at the exhibit."

Montgomery Ward has found fair exhibits well worth while. Says John A. Martin: "For several years Montgomery Ward has maintained exhibits at the Iowa State Fair, Des Moines; the Minnesota State Fair at St. Paul; the Illinois State Fair at Springfield, and the Ohio State Fair at Columbus. We have found these exhibits capable of producing good will, and they enable those people interested in farm equipment to see our complete line of merchandise on their visit to the State fair when they are interested in looking at the new things the industry has developed to make work on the farm easier, more profitable, and at the same time do a better job."

The International Harvester Company is one of the largest and most consistent exhibitors at fairs, spending thousands of dollars yearly on each of its State fair displays, which are made exceptionally attractive. Combined attendance at these exhibits, many of which occupy tents big

(Continued on next page)



Booth of the Maytag Company at the Greater Lansing Exposition, Lansing, Mich., spring of 1940. M. C. Miller, of the Maytag Company, states that the firm's experience with fair exhibits has been highly satisfactory.



Looking down a portion of the farm tractor and machinery display of the International Harvester Company exhibit at a 1940 State fair. Notice the depth of the tent, which gives some idea of the immensity of the exhibit.



Northwestern Yeast Company finds that fair exhibits pay. Above is shown the company's booth at a leading State fair. Demonstrators conduct bread-baking demonstrations in the fair's food show.



A corner of the Varied Industries Building at the Iowa State Fair, Des Moines. Here are housed hundreds of exhibits of household furnishings and appliances, food products, travel agencies, educational projects, etc. Station WHO has a large studio from which broadcasts are made daily.

# FAITH . . .

It was FAITH . . . that permits the International Association of Fairs and Expositions to celebrate its 50th Anniversary this year. Without FAITH this great organization could not have achieved its purpose . . . FAITH in its broad objectives and in the knowledge that common problems would eventually be solved.

Congratulations to the I. A. F. E. and to the individual members on the Golden Jubilee!!

## IT WAS FAITH . . .

That brought about the unrivalled "FROL-EX-LAND" at the Canadian National Exhibition, Toronto. . . FAITH in J. W. Conklin that rewards him with his fifth consecutive contract to assemble and produce "FROL-EX-LAND" at the C. N. E. in 1941.

We thank the Exhibition and their General Manager, Elwood A. Hughes, for unswerving FAITH in the scope of our methods and in the principles behind them . . . And, we take it, from their continued retention—that the required results have been achieved.

## IT WAS FAITH . . .

That finds the Conklin Shows ready to embark on their 18th season in the Carnival Industry. We thank our past sponsors and auspices . . . they are always PRESENT AND EXPECTANT auspices because of . . . FAITH.

## IN RETURN FOR FAITH . . .

Nothing better can be promised that PERFORMANCE . . . "PERFORMANCE" is what counts. . . "PERFORMANCE" to which the name Conklin dedicates itself in building. . . .

*"Better Midways for Better Fairs"*

*"Individualized Midways for Individualistic Fairs"*

*"Resourceful Midways for Resourceful Fairs"*

## TO THOSE WHO HAVE FAITH..

In Conklin Shows . . . we are now booking Attractions for 1941.

TO our Personnel . . . In whom we have had FAITH . . . we extend our heartfelt thanks and sincere appreciation—in making. . . .

## CONKLIN SHOWS -- The WORLD'S FINEST

J. W. CONKLIN  
President

F. R. CONKLIN  
Vice-President

Permanent Address:

P. O. Box 31, Hamilton, Ontario, Canada



CORNER OF EXHIBITS of refrigerators, washing machines, ranges and other household equipment at one of the larger fairs. Exhibitors state that these displays not only result in many direct sales at the fair, but also give them hundreds of prospects who are sold later thru dealers and salesmen.

## Fairs Are the Show Windows of the Nation

(Continued from page 23)

enough for a three-ring circus, runs into the hundreds of thousands, with much of the total accounted for by farmers and their families who attend year after year.

Planned and conducted in each instance by the company's branch house organization located in or near the city where the fair is held, the Harvester Company showing of its products is so impressively laid out and co-ordinated, and so spectacularly staged as to be widely termed "the fair within the fair." Here the company's customers and prospective customers see dramatic presentations of farm tractors and machines, motor trucks, industrial tractors and power units, and farm and industrial refrigerating equipment, while, thrown in for good measure, are entertainment features, often broadcast by radio over a wide trade territory.

The crowds are made to feel comfortable and at home. Chairs are provided for resting and group visiting, and there are plenty of drinking fountains. Usually there is an electric organ and player or an orchestra to oblige with requested numbers. "Comprehensive State fair exhibits form an important phase of the company's advertising campaign," says



A TYPICAL AUDIENCE at entertainment features of the State fair exhibits of International Harvester Company. This picture was taken at the Illinois State Fair, Springfield.



TRUCK MANUFACTURERS recognize the growing demand for attractive delivery trucks among rural merchants, and they find that exhibiting at fairs is one of the most effective ways of reaching a large number of prospects.

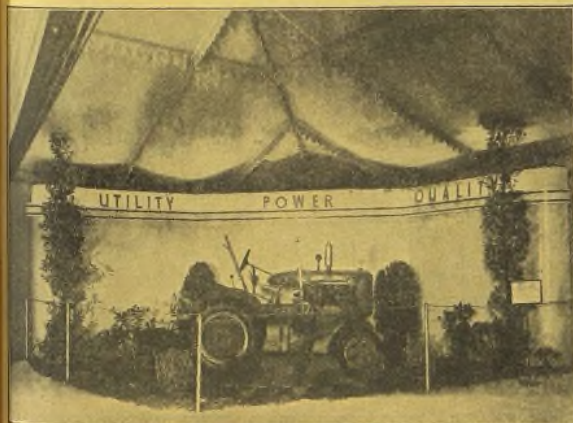
Edwin A. Hunger, of the International's Chicago office. "A variety of display equipment and machines specially prepared for exhibit are utilized. 'Seeing is believing' very aptly applies to the advertising obtained by the Harvester Company from these fair exhibits. The effect of the exhibits is greatly enhanced when motion is introduced wherever possible. Accordingly, by jacking up such machines as mowers, hayloaders, etc., and operating them by motors properly geared to reduce the speed, exhibit visitors can get a pretty good idea of how the machines actually operate in the field.

"The displays of the company's products are themselves both entertaining and instructive. Typical of these are: cutaway parts of machines in motion; a tractor showing its parts in operation under water for the entire fair week; Harvey Harvester, the robot; a tractor pushing up the lids and rising out of a box; a merry-go-round of motor trucks; talking and sound pictures; landscaped pool with a fountain that geysers to the tent top in constantly shifting patterns and changing colors; motor trucks in spring, summer, and winter settings; farm home settings showing the evolution of cream separating methods; milkers and milk cooling equipment in operation, and various action displays with lighting effects.

"Frequently dealers bring likely prospects to the fair exhibits because they can show these prospects more kinds of equipment more advantageously displayed than is possible in the average dealer's store. Also, the dealer can have his sales talk fortified by those of the well-informed men who are in charge of the exhibits. Thus the customer can be shown the equipment under best possible conditions and given adequate information about the machines which especially interest him.

"State fair exhibits have been a Harvester Company activity thru all the 38 years of its corporate existence, with the precedent established by its predecessor companies long before the turn of the century. Wholly aside from their advertising and good-will value, the company's exhibits have definitely proved their value in sales made and in paving the way to other sales for the company's dealers in the territories from which the crowds are drawn."

(Continued on next page)



DISPLAYS LIKE THIS lend beauty and attractiveness that focus attention of visitors on the product.

51st ANNIVERSARY 51st

# GUS SUN

BOOKING AGENCY

EXECUTIVE OFFICES

ENTIRE SECOND FLOOR  
SUN'S REGENT THEATRE BLDG.  
SPRINGFIELD, OHIO

STATE  
FAIR  
ACTS  
AT  
COUNTY  
FAIR  
PRICES

SAVE  
WITH  
SUN!

TOMMY BURCHILL  
CHICAGO  
REPRESENTATIVE  
STATE LAKE BLDG.

NEARLY 200 FAIRS PLAYED  
GUS SUN ACTS IN 1940

FAIR SECRETARIES

SEE OUR DISPLAY  
OF DISTINCTIVE  
ACTS FOR 1941

—ON EXHIBITION—  
DECEMBER 1-2-3-4-5

SUITE 700-701  
SHERMAN HOTEL  
CHICAGO, ILL.

DURING I.A.F.E. CONVENTION

MAIN OFFICE  
REGENT THEATRE  
BUILDING  
SPRINGFIELD, OHIO

WESTERN REP  
IRVING GROSSMAN  
PLYMOUTH BUILDING  
DES MOINES, IOWA



Al Wagner

GREAT LAKES  
EXPOSITION  
SHOWS, INC.

Extends a  
Merry Xmas  
and a  
Happy New Year

OURS has been another great year . . . thanks to our many friends . . . the fair secretaries, celebration committeemen, sponsoring groups, showmen and employees. We hope to meet many of you in Chicago to thank you personally.

Next year we plan to bring out a bigger and even better show—see what we have to offer before you contract.

CAN PLACE the following Rides, Shows and Concessions: We have opening for High-Class Cookhouse, one who can and will cater to showfolks. To that party we can assure you of one hundred per cent co-operation and privilege in meal tickets. Must be in keeping with the standards of the show. Concessions of all kinds. Will especially want Long Range Gallery, Custard, Pan Came, Rat Game, and Slum Stores of all kinds.

We can assure you of a long season of fairs and celebrations commencing in June and closing in November. Wide awake concessionaires, here is an opportunity for those who now will appreciate a long season.

SHOWS OF ALL KINDS—Will furnish equipment for same. Have practically new Side Show for operator who has something to put inside of it. Girl Show Operators for two shows will furnish equipment for them. Have several Grind Shows open. Showmen, write us. Will place any Ride not conflicting with what we have. Good opening for Ride-O. Can also place several Kiddie Rides.

Have Five Flying Fishers contracted for one of our Free Attractions. Can use one more sensational Free Act. Showmen with new ideas, write us. Will frame any worth-while attractions. This Show will positively be enlarged for 1941 tour. Fair Secretaries in the South, write us for open time. Have some time open for late dates in 1941. Show will positively open in the South latter part of March.

Everybody Address: AL WAGNER, Manager

THE SHOW WITH THE HIGH-CLASS ATTRACTIONS

2647 Cheltenham Rd., TOLEDO, OHIO

Best  
Wishes  
TO THE  
IAFE  
Many More  
Years of  
SUCCESS

# Congratulations

on the 50th Anniversary of the

**International Association of Fairs and Expositions**

from

**WLS** The Prairie Farmer Station

and  
**WLS Artists, Inc., Chicago**

## WLS National Barn Dance

Now in its 17th year on the air . . . .  
in its 9th year in Chicago's Eighth Street Theater . . . .  
it has played to more than  
900,000 People (and they paid to see it).  
For six years it has been the  
Biggest Box Office Magnet at  
State and County Fairs.

For information on

**1941 DELUXE SHOWS**

contact

**WLS ARTISTS, INC.**

1230 Washington Boulevard  
CHICAGO, ILLINOIS

## Fairs Are the Show Windows of the Nation

(Continued from page 25)

Another large farm machinery manufacturer that finds it profitable to exhibit at a large number of fairs is the Oliver company. W. E. Fulton, sales promotion manager of the Oliver Farm Equipment Sales Company, believes wholeheartedly in the effectiveness of these exhibits. "It is to the exhibits at his State fair each year that the farmer looks for the latest in farm machinery and the newest trends in power farming," says Fulton. "Likewise, the farm equipment manufacturer uses the State fair as a medium thru which he can tell and graphically explain to the farming public all that's outstanding and up-to-the-minute in the tools and equipment in his particular line.

The Oliver Farm Equipment Sales Company exhibits at all the larger and better known State fairs in the country. The Oliver branch office covering any one fair has complete charge of leasing display space, setting up the exhibit, manning it, and handling all details pertinent to the exhibit. Letters are sent out to all Oliver dealers within a reasonable distance from the fairgrounds inviting them to attend and bring along their families, friends, customers, and prospects. In many cases this gives the dealer a chance to show a more complete set-up of Oliver implements than he could possibly display in his own store.

The exhibit as a whole is in charge of the branch manager. He appoints various salesmen from his territory to man the display for the fair period and talk, explain, and demonstrate the equipment to spectators passing thru. Each machine carries a placard describing it and outlining the main selling features. A central booth is stocked with sales literature covering all implements. Usually a few novelties carrying the Oliver name are on hand to be given away. A public-address system is used to direct attention to various displays, particularly when people gather around them in fairly large groups. This maintains the carnival atmosphere that the event seems to demand and at the same time keeps up a running fire of selling information coming forth in practically continuous fashion.

Oliver sticks to a few basic fundamentals at State fair exhibits in making them as effectively successful as possible.

First—sufficient space located if possible on a plot that commands good traffic flow of the crowds. Second—pylon signs or other attention getters that quickly identify the Oliver exhibit. Third—enough units of each machine or tool used in the particular farming area, but not so many as to jam up the exhibit and consume the space around each implement display, thereby blocking the public away and making it inconvenient to get near or walk around it. Fourth—properly manned by people who know the machinery from A to Z, can explain and answer questions courteously and intelligently, and know how to choose and talk to the more interested prospects, thus making the most of their time. Fifth—plenty of new sales literature. Sixth—a bright clean exhibit at all times.

THE END

# TEXAS EXPOSITION SHOWS

**SECOND ANNUAL TOUR**

WILL AGAIN PRESENT TWO OF THE WORLD'S  
GREATEST DAREDEVILS AS FREE ATTRACTIONS

**NOW BOOKING FOR 1941 SEASON**

OPENING IN FEBRUARY IN DOWN-TOWN  
**SAN ANTONIO, TEXAS**

**THIS SHOW WILL BE BIGGER AND BETTER**

**FEATURING**

15	SHOWS	15
15	RIDES	15
30	CONCESSIONS	30

**FAIR SECRETARIES:**

Will consider Fairs in Indiana,  
Illinois, Missouri, Michigan,  
Arkansas, Louisiana and Texas.

**SHOWMEN:**

Will book any Show of Merit not  
conflicting. Will finance new  
Ideas for Capable Showmen.

Congratulations

**IAFE**

Season's Greetings To Our Friends Everywhere

CONTACT US AT THE SHERMAN HOTEL, CHICAGO, DURING THE  
CONVENTION. AFTER THAT ADDRESS

WINTERQUARTERS:

201 AUSTIN ST., SAN ANTONIO, TEXAS

**A. OBADAL**  
(Owner)

**H. P. HILL**  
(Manager)



SHOWMANSHIP has an important part in the exhibits of utility products at fairs. No longer is the mere showing of a radio, refrigerator, or other product regarded as sufficient. Manufacturers vie with each other to make their displays attractive. The above fountain, illuminated with varicolored lights, is an excellent example of the ingenuity exercised in attracting possible customers.

# The Fair as an American Institution

(Continued from page 11)

home-talent era to the present-day professional attractions which provide colorful spectacles and in-the-flesh productions that cannot be seen in any other setting. The modern grandstand show of automotive ground and airplane thrillers, high acts and platform numbers, horse and elephant troupes on race tracks, auto and harness speed heats, and events of the bangtails belongs only to fairdom—and how well Mr. and Mrs. John Q. Public and the kiddies know it and love it! And the night shows! Backgrounded by packed grandstands, only blobs of white showing in studied darkness, across the track is the huge infield revue stage upon which appear stellar dancing and vocal ensembles and numbers, lighted and enhanced with effects and scenic settings never dreamed of by a Belasco. And over all a darkly diademed night sky and an autumnal moon, contrast enough for the explosively brilliant pyrotechnic masterpieces to mark the finale. Truly a sight and an experience never to be forgotten and characteristic only of the North American continent!

How can the average daily amusement menu of thousands of cities and towns hope to compete with such as this? It cannot. So when fair time is in the offing Paterfamilias Americanus and his retinue always await expectantly. In fact, they anticipate it by weeks and months in many localities. And there is where the fairs of today are in a stronger position than ever before, because they present a combination of exhibits and attractions of a once-a-year gripping appeal that has long since generously defied competition from other forms of entertainment.

## Grounded in Local Pride

Not only that, but it has long been the knowledge of fair managers and board members that widespread community interest and angles which assure strong local support are present in the field of fairs in much greater degree than it is possible to attract in any other branch of outdoor amusements. Exhibits of industries, breeders, schools, 4-H Clubs, Future Farmers of America, and a dozen other interests make for a personal enthusiasm on the part of residents of any community in their fair. For instance, some fairs are the year-round center of most of the social life of their localities. As soon as one annual has ended the ways are greased for its successor. The fair manager and county agent become missionaries over a dozen or more counties and in some instances in nearly a whole State. Gatherings of young people—the fair workers of tomorrow—are held on an average of once a month or more often. Plans for the next fair are considered, new ideas are developed, errors

of the past are rectified, and the text for the preaching is, "Fair, fair, fair." Small wonder then that fairs have become so strong and their entertainment and educational competition so weak. They are grounded in the soil of local pride in achievement and, manned by leaders outstanding in their environs, deserve and get a volume of support no other branch of entertainment activity can hope to acquire.

## Fun Zones Feed Coffers

The old truism about Jack being a dull boy without his play quotient is exemplified as never before in the modern, balanced fairs. "No fair without a midway" is as established a thought as is "No circus without peanuts." And the glittering, noisy amusement zone is recognized as being as essential to the pulling power of the gates as is any other major feature. The tented amusement organizations, with their swirling, eye-appealing riding devices, magnificent neon-lighted and chromium-trimmed show fronts, immaculate concession booths, and spick and span transportation equipment, represent millions of dollars in investments and they not only traffic in surcease from dull care, bringing joy to young and old, but are healthy feeders into the fair associations' coffers. The organized carnivals and so-called independent rides and shows of today have made progress in line with other developments for the betterment of fairs, and scores of them represent the last word in appearance, magnitude, entertainment merit, and earning power in portable amusements. Clean eat and drink concessions now are assured on practically all fairgrounds, on midways, other locations, and in grandstands, and concessionaires are co-operating as never before in intelligent effort to give fair patrons good food, wholesome refreshments, dairy products, and beverages in sanitary surroundings at reasonable prices.

## Drum Beaters Serve Well

Long potent instruments in community building, fairs are more and more dovetailing into campaigns for bringing out the advantages of their respective localities. Some of the best planned, breeziest, and most telling publicity and advertising is being turned out by publicity directors of fair associations. While the larger fairs have no monopoly on this ace drum beating, a number of the State fairs have made it a point to encourage and expand their departments which use as media the press, radio, billboards, sound trucks, and other channels for disseminating real fair news. Among these departments the releases from Minnesota State Fair, Eastern States Exposition, Wisconsin State Fair, Brockton (Mass.) Fair, Western Washington Fair, Iowa State Fair, State Fair of Texas, Ohio State Fair, Kansas State Fair, Missouri State Fair, Kansas Free Fair, Canadian National Exhibition, Calgary Exhibition and Stampede, California State Fair, Los Angeles County Fair, Indiana State Fair, New Jersey State Fair, Virginia State Fair, Southeastern World's Fair, and State Fair of Louisiana are perhaps most notable.

No one can conceive what measure of triumph is still ahead for  
(Continued on page 43)

## INTERNATIONALLY FAMOUS TRAPEZE ARTISTS

# FLYING BEHEES

Presenting a routine of principal leaps positively never before attempted on an outdoor rigging, including passing, doubletwisting, triple and two-and-a-half blindfolded somersaults, with the consistency and dependability that only these champions can perform them.

Featured at  
MILLS OLYMPIA CIRCUS  
LONDON, ENGLAND  
TOWER CIRCUS  
BLACKPOOL, ENGLAND  
SCHUMANN CIRCUS  
STOCKHOLM, SWEDEN  
CIRCO WAITE  
LIMA, PERU  
FERNANDEZ CIRCUS  
HONOLULU, HAWAII



Featured at  
WINTERGARTEN  
BERLIN, GERMANY  
CIRQUE MEDRANO  
PARIS, FRANCE  
CIRCUS KRONE  
MUNICH, GERMANY  
RONACHER THEATRE  
VIENNA, GERMANY  
CIRCUS SCHUMANN  
COPENHAGEN, DENMARK

Voted the Premier Flying Act  
in the Circus Division in The  
Billboard's Performer Contest.

Booked by  
**GEORGE A. HAMID, INC.**

10 ROCKEFELLER PLAZA

NEW YORK, N. Y.

ROSE BEHEE—the only lady in  
the world performing a two-and-  
a-half somersault to catch by the  
feet while blindfolded.

PERMANENT ADDRESS: 576 E. MAIN ST., PERU, INDIANA

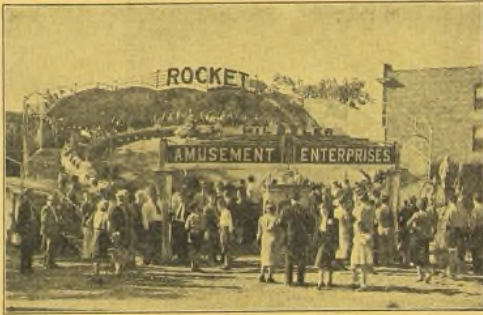


*Holiday Greetings*

TO OUR MANY FRIENDS,  
FAIR and CELEBRATION  
SECRETARIES and  
ASSOCIATES:—

WE THANK you all for your very fine co-operation and assistance in making 1940 one of our best years.

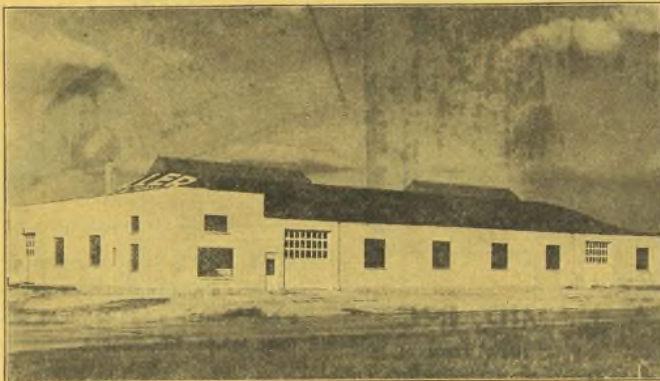
and Congratulations, **IAFE**



Featuring "THE ROCKET," the only ride of its kind—a real attraction and money-getter.

**NOW BOOKING  
THE  
1941 SEASON**

Photo of Miller's new headquarters in LaGrange, Ill.



WE HAVE available the largest selection of rides in the country. Anything you want from "go-cart" on up! Every piece of equipment is in first-class condition and includes all the latest and most modern devices.

Special lighting effects and arrangements attract the customers from all parts of the grounds.

**54 Modern Riding Devices**

BOOK a variety of rides for your 1941 event ---be sure you have something for the young, middle-aged and even the older ones. Thrills for all who want them. And safety, too! Be sure of the best with Miller. Write us today for a complete list or visit our newly completed quarters in LaGrange, Ill., during the Convention.

A QUARTER OF A CENTURY OF PROGRESS  
**MILLER**  
**AMUSEMENT ENTERPRISES**

CHAS. MILLER, Mgr.

MAIN OFFICE:

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CHICAGO OFFICE:

524 W. 59th St.

**CHICAGO, ILLINOIS**

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LaGrange 5044

Chicago Telephone:  
Englewood 7077

# History of IAFE Government Relations

*The following article is from the author's exhaustive history on the subject, prepared especially for this Special IAFE Golden Jubilee Section.*

By MILTON DANZIGER

## MILTON DANZIGER

## MILTON DANZIGER

Assistant General Manager Eastern States Exposition, Springfield, Mass.; chairman IAFE Government Relations Committee 1928-'40; is a leading force in the organization, and an authority on exhibits and expositions with relation to government.

the Congress. This recommendation was passed by unanimous vote.

## Funds Appropriated

At the 1916 convention President Mellor suggested that the association appropriate a sum of \$500 to be used by a subcommittee in furthering the purposes of the National Fair Bill and in his presidential address again urged continued interest in behalf of the bill. There were a number of addresses by various speakers, especially by Ivanhoe Whitted, publicity manager of the Iowa State Fair, and A. L. Sponsler, secretary of the Kansas State Fair, Hutchinson, newly appointed chairman of the National Fair Bill Committee.

Mr. Sponsler stated that he had spent about 10 days in Washington the previous winter and while there talked with Secretary of Agriculture David Franklin Houston; George M. Rommel, chief of the Division of Animal Husbandry of the Bureau of Animal Industry, and various other officials of the Department of Agriculture.

## A "War" Meeting

One of the most important incidents which have occurred in connection with the relationships with the United States Government, and undoubtedly the beginning of our present co-operation with the federal government, relates to the special meeting of the entire membership called to convene at Washington, D. C., on July 3, 1917.

On information received from John C. Simpson, then general manager of the Eastern States Exposition, Springfield, Mass., President Sponsler wired the secretaries and managers of the various members of the association to convene in Washington on the aforesaid date. Mr. Simpson informed the president that there was a movement on foot in Washington to call off the fairs and expositions of the United States because of our entry into the World War. It was based upon the supposition that during the months the fairs were to be held mobilization of troops would occur, as well as a movement for vast supplies for military purposes, and for various other similar reasons the fairs would be an interference. Some newspapers had inadvertently published what appeared to the publishers as harmless news items that there would probably be no fairs held in the country that year. President Sponsler was impressed with the fact that if anything of that sort was being seriously considered by important officials of the federal government it was his duty to call in council the managers of the fairs of

*(Continued on next page)*



THE history of the relationship of the International Association of Fairs and Expositions, the American Association of Fairs and Expositions, and its predecessors in the United States covers a period of 50 years. From the beginning to 1911 there were many discussions on the matter of federal government exhibits on the part of members, as well as representatives of the United States Government.

## Federal Buildings

The first concrete action on the part of the International for federal exhibits was in 1911 during the presidency of Charles E. Cameron, president of the Iowa State Fair, when W. R. Mellor, of Lincoln, Neb., addressed the convention at its December session.

The draft of a bill as proposed by Mr. Mellor was entitled, "An Act To Provide for the Encouragement of Agriculture, Horticulture, and Industrial Exhibits in the Various States," and in substance there was to be appropriated out of any money in the United States Treasury, not otherwise appropriated, the sum of \$100,000 to each State for the purpose of promoting and encouraging the agricultural, horticultural, and industrial interests therein by means of construction and erection of a suitable building to be used solely for the display of agricultural, horticultural, machinery, or industrial exhibits.

## Introduced in Congress

Mr. Mellor, chairman of the special committee on the National Fair Appropriation Bill, reported that the bill was introduced in Congress on January 15, 1912. President Cameron appointed a special committee in charge, consisting of W. R. Mellor, Lincoln, Neb.; J. R. Russwurm, Nashville, Tenn., and R. A. Pearson, Syracuse, N. Y. Because of Mr. Pearson's severance with the New York State Fair he was unable to serve, and Mr. Mellor and Mr. Russwurm opened a campaign with the support and assistance of each member of this association in lining up the senators and representatives of their commonwealths in favor of the measure. Mr. Mellor had received personally 285 communications favoring the bill.

On April 10, 1912, Mr. Mellor, Mr. Russwurm, and Joseph E. Pogue, of Raleigh, N. C., met before the committee on agriculture of the House and presented claims for favorable consideration of the measure. The bill was referred to a subcommittee for further study.

At the 1913 convention Mr. Mellor further reported that on January 20, 1913, Honorable John A. Maguire, endorser of the bill in the House, advised him that the committee on agriculture had reported adversely, having recommended indefinite postponement.

Thinking that this bill should be reintroduced, the committee again took up the matter of its introduction with Mr. Maguire early in the fall of 1913, and he replied that he thought that there was slight chance of legislation on matters of this kind in this Congress. Even though the bill may not become a law, he felt that it served its purpose in educating Congress and the country in the proposed legislation.

## Endorsement by Association

At this same session President John C. Simpson, of the Minnesota State Fair, in his presidential address stated:

"I desire to commend the movement for a closer relationship between the United States Government and the State fairs, for in our opinion the government can well afford to recognize our fairs and their importance in the broader field of education to the extent that they will eventually create a division of fairs within the Department of Agriculture whose sole duties will be to co-operate and work with us in our efforts to make our present institutions more efficient."

At the 1914 convention Mr. Mellor again reported that the National State Fair Bill was again introduced in the House of Representatives. Mr. Mellor was elected president of the association and thereupon appointed J. W. Newman, Kentucky State Fair, Louisville, chairman of the special committee.

During 1916 Mr. Newman made three trips to Washington and consulted numerous members of the House and Senate in regard to the bill. Mr. Mellor and Mr. Russwurm had also been to Washington. Mr. Newman recommended that a subcommittee be appointed by the president to secure the co-operation of the United States Department of Agriculture and the various forces operating under the Smith-Lever Co-Operative Extension Act in bringing the National Fair Bill measure properly before

## CONGRATULATIONS

# IAFE

and THANKS to

F. A. Gladden, St. Louis Cavalcade; C. C. MacDonald, Pres., Idlewild Park, Lionier, Pa.; C. C. Uthoff, Forest Park, Genoa, O.; J. C. Michaels Attractions for a Grand Fair Seasons; Texas Longhorn Shows; John Reid and Bill Dumas, Mgrs., Happyland Shows, and John B. Davis, Southern States Shows.



# BOB FISHER'S FEARLESS FLYERS

World Renowned Free Acts

THIS past season we worked 9 consecutive months without a lay-off of any kind . . . at Parks, Fairs, Special Events and with Carnivals. We have played every State Fair in the U. S. and such well known foreign spots as—Tivoli Gardens, Copenhagen, Denmark; Tivoli Gardens, Stockholm, Sweden; Liseberg Variety, Gothenburg, Sweden; Teatro Coliseo, Buenos Aires, S. A.; Fernandez Circus, Hawaiian Islands; Santos y Artigos Circus, Havana, Cuba; Principal Theatre, Mexico City; D. F. Circo Price, Madrid, Spain; Circo, Olympia, Barcelona, Spain, and Cirque Madrano, Paris, France.

Before you contract for your Free Acts consult us. We can furnish 3 to 10 people Flying Acts. Have several fill-in acts along with comedy if desired. Buy with confidence—our reputation assures high class, satisfying entertainment.



## FLORIDA FAIR MEN

Get in touch with us now for thrilling, sensational acts at winter prices. We will be in Florida until Spring. Carnival Owners and Managers, write today—

**NOW BOOKING  
FOR 1941**

**WRITE OR WIRE**

**BOB FISHER**  
845 FORTY-THIRD AVE., N.,  
ST. PETERSBURG, FLORIDA

## History of IAFE Government Relations

(Continued From Page 29)

our association. He decided to set the meeting for Washington because he could there best place the source and purpose of the reported trouble and probably succeed in turning the whole matter to the mutual advantage of the fairs and the federal government. He also felt that it was possible that such a meeting, called for the purpose of investigating such a rumor, even though entirely unfounded and impossible under the law, might lead the members into channels whereby such insight might be gained as to how best to proceed, and what ways and means might be adopted to accomplish our much-desired governmental co-operation.

### Meet With Herbert Hoover

The meeting assembled at the Willard Hotel on July 3 with 23 association fairs represented with from one to two managers each. The purpose of the meeting was stated and discussed. Shortly the visit to Washington resulted largely in a policy of co-operation of the fairs and expositions in doing their share in helping to win the war. On that very day the members were invited to call upon Herbert Hoover, United States Food Administrator, who at that time had not been clothed with the power of the law, which shortly after was enacted. The United States Food Administration was in its formative period and Mr. Hoover welcomed the advent of the State fairs of America into his fold and unhesitatingly embraced the opportunity, not only to popularize, but to render more efficiently his department upon which so much depended in winning the war. Mr. Hoover asked Mr. Sponsler if he could leave a committee in Washington to go over the details with him of the work the association could do and the service we could perform. He told of the shortage of food supplies and many other war essentials, which impressed the members with the fact that they owed it as a patriotic duty to do all they could to help in the trying period of the nation's peril.

### Departmental Co-Operation

The Secretary of Agriculture, David Franklin Houston, was out of the city, but the members were invited in consultation with his assistants and personal representatives and they expressed keen interest in the possible co-operation of the fairs with the department. Dr. F. Lamson Scribner, expert on exhibits for the department, was called in to the meeting and interrogated by Mr. Houston's assistants as to what his office might do in co-operation with the fairs. Mr. Sponsler was again asked to leave a committee in Washington to consider in detail how the government could best use the State fairs and expositions for the advancement of agriculture, the conservation of food, and impressing upon the public the importance of breeding more livestock and efforts pertinent and vital incident to war demands.

### The Wilson Era

The members were received by President Wilson, who was apprised of who the members were and what they represented. The members tendered to him their services and pledged to him the help of the fairs to win the war. President Wilson responded in well-chosen remarks and stated he hoped the association would be successful in meeting the proper parties in Washington. The members also met the Secretary of War, Newton D. Baker, who was impressed with the fact that the members could perform valuable service to the government. It was felt that the meeting in Washington had opened up avenues leading to valuable co-operative service, and that the first definite impression had been made on official Washington as to the character and influence of the Association of Fairs and Expositions.

### Representative in Washington

After much discussion and deliberation it was decided to accept the invitations given by both Mr. Houston's and Mr. Hoover's departments to leave a committee in Washington to represent the association. After casting about and canvassing the available possibilities in Washington, it was then that the committee, having the matter placed in its charge by the body of the delegates present, succeeded in extracting a promise from Ray P. Speer, publicity manager of the Minnesota State Fair and manager of publicity for the association, to accept the place and carry on the work with Mr. Houston, Mr. Hoover, and the Council

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of National Defense. It was decided to spend as much of \$1,000 as was necessary to defray the expenses of Mr. Speer.

The following resolution was also passed unanimously at this meeting in Washington:

"Whereas, the American Association of Fairs and Expositions in special meeting assembled, recognizing the great necessity of the conservation of foods, feeds, and the encouragement of the raising of agricultural products and livestock, and, Whereas, we consider that all agricultural fairs are allies of our government in its laudable efforts to increase the raising of food supplies in the United States, as we are co-operating with the government and its officials by working with and along the lines laid out by them, Therefore Be It Resolved, that we do extend to the United States Government the hearty co-operation of our fairs and expositions, both collectively and individually, and our undivided and individual efforts to aid it and its officers in securing desirable results."

William K. Stratton, of Texas, moved that the chair appoint a committee of seven to work out details for exhibit and co-operative work to be carried out by the association and the various departments of the United States Government, and that the committee be empowered to employ and pay a representative of the association to remain in Washington for the purpose of working up exhibits to be put on at the various State fairs by the federal government. Mr. Sponsler appointed the following committee: Messrs. Sponsler, chairman; Brown, New York; Cameron, Iowa; Simpson, Massachusetts; Hirsch, Louisiana; Speer, Minnesota, and Robert, Georgia. The committee also met with Dr. Wilbur and J. O. Cosgrove, of the United States Food Administration, and also with R. A. Pearson, who had become assistant to the Secretary of Agriculture, and discussed the possible exhibits that might be put on by the United States Government at the various State fairs.

Mr. Speer set about his task with full knowledge of its difficulties. He kept the members well informed of his progress. He met with the National Council of Defense in the city of New York, and that body discussed his proposals for more than five hours and decided to adopt them with the exception that they enlarged upon them to a great extent. The council submitted it to Secretary Baker and got his approval.


## Report on War Activities

Dr. F. Lamson Scribner, government expert on exhibits, in an address before the regular convention of the association December, 1917, spoke at length on food production and conservation exhibits as related to the war emergency program. Further resolutions of co-operation with the federal government were passed at this session and are a matter of record in our proceedings.

Dr. Scribner again spoke before our body at the December, 1918 convention. He reported that during the winter and spring months in 1918 a joint committee on government exhibits was formed, consisting of representatives from the War, Navy, Commerce, and Agricultural Departments and other branches of the federal service and that plans were worked out for an extensive series of war exhibitions made in co-operation with the fair associations during the summer and fall months of 1917, and also an extensive exhibit campaign in 1916. During 1918 the Department of Agriculture made exhibits at 39 fairs and expositions in six circuits, the fairs and expositions themselves depositing with the disbursing officer of the Department of Agriculture \$38,847 for the transportation and handling of these exhibits. Only \$18,405.13 of this deposit was expended. The unexpended balance of \$20,441.87 was returned. Each fair or exposition in the circuit received a like amount according to the original plan of prorating expenses. Six of the fairs were called off on account of the epidemic of influenza, and to these the full amount of their deposits was returned.

The greater part of the saving was due to the liberal concessions secured from the United States Railroad Administration giving free return of all the exhibits from their last point of display to Washington, D. C., or to Alexandria, Va. There was a further saving thru being relieved of all demurrage charges on the freight cars at stopover points. Many of the freight shipments were carried by baggage car on passenger trains without additional cost. The cost to the government of transportation to the fairs and expositions was approximately \$20,000. In round numbers the expense of making exhibitions at 33 fairs was \$40,000, the unit cost being approximately \$1,211. More than 23,000 miles were

(Continued on page 33)



**Season's Greetings**  
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# History of IAFE Government Relations

(Continued From Page 31)

covered by railroad by these exhibits utilizing an area of 264,000 square feet of floor space.

## President Sponsler's Work

President Sponsler in his presidential address for this year dwelled at length upon the work of the association in the war program and its co-operation with the federal government. He stated that he had spent seven weeks in Washington meeting with the various high officials of the government, senators and congressmen, and also visited the British and French high commissions upon several occasions. He also gave credit for valuable and timely service rendered by Messrs. Stratton, Simpson, Mahan, Striplin, Dickinson, McIlvaine, Davison, Gocher, Danielson, Russwurm, and others, each of whom spent from one to 10 days in Washington while part or all of the committee was there. He also stated that all secretaries stood ready to help upon call and acted promptly on each and every suggestion for assistance.

At the February, 1919, meeting of the association Thomas H. Canfield, of Minnesota, moved that the directors of the association be instructed to take up the matter of securing government co-operation and joint exhibits with unlimited authority to do everything necessary to secure same for the fairs and expositions thruout the United States.

I. S. Mahan, of the Oklahoma State Fair, reported that Senator Gore of his State had secured the adoption in the Senate Agricultural Committee of the amendment appropriating \$100,000 for the purpose of enabling the joint committee of exhibits to defray expenses necessary to make exhibits at State fairs and expositions. A motion was made by Mr. Mahan and approved by the body to send a letter of thanks to Senator Gore.

## Appropriation of \$70,000 Made

Association president W. H. Stratton, of the Texas State Fair, and George W. Dickinson, of the Michigan State Fair, were authorized as a committee to go to Washington to represent the association and to do whatever they deemed necessary to further the interests of fairs and expositions.

On February 18, 1920, Dr. F. Lamson Scribner again appeared before the body and reviewed the exhibits presentation for the season of 1919, stating that he felt they were sufficiently different from those displayed at the fairs the year before to give them a new and fresh interest to visitors. He also hoped that those who had visited the fairs in the previous year would find in exhibits for 1920 sufficient new material to again secure their attention and interest. He reported that the agricultural bill before the House of Representatives carried an appropriation of \$70,000 for exhibits.

## Sponsler Reviews Efforts

At the 1921 convention a considerable part of the program was devoted to a discussion of government exhibits, and Joseph W. Hiscox, chief, Office of Exhibits, United States Department of Agriculture, addressed the gathering. Mr. Sponsler told of the 10 years' efforts to have the government build fair buildings on the grounds of each of the State fairs of this country and stated that he felt for the present, because of the changed conditions, that the movement would be impracticable, and that the association should lend its efforts in the securing of annual appropriations for exhibits as conducted during the past few years. He felt the association should take a vigorous attitude in this matter because of its importance, not only to the member fairs, but of its value to the United States Department of Agriculture in disseminating information.

F. M. Lawrence, of the Midland Empire Exposition, stated his belief that the association should have a committee appointed to consult with Mr. Hiscox or his department as to the best way to secure government exhibits. This committee could be a co-operating committee of great assistance to the Department of Agriculture. President Russwurm, who was in the chair, said that he would refer the matter to the incoming officers and advise them to act upon that suggestion. At the 1922 con-

(Continued on next page)

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# History of IAFE Government Relations

(Continued From Page 33)

vention, held in Toronto, Thomas H. Canfield, of Minnesota, in a memorable address entitled, "A Dream of the Present—A Reality of the Future," outlined the importance of continued and permanent co-operation with the Department of Agriculture in exhibits for the fairs of the United States. Further discussion of exhibits matters was made at the 1923 convention of the association.

## Endorsement of Exhibits

Don V. Moore, secretary of the association, told of his visit in Washington during the previous summer and the opportunity which he had in inspecting the work of the Office of Exhibits, and introduced Mr. Hiscox as one of the speakers on the program. Mr. Hiscox, in an illuminating address, outlined in a comprehensive manner the work of the Office of Exhibits, giving many valuable facts and statistics and a review of his personal efforts in behalf of the exhibits work of the Department for the past four years.

## President Fuller Inspects

B. H. Heide, general manager International Livestock Exposition, Chicago, stated in 1926 that he was fully impressed with the importance of these exhibits as they served to disseminate valuable information in regard to agriculture and that he was willing to serve on any committee that may be appointed by the president and do all that he could to assist in this fine work.

President Fuller, in his presidential address, discussed at length the matter of government exhibits, and sent a report to all the members on February 5, 1927, stating that at a meeting of the directors of the association held in Chicago in December, 1926, Past President Canfield had called attention to the great number of interesting government exhibits displayed at the Sesquicentennial International Exposition held in Philadelphia and suggested that steps be taken to have the best of these exhibits preserved for exhibition later at fairs.

In response to Mr. Canfield's suggestion, Charles A. Nash, of Springfield, and Frank D. Fuller, of Memphis, were appointed a committee to go to Washington and confer with the Office of Exhibits relative to fair exhibits in general and the preservation of the Sesquicentennial exhibits in particular. Arrangements were made for the committee to meet with Mr. Hiscox in Washington on January 26. Mr. Nash was unable to go at this time, and Past President Fuller represented the committee. Mr. Fuller had a number of conferences with Mr. Hiscox and C. W. Warburton, Director of Extension Work, Department of Agriculture, relative to exhibits for the coming year and the future conduct of the Office of Exhibits. He also reported in more detail at the 1927 convention outlining the various contacts that he had made in Washington and the importance of continued co-operation with the Department.

## The Nash Era

Association president Charles A. Nash, general manager Eastern States Exposition, Springfield, Mass., reported at the 1928 convention that pursuant to a vote of the members at the 1926 convention a committee appointed by President E. L. Richardson, of Calgary, Can., met in Washington on May 8, 9, 10, and 11, 1928, with the following members present: President, Charles A. Nash, Springfield; vice-president, W. R. Hirsch, Shreveport, La.; secretary-treasurer, Ralph T. Hemphill, Oklahoma City, Okla.; past president, Frank D. Fuller, Memphis, Tenn.; past president, A. L. Sponsler, Hutchinson, Kan.; past president, Thomas H. Canfield, Hamline, Minn.; A. R. Corey, Des Moines, Ia.; W. W. Lindley, Springfield, Ill., and J. Fred Margerum, Trenton, N. J.

The committee visited and inspected the Office of Exhibits accompanied by C. W. Warburton, Director of Extension Work, and Joseph W. Hiscox and members of his staff. They also inspected the warehouse of the Office of Exhibits at Alexandria, Va., and were cordially received by Secretary of Agriculture Jardine, who assured the committee of his support toward increasing the appropriation and promised to include in his budget an estimate of \$225,000 for use of the Office of Exhibits at State, interstate, and international fairs in the United States against the existing appropriation of \$103,000.

The committee also met Director of the Budget Lord and his assistants. Members of the committee visited the Capitol and called upon as many of their representatives and senators as possible. Thru A. R. Corey the committee met the chairman of the sub-committee of agricultural appropriations, L. J. Dickinson, of Iowa, who gave an earnest hearing to the needs of the fairs and expositions. Representative John N. Sandlin, of Louisiana, assured the committee of his unqualified support.

## Request for \$225,000

President Nash summed up his report as follows:

1. The Office of Exhibits was carefully inspected.

(Continued on page 39)

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## CORRECTION

Amusement Corporation of America

OPERATES 210 RAILWAY CARS

In the color spread of Amusement Corporation of America in this issue the number of cars was erroneously listed as 175. The correct number of Railway Cars is 210.

## FAIRS OMITTED


Also thru an oversight the list of Fairs played by ACA units in 1940 did not contain the following:

**PINELLAS COUNTY FAIR**  
LARGO, FLORIDA

**FLORIDA ORANGE FESTIVAL**  
WINTER HAVEN, FLORIDA

**FLORIDA STATE FAIR AND GASPARILLA**  
TAMPA, FLORIDA

**CENTRAL FLORIDA EXPOSITION**  
ORLANDO, FLORIDA

A vertical black bar runs down the left side of the page. There are four red stars: one in the top left, one in the top right, one in the middle left, and one in the bottom left. The main title is written in a large, black, cursive font.

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**I**N REACHING the mature age of 50, knowing that over the span of years much has been accomplished in the interests of the fair world, is an achievement you can well be proud of. We who furnish the amusements for your midways congratulate and pay tribute to your fine organization.

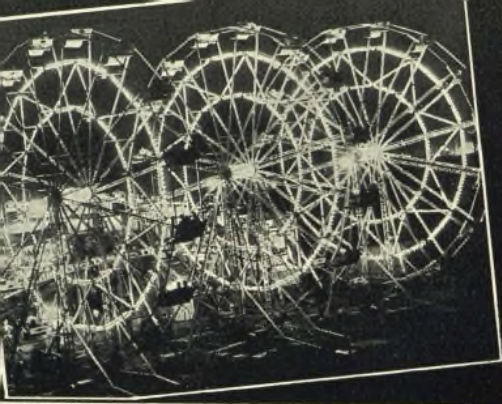
Your work and untiring effort in behalf of all fairs is well known, therefore the individual officers and directors of the Amusement Corporation of America . . . which includes the Royal American Shows, Beckmann and Gerety Shows, Rubin and Cherry Exposition, and the Hennies Bros.' Shows, express publicly their appreciation of your unselfish, co-operative spirit, especially at this half century mark in the history of your organization . . . We are confident the future will be as bright and successful as in the years that have passed.

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WE HOPE you all have had a successful season, one that has repaid for all the time and effort required to make the rapidly growing modern fair what it is today . . . a gathering place for young and old . . . country . . . suburban . . . city dwellers. Yes, the fair is a great American Institution and you men and ladies, too, are doing a remarkable job. We are proud to be associated with you and it is our desire that you have another successful convention of the International Association of Fairs and Expositions . . . may 1941 bring new and more outstanding achievements in your undertakings. To each of you . . . A Very Merry Christmas and a Happy Prosperous New Year.



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ways in  
1940

Northwest Fair of Minot —  
Minot, N. D.  
Greater Grand Forks State Fair—  
Grand Forks, N. D.  
Provincial Exhibition of Manitoba  
—Brandon, Manitoba  
Calgary Exhibition and Stampede  
—Calgary, Alberta  
Edmonton Exhibition — Edmon-  
ton, Alberta  
Saskatoon Industrial Exhibition—  
Saskatoon, Saskatchewan  
Regina Agricultural & Industrial  
Exhibition—Regina, Sash.  
Canadian Lakehead Exhibition—  
Fort William, Port Arthur,  
Ontario  
Tri-State Fair—Superior, Wis.  
Minnesota State Fair—St. Paul,  
Minn.  
Tennessee State Fair—Nashville,  
Tenn.  
Tennessee Industrial & Agricul-  
tural Exposition—Knoxville,  
Tenn.  
Alabama State Fair — Birming-  
ham, Ala.  
Mississippi State Fair—Jackson,  
Miss.  
Greater Gulf Coast Fair—Mobile,  
Ala.  
Pensacola Interstate Fair—Pensa-  
cola, Fla.  
Anderson Free Fair — Anderson,  
Ind.  
Mid-Summer Festival — Milwau-  
kee, Wis.  
Soldiers and Sailors' Reunion—  
Salem, Ill.  
Ionia Free Fair—Ionia, Mich.  
La Porte County Fair—La Porte,  
Ind.  
Michigan State Fair — Detroit,  
Mich.  
West Tennessee District Fair —  
Jackson, Tenn.  
Chattanooga Inter-State Fair —  
Chattanooga, Tenn.  
Mid-South Fair—Memphis, Tenn.  
Miss. Ala. Fair & Dairy Show—  
Tupelo, Miss.  
Chattahoochee Valley Exposition  
—Columbus, Ga.  
Louisiana State Fair—Shreveport,  
La.  
South Texas State Fair—Beau-  
mont, Tex.  
Battle of Flowers—San Antonio,  
Tex.  
North Montana State Fair—  
Great Falls, Mont.  
Midland Empire Fair — Billings,  
Mont.  
Iowa State Fair—Des Moines, Ia.  
Nodaway County Fall Fair—  
Maryville, Mo.  
Kansas Free Fair—Topeka, Kan.  
Amarillo Tri-State Fair — Ama-  
rillo, Tex.  
Oklahoma State Fair—Oklahoma  
City, Okla.  
State Fair of Texas—Dallas, Tex.  
Houston Fall Fair—Houston, Tex.  
Spring Fiesta—Joplin, Mo.  
Cotton Carnival — Memphis,  
Tenn.  
Minneapolis Aquatennial — Min-  
neapolis, Minn.  
Northern Wisconsin District Fair  
—Chippewa Falls, Wis.  
Illinois State Fair — Springfield,  
Ill.  
Annual Fall Celebration—Keo-  
kuk, Ia.  
Ozark Empire District Fair—  
Springfield, Mo.  
Oklahoma Free State Fair —  
Muskogee, Okla.  
Arkansas Live Stock Show —  
Little Rock, Ark.  
Mississippi Fair and Dairy Show  
—Meridian, Miss.



# History of IAFE Government Relations

(Continued from page 34)

2. Secretary Jardine was called upon and assured the members of his support.

3. Director of the Budget Lord received the committee, and the members felt that an impression was made, altho no direct promise could be secured.

4. Many senators and representatives reacted favorably, amongst them the chairman and one other member of the sub-committee on agricultural appropriations of the House of Representatives.

5. The request for a total appropriation of \$225,000 was included in the budget estimate of the Department of Agriculture for the Office of Exhibits when the estimate was transmitted to the budget director on June 15, 1928. If allowed, the appropriation would be available during the fiscal year beginning July 1, 1929.

At this convention it was moved by Mr. Russwurm, of Tennessee, at the incoming president be authorized to appoint a committee which could keep in touch with the work relative to increased appropriations for the Office of Exhibits, also the appointment of a co-operating committee whose duty it would be to work with this office and assist in planning their exhibits and also the arrangement of circuits. Mr. Nash felt that it would be more desirable if this committee be one, instead of two, and that the incoming president be empowered to appoint such a committee with full power to act. These suggestions were approved by the members.

## Report of 1929 Committee

Pursuant to the action of the 1928 convention, President W. R. Hirsch, of Louisiana, appointed the following committee on government co-operation: Vice-President E. G. Bylander, secretary of the Arkansas State Fair, chairman; President W. R. Hirsch, Shreveport, La.; Milton Danziger, Springfield, Mass.; E. J. Barker, Indianapolis, Ind.; P. T. Strieder, Tampa, Fla.; C. B. Ralston, Staunton, Va.; Mrs. Bert H. Swartz, Wheeling, W. Va.; and Simon Roswald, Montgomery, Ala., who was unable to be present.

Similar visits and discussions as were made by the 1928 committee were carried out by the 1929 committee, which visited Washington April 29 to May 3, 1929. As a result of the work of the 1929 committee in Washington important recommendations were made, including the following:

"Recommend to the directors of the International Association of Fairs and Expositions that the committee on government exhibits be made a standing committee, and it is further recommended that this committee, each year, consist of the incoming president, vice-president, secretary, and three other members, all to be appointed by the incoming president, and to serve for the concurrent period of his term of office."

Chairman Bylander reported at the 1929 convention in a comprehensive manner and gave a complete record of the visit and the various recommendations made.

## Report of 1930 Committee

In conformity with the action of the members at the 1929 convention in making a permanent, standing committee on government exhibits of the association, President E. G. Bylander, of Arkansas, appointed the following permanent committee on government exhibits: Milton Danziger, Springfield, Mass., chairman; President E. G. Bylander, Little Rock, Ark.; Percy W. Abbott, Edmonton, Canada; Ralph T. Hemphill, Oklahoma City, Okla.; Wm. B. Boothby, Rochester, N. Y., and John L. McNamara, Detroit.

Messrs. Abbott and Hemphill were unable to be present at the meeting called in Washington in the spring of 1930, and Director A. R. Corey, Iowa State Fair, was asked to attend. A thoro study and inspection was made of the Office of Exhibits, including its business sections and studios, and also the warehouse at Alexandria. A meeting was held with W. A. Jump, budget officer of the Department, who showed a keen interest in the work of the fairs. The chairman called Mr. Jump's attention to the 1929 budgetary recommendation.

## Increase of \$9,560 Allowed

This sum was for a total of \$225,000, or an increase of \$105,000, for since the 1928 committee in Washington had made the original request for this sum Secretary of Agriculture Jardine had included in his estimates this original sum which was cut by the Bureau of the Budget, which allowed a gross increase of \$16,700, of which \$7,140 was for what is known as the "Welch Act" increases for salaries, leaving a net increase of \$9,560 to permit the Department to extend its educational exhibits.

(Continued on next page)



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EVERYONE  
FOUR  
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**120 FEET HIGH**

The High Act that is Different featuring

The Original and Only Double Swaying Criss-Cross Perches

Top figures sway on 20 ft. perch poles from side to side and criss cross over girl in middle. Also sensational breakaways and double one arm handstands.

A sensational feature attraction full of thrills and suspense—guaranteed to satisfy or money refunded.

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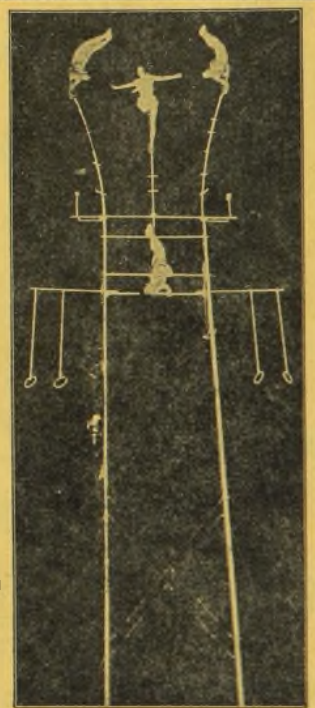
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A Bigger and Better Show, designed to attract Bigger and Better Crowds in 1941, and presenting new but proven Attractions.

**FAIR MEN AND CELEBRATION OFFICIALS:**  
Contact us now by mail, or at the Sherman Hotel, Chicago, during the Conventions.

### SHOWMEN

We will finance anything of merit—submit your ideas if they are new and worth trying.  
**WANT GOOD MAN FOR MOTOR DROME**

**OPENING THE 1941 SEASON AT THE  
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**BROWNSVILLE, TEXAS  
FEBRUARY 15 TO 24 INCLUSIVE**

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LOUIS RINGOL General Agent	TOMMY STEVENS Advance and Publicity

**WINTER QUARTERS:**

**LA MAR HOTEL, SAN ANTONIO, TEXAS**

## History of IAFE Government Relations

(Continued from page 39)

The present appropriation now stands at \$120,000. As far as the committee could ascertain the recommendations of the 1929 committee were not approved by the department officials, thereby not making it possible to have it passed upon by the Budget Bureau or the sub-committee on agricultural appropriations of the House of Representatives. Mr. Jump explained the difficulties in securing what might be considered large increases of this nature, but the committee impressed upon him the importance of the work.

### "Government Relations"

At the 1929 meeting of the association Arthur E. Corey, Des Moines, was elected president and appointed Milton Danziger, of Springfield, Mass., chairman of the now permanent Committee on Government Relations. The committee comprised the president, vice-president, secretary-treasurer, and three appointive members, the last-named to serve for the concurrent term of the president. The committee, by vote of the members, was empowered to handle all matters pertaining to the United States Government.

During 1930 and 1931 the committee continued important contacts with the Department of Agriculture. In its enlarged activities the committee went into a thoro discussion of the contemplated revision of the Federal Copyright Act and went on record in favor of having the rights of agricultural fairs protected.

### Hearings on Copyright Bill

In 1932 the committee again met in Washington and carried on discussions with officials of the Department of Agriculture. The chairman remained over for several days to appear before the House Committee on Patents and in the hearing on House Bill No. 10325, introduced by Congressman William I. Sirovich, of New York, made a strong plea for the inclusion of a provision exempting agricultural fairs for being subjected to restrictions in the use of copyrighted works.

Subsequently Congressman Sirovich introduced a new bill (H. R. 10976) and this included in its exemptions "agricultural" institutions, together with recognized charitable, religious, fraternal, and educational organizations. The new bill failed of agreement on the floor of the House and was recommitted to committee. We had, however, assurances that "agricultural" institutions would be included in any future copyright bills which might be enacted into law.

### Revenue Act of 1932

There was some discussion in the Congress that in the revision of the Revenue Act of 1932 there was a possibility of the elimination of the exemption of the tax on admissions pertaining to agricultural fairs. The chairman made strong protestations to the House Committee on Ways and Means and received the following letter in reply:

"By direction of the acting chairman, I acknowledge receipt of your telegram relative to the exemption of agricultural fairs from the admissions tax. For your information, the same exemption that has always been granted to agricultural fairs in respect to this tax is continued by the new Revenue Bill."

### Tax on Electrical Energy

The Revenue Act of 1932 provided for a tax on the amount paid for all electrical energy furnished for domestic or commercial consumption. Some of our fairs were requested to pay the tax and the subject needed clarification. The chairman received from the Bureau of Internal Revenue the following ruling:

"If the fair qualifies strictly as an agricultural fair conducted by a non-profit association, no part of the net earnings of which inure to the benefit of any private stockholder or other individual, it is held that the electrical energy consumed in the operation of the fair is not purchased for domestic or commercial consumption and that amounts paid for such electrical energy are not subject to the tax under Section 616 of the Revenue Act of 1932."

### Appropriation Jeopardized

Most important of the committee's activities in 1933 was the restoration of the threatened elimination of funds for the Office of Exhibits of the United States Department of Agriculture. Thru a personal note from Chester H. Gray, legislative representative, American Farm Bureau Federation, and a reading of the Congressional Record of December 27, 1932, the chairman learned that the exhibits appropriation was reduced to \$10,000 by a vote of 25 to 13 on the floor of the House of Representatives.

Briefly stated, the appropriation for agricultural exhibits for the fiscal year 1932 was \$129,370. For the fiscal year 1933, in keeping with

the policy of the Congress to effect economies, it was reduced to \$120,000. For the fiscal year beginning July 1, 1933, the President's budget requested \$99,085. The House Committee on Agricultural Appropriations asked the Department to accept a further reduction of \$9,085, leaving the item as recommended by that committee, \$90,000. Representative M. C. Allgood, of Alabama, a former county agricultural agent and a former State commissioner of agriculture, led the attack on the appropriation and had it reduced to \$10,000.

The chairman hastened to Washington and spent more than a week seeking its restoration. Suffice to say the Senate Committee on Agricultural Appropriations restored the item to the budget figure of \$93,085, but in conference with the House the Congress finally agreed on a sum of \$85,000.

### National Recovery Act

Soon after the passage of the National Industrial Recovery Act on June 16, 1933, there was considerable speculation as to the application of that act to agricultural fairs and expositions. While it was generally accepted that the Congress could not constitutionally pass any law transcending the authority of the sovereign State nor assume by legislative authority jurisdiction over State-owned or State-operated institutions, we had some members whose fairs were not State-owned or State-operated and hence their status under NRA was in doubt.

The chairman made several visits to Washington to discuss the matter with high officials, and as a result of these conferences General Hugh Johnson, national administrator, requested the chairman of the Committee on Government Relations "to formulate and prepare for submission a code of fair competition for exhibitions of whatever kind, nature, or description."

This was done, and the chairman was appointed "co-ordinator" for the entire exhibition profession, which included every form and type of exhibition, agricultural and otherwise, except amusements. The co-ordinator insisted that the code be operated on a purely voluntary basis by the adherents, but this met with opposition from the Washington administration. The co-ordinator refused to recede from this position and brought the matter to the attention of the members at the 1933 convention and they went on record as sustaining the chairman.

The administration of the code of fair competition for the exhibition profession created considerable work. The subsequent invalidation of the act by the Supreme Court was a source of relief to the association and its committee.

### Social Security Act

During 1934 the committee was busy making interpretations of the exhibition code and matters relating to admissions. It seemed that the government was giving more active inspection of tax-exempt institutions

and some fairs which thought they were exempt found that they were not. Many suggestions and recommendations had to be made to the members in order that they would conform with the provisions of the law.

During 1935 much of the time of the committee was concerned with the study of the federal Social Security Act and its relationship with fairs. Upon passage of the act the Internal Revenue Bureau was reluctant to give any rulings on its application to our fairs and it was necessary to withhold official decisions. These studies continued during 1936 and also during that year much time of the chairman was spent compiling figures on allotments to fairs from the Works Progress Administration. At the 1936 convention the chairman reported that it was estimated that \$20,000,000 in the form of allotments and grants were made to agricultural fairs and expositions for improvements.

In 1937 the chairman appeared before officials of the Bureau of the Budget and requested an appropriation of \$250,000 for the Office of Exhibits of the United States Department of Agriculture.

While in Washington considerable time was spent with various officials discussing the possibility of a unified exhibits function for various government departments. It was apparent that the idea would be difficult to develop under the existing conditions and the uncertain tenure of many of the emergency agencies and bureaus. While the Bureau of the Budget was in sympathy with the idea, it did not offer much hope.

During the 1937 and 1938 conventions the members of the association went on record as favoring the exemption of agricultural fairs from the provisions of the federal Social Security Act when it was apparent that its provisions were applicable to exhibitions which were not directly instrumentalities of government.

The chairman made presentations to the proper committees of the Congress, but was informed that no separate amendments would be given consideration until a report of a special committee which was studying the entire act had been made. It was necessary to mark time.

On June 12, 1939, the chairman advised the members that H. R. 6635 (Report No. 728), a bill to amend the Social Security Act and for other purposes, had passed the House of Representatives. Section 1411 (adjustment of tax), paragraph 10 (b), indicated that "service performed in the employ of an agricultural or horticultural organization" would exempt non-profit agricultural fairs from paying the tax.

The bill as approved by the House had then gone to the Senate. We then advised the members to write their two senators immediately, asking their support of that section of the bill as above quoted.

As we all know, the various proposed amendments to the Social Security Act got into a parliamentary tangle and it was not until August 10, 1939, during the closing hours of the Congress, that the amendments were passed. Our exemption proposal remained intact.

If any fair now comes under the purview of the Social Security Act,

(Continued on next page)

# DEE LANG'S FAMOUS SHOWS

"NOT THE LARGEST—BUT THE CLEANEST"

WE WILL AGAIN OFFER FOR THE 1941 SEASON "AMERICA'S MOST BEAUTIFUL MOTORIZED SHOW" GREATLY ENLARGED

## FAIR SECRETARIES AND CELEBRATION COMMITTEES:

We invite the most critical inspection of our show at any time, because you will find nothing but good, pleasant attractions of all kinds—attractions that give patrons their money's worth. The large earning capacity is the result of clean, first-class equipment, designed and maintained in perfect order—a beautiful show that INVITES the public and draws the people back again and again. Our repeat dates year after year is proof that Dee Lang's Famous Shows are wanted in the same localities by the fair secretaries, city officials and the paying customers. We offer as references any Fair, Celebration or City we have played for the past 11 years. Complete route list furnished on request.

Be sure of the show you book in 1941—get Dee Lang. We will again travel from Canada to the Gulf of Mexico, in the Middle West. Get all the facts now while we still have some open time.



Merry Christmas  
and a  
HAPPY NEW YEAR  
to all our friends

Congratulations  
**IAFE** on your  
50<sup>th</sup> Anniversary

## CAN PLACE FOR 1941 THE FOLLOWING:

- CONCESSIONS:** Any legitimate concessions that do not operate for over ten cents.
- SHOWS:** Will furnish complete outfits to showmen who have something worthwhile. Can place several good talkers and grinders. Salary or percentage. Can place Fat Lady who entertains.
- GIRL REVUE:** Can place Electric Guitar Players. We will furnish Electric Guitars and Equipment. Can place young, good-looking Dancers. Salary paid out of office. Or we will turn this show over to responsible party with organized Girl or Hawaiian Revue if he can furnish good show to put in same. Have beautiful set-up for same.
- RIDE HELP:** Can place good, sober and reliable Ride Men who can drive Big Eli Semi-Trailers.

Can place Designer and Builder. Must be reliable and sober at all times.

ALL ADDRESS: DEE LANG, GEN. MGR., SHERMAN HOTEL, CHICAGO, ILL., DECEMBER 26; THEN SINTON, TEXAS (WINTER QUARTERS).

## OUR THANKS AND CONGRATULATIONS TO THESE FAIRS AND CELEBRATIONS, and All Others We Have Played in the Past Eleven Years:

- |                    |                 |                      |
|--------------------|-----------------|----------------------|
| Barnesville, Minn. | Fertile, Minn.  | Warren, Minn.        |
| Hallock, Minn.     | Ada, Minn.      | Detroit Lakes, Minn. |
| Perham, Minn.      | Northwood, Iowa | New Ulm, Minn.       |
| Kasson, Minn.      | Preston, Minn.  | Jackson, Mo.         |
| Trenton, Tenn.     | Hope, Ark.      | Terrill, Texas       |
| McKinney, Texas    | Denton, Texas   | Lutwin, Texas        |
| Conroe, Texas      | Gilmer, Texas   | Conroe, Texas        |

## NOW BOOKING FOR THE 1941 SEASON

CONGRATULATIONS  
AND BEST WISHES ON  
YOUR 50TH ANNIVERSARY

IAFE

40

YEARS MANUFACTURING  
POPCORN MACHINES HAS  
GIVEN DUNBAR AN  
UNEQUALED REPUTATION

DUNBAR POPCORN MACHINES FOR . . .  
DEPENDABILITY—DURABILITY—ECONOMY

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A MODEL FOR EVERY PURPOSE  
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SEE OUR NEW ADVANCE MODELS  
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IMPERIAL  
SHOWS, Inc.  
Congratulate  
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We are now engaged in extensive remodeling and rebuilding operations which will make Imperial Shows a most desirable midway in 1941. New rides, new shows and attractions will give your patrons the thrill of their lives. Beautiful fronts, grand entertainment, and novel exhibits cannot help but give you a profitable attendance record.

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THANKS  
TO ALL THE  
FAIR MEN  
CELEBRATION  
COMMITTEES  
AND ALL  
SHOW PEOPLE

E. A. HOCK, Mgr.

## History of IAFE Government Relations

(Continued from page 41)

and if it is a tax-exempt institution and no profits inure to any stockholder or stockholders, it can claim exemption by writing to the Collector of Internal Revenue in its respective district.

### Freight Rate Proposals

On February 4, 1939, the attention of the chairman was called to the fact that the Joint Conference Committee of Eastern Railroads was preparing to cancel reductions on rates of shipping material and equipment (Agent Jones's Tariff, 360-F ICC No. 2848) which were then effective.

This was one of the most important matters to affect the interest of our fairs since the association was formed 50 years ago. The cancellation of the free return shipment clause by the Eastern railroads would have meant that other railroads throughout the country would, naturally, have followed a similar procedure in due course.

On February 17, 1939, only 13 days after notices were sent to our members and interested parties, the chairman received a letter from H. Wilson, chairman of the Joint Conference Committee in New York, stating: "Upon further consideration of this matter by the carriers, it has been decided to withdraw this proposal and continue the present tariff in effect."

Not including innumerable form letters and telegrams, the chairman wrote over 500 personal letters and the file constitutes a good example of the splendid co-operation which exists between our members and allied interests. Mr. Wilson stated that he had seldom met such a strongly organized campaign against a rate change proposal.

During 1939 and the early months of 1940 there was considerable correspondence with the Western Trunk Line Committee on its proposals for an advance of charges in alteration to livestock shipping cars and demurrage charges. These differences of opinion were settled amicably. There was also correspondence with the Interstate Commerce Commission on the clarification of the clauses and rulings pertaining to the free return shipment of exhibits to agricultural fairs and expositions. The ICC in a far-reaching decision gave as its opinion that it was in the public interest that these free return provisions should be maintained.

### Make Change in Wording

Following the completion of the several railroad matters the chairman, in January of this year, requested that he be relieved from the chairmanship of the Committee on Government Relations. He had served continuously since the December, 1929, meeting of the association, having been reappointed chairman by the successive presidents since that time.

During the winter and early spring of 1940 the chairman was called to Washington to confer with officials of the agricultural extension service of the United States Department of Agriculture on the contemplated change in the wording of the appropriation item for exhibits. The language of the appropriation item had heretofore been substantially the same since the original appropriation in 1917, but was changed this year to include a general appropriation for extension information. The chairman received assurances that the work of the Office of Exhibits would in no wise be curtailed, and the chairman gave his assent to the change, feeling that it would meet with the approval of the members.

During his visits to Washington the chairman conferred on plans for the more extensive use of agricultural exhibits and the possibility of their being supplemented with motion pictures and other visual aids. He found Reuben Brigham, assistant director of the agricultural extension service, and Lester A. Schlup, acting chief of the office of extension information, sympathetic to the interest of agricultural fairs and educational exhibits in general.

### Summary and Conclusions

It is apparent from the accomplishments of the Committee on Government Relations during the past 10 years that the idea of having a permanent continuing committee is sound. The work of the committee could not have been effective without the co-operation of Charles A. Nash, past president of the association. Mr. Nash, as general manager of the Eastern States Exposition, made available to the chairman the facilities of the exposition office without charge. While this imposed a burden on one member, Mr. Nash was glad to do it as a contribution to the association.

The activities of the committee during the past decade were carried on with comparatively little expense to the association and the chairman served without remuneration. It would be costly to the association to maintain a year-round representative in Washington, and if we did it is doubtful if we could secure someone with familiarity with the problems of agricultural fairs and of the members.

The strength of the work of the committee has been its voluntary efforts. It is well to keep in mind that with the larger number of supervisory agencies in Washington, government relationship activities will require as much if not more attention in the future than they have in the past.

We regret that it is impossible to mention each and every individual and the many organizations that contributed to the success of the various undertakings. Without their support the work of the committee could not have been successful.

We have also had fine support from the agricultural press, the trade press, and particularly The Billboard, the last-named at all times making available the pages of its valuable publication to keep the members informed of the progress and results of the committee's activities.

THE END

## The Perpetual World's Fair

(Continued from page 21)

Executive in the country has already discovered for himself) was the tremendous importance to the exposition as a whole of friendly co-operative relations with men of the amusement area. At the Forty Fair we were very fortunate indeed to have a committee headed by Frank Buck representing the shows and concessions, and I want to express here, as I have on other occasions, my admiration and gratitude for the work of that committee.

The endless problems of combination ticket adjustments, exhibitor competition, press contacts, special-day concessions, and all the rest that enter the field of corporation-concessionaire relations could easily pile up into a mountain of failures—and can as easily be avoided. If there is a Golden Rule for fair officials, that rule is: Play fair with your concessionaires.

I mentioned exhibitor competition as one of the difficulties confronting showmen and concessionaires. I suspect that this is a problem which has developed to its present degree fairly recently and that it will become even more acute as time goes on. The great strides made in commercial advertising and promotion during the past decade have blurred the traditional distinction between "exhibit area" and "midway." Nearly every exhibit had its show, and many of them were entertainment of the very highest order.

Jimmie Lynch and his crew, Railroads on Parade, the Futurama, the Ford Ballet, the Chrysler movies, Firestone's jungle, and the many others like them—these were all industrial exhibits, mind you. Contrast them with the traditional "exhibit" at World's Fairs only a short time ago. Here is an important tendency that every future fair official—and certainly every concessionaire—ought to study very carefully.

In this connection there is an interesting set of figures that I have never seen publicized and which I think deserve some attention. At the opening of A Century of Progress Exposition in 1933 there were, I am told, not more than half a dozen auditoriums in the exhibit area where audiences could sit down and watch something take place. During the second year at Chicago a great many more exhibitors put in theaters of some kind. But by the time the Forty Fair opened in New York no less than 54 auditoriums and little theaters were provided for visitors.

I do not know how visible this trend is in county and State fairs yet, but my guess is that it will soon be something for concessionaires to reckon with.

While it is true that no fair—World's Fair or county fair—can be a success without a lively amusement program, we should not lose sight of the fact that its substance must be educational and informational. The Forty Fair was especially fortunate in this regard, the exhibits in the industrial, State, and foreign areas being filled with displays of the finest informational content. In this connection I wish to pay my hearty respects to all the exhibitors for their sound and intelligent co-operation. There was a great deal of satisfaction in dealing with the Exhibitors' Association. The extraordinary balance between showmanship-in-exhibits and showmanship-in-amusements at the Forty Fair was due in large measure to their good sense and hard work.

What will the future of great fairs be? It is safe to say that not for a long time will America have another one on the lavish scale of the recent past. For one thing, whatever the outcome abroad, there will for many years be no money for the building and maintenance of huge foreign pavilions.

And then I suspect that the vein here in America has been worked a little too feverishly. In the past seven years we have had seven expositions: Chicago, San Diego, Dallas, Fort Worth, Cleveland, San Francisco, and New York. Every one of them has enjoyed a second season.

From a broad point of view they have all been worth while. They have helped sharpen our national consciousness and increased our stature in the eyes of the world. They have given millions of people a chance to have a grand time and rub elbows with their fellow citizens from every corner of the country. But the nation may be temporarily oversold on the product.

Fairs have always been a part of our national picture, and as long as Americans are Americans they will continue to be an important part of that picture. My own prediction is that as mammoth expositions go into partial eclipse for a time, the popularity of county, State, and regional fairs will increase.

Americans want more than ever before to be shown their country, its resources, products, and amusements. And except for the matter of size, which is a dubious asset, the established annual fairs can do this job for a good many years to come just as well as the \$155,000,000 enterprise on Blushing Meadow.

THE END

## The Fair as an American Institution

(Continued from page 27)

Fairs, but they will constantly go forward to greater appreciation of their charms and worth. They are getting what is needed for their highest attainments—intelligent thought, high ideals, and hard work. What else except success can attend the fair that plainly labels its exhibits, upholds its educational features, provides balanced entertainment, drafts the best citizens, brings the city and country together in displays, properly parades its entries, guards its sanitation, profits by its mistakes—and stays out of a rut?

THE END

# S N A P P

## GREATER SHOWS

**Congratulations  
and  
Best Wishes  
IAFE**



**MERRY CHRISTMAS  
TO ALL**

● Fair Secretaries, Celebration Committeemen . . . we are now booking dates for the 1941 season. See us first . . . we have all the latest rides, shows and concessions. Beautiful, inviting fronts, Giant Musical Electric Towers, and a brilliantly lighted midway.

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**GREETINGS, IAFE  
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**Now Contracting New and Outstanding  
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Sincere Best Wishes and Congratulations

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50 YEARS OF PROGRESS IS A VERY FINE RECORD



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Care of The Billboard,  
Cincinnati, Ohio

**CONGRATULATIONS, IAFE**

on your 50th Anniversary

**BEN WEISS DE LUXE BINGOS**

We Owe Our Success to Fair Dealing Both With the Public and the Fair Officials. Here Are Our References—

The Fairs We Attended This Year.

Listed Alphabetically

ALLENTOWN, PA.  
ATHENS, GA.  
ARENDSVILLE, PA.  
BLOOMSBURG, PA.  
CORTLAND, N. Y.  
CAMBRIDGE, N. Y.  
EPHRATA, PA.  
GAINESVILLE, GA.  
GREENVILLE, N. C.  
HAGERSTOWN, M. D.  
JACKSONVILLE, FLA.  
MACON (Georgia State Expo.)

NASSAU, N. Y.  
ORANGEBURG, S. C.  
POTTSVILLE, PA.  
QUEBEC CITY, CANADA  
READING, PA.  
ROXBORO, N. C.  
SYRACUSE (N. Y. State Fair)  
SHERBROOKE, CANADA  
TANEYTOWN, MD.  
WASHINGTON, N. C.  
WESTPORT, N. Y.  
YORK, PA.

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If You Want the Most Up-To-Date Merchandise Bingo Get in Touch With Us.

Permanent Address:

**BEN WEISS**

205 Sea Breeze Ave.,

Brooklyn, N. Y.

**The IAFE**

(Continued from page 13)

fairness, there was the address by J. C. Simpson, of Iowa State Fair, who delivered striking wordage on "State Fair Publicity" broken down into various classes. Then, in a departure from the subject, he made this statement, still good today:

"Sometimes the officials of associations are a little reluctant about printing statistical information for the reason that it appears in print and some of them think it makes an unfair comparison with some of the shows. I do not believe that any man or any board of managers should be afraid or should feel reluctant about publishing statistics and any other facts about their institutions. It is from these things that I try to improve conditions at our own fair." It was with this in mind that The Billboard prepared for this historic Golden Jubilee issue a "Directory of Fairs," but the "little reluctance" enunciated by Mr. Simpson still seems a phrase from but yesterday morning.

It was also 30 years ago that the association voted to accept its first "foreign" member, the Insular Fair of San Juan, Puerto Rico, and an important subject of prolonged discussion concerned the handling of the pass problem. It is as much of a problem today. Of wider scope was the problem of freight rates on livestock and classifications thereof. Many annual conventions were occupied mostly with a discussion of the situation, and eventually some system of uniformity and rate relief was worked out. This could not have been done without missionary work. A veteran chairman-member of the Transportation Committee with W. R. Mellor, of Lincoln, Neb., who was succeeded by J. W. Newman, of Frankfort, Ky. There was a job to be done, obstacles to be hurdled. The AAF did it.

By 1912 there were nearly 50 members, with many applications being received. Gate handling and turnstiles were important considerations, along with exhibit sales, advertising, and "Special Days." The body tackled the problems of concession prices and the sheetwriter, with a restrictive resolution on the latter in favor of bona fide publications. John C. Simpson was going thru a few terms as president W. H. Stratton, Dallas, Tex., was on the Statistics Committee with E. L. Richardson, of Calgary, Alta., Can., and I. S. Mahan, of Oklahoma City. A. R. Corey, of Des Moines, was serving on the Premium List Committee with Thomas H. Canfield, then of Lake Park, Minn. A special committee had been created, that which had to do with national legislation, a kind of forerunner to the group on government relations established subsequently. It was estimated that one person of every 18 was attending State fairs, the ratio being reduced (that is, the attendance going up) when more figures became available.

The constitution and rules as finally adopted in this period confined membership, except those already affiliated, "to State fairs or livestock or agricultural exhibitions that have held two annual fairs and whose total receipts, exclusive of appropriations, and subscriptions to capital stock, shall not be less than \$40,000." Five delegates from each fair were authorized and the dues fixed at \$35. The secretary's salary was \$100.

There was talk of "baby" and "beauty" shows and similar trends of that era, and "strict constructionists" were as strong as the newly adopted constitution of the association be adhered to the letter.

In his presidential address at the 1914 convention John Simpson noted that the season was none too flourishing, ascribing it to international unrest. A national exposition was in the news, with D. O. Lively, superintendent of livestock, inviting the body to hold its 1915 conference at the Panama-Pacific Exposition in San Francisco, celebrating another great milestone in American achievement—completion of the Panama Canal. A comparative youngster, who was later to become association president and ranking official of a great exposition, was working at the fair in Fargo, N. D. This was Charles A. Nash, now of Springfield, Mass. Topical subjects were dissected in great detail.

In the next year, with W. R. Mellor, of Lincoln, Neb., in the chair, an interesting trend was being discussed. A large fair had initiated the trial of a free gate and it was said that "this new departure will demand attention in a new analysis of changed conditions." It was more than a prophecy, for the next few years were to find many big fairs in the vast Middle Western region experimenting with free gates and reaping results.

The second year of the European strife had a convention speaker discussing German economic colonization in almost the same terms as we do today: "The Germans are putting merchandise into South America, jewelry into Hindoostan. . . . Germany does it thru its consular system." It could not be said that the association was not aware of the world situation. Auto racing was talked about as "a comparative innovation." Tennessee's Mr. Russwurm was complaining of a lingering illness a quarter of a century ago, and today he is in a state of semi-retirement because of illness. The Grand Old Man of the AA and IA fathered many of the body's pet projects.

W. H. Stratton, of Dallas, Tex., was pointing out how to run a big exposition without horse racing and said the expenditure for attractions in 1915 was \$32,000. Another conferee, tracing the evolution of fairs, observed that "the persuasive power of the booking agent, added to the desire of fair managers to furnish new and pleasing entertainment, gave the free attractions feature of the fair added impetus until it has grown to be one of much importance." He also tackled an age-old topic: "While there may be some difference of opinion as to the relation of the carnival company to the fair, like poor relations, we all have them and will probably continue to do so as long as they meet the public demand which they now unquestionably do to a considerable extent. They are a source of revenue, help to fill space, and give an added amount of noise and excitement to the ensemble."

On the same program it was declared that "an attractive midway with clean shows is certainly an advantage. The average full-blooded American citizen still has a curiosity to see what is behind the carefully screened tent entrance." The convention in that year was dominated

by a discussion of entertainment features with Joe Morton, of Sioux City, Ia., giving scholarly treatment to the subject.

The Automobile Racing Committee, led by I. S. Mahan, of Oklahoma City, recommended the incorporation of a governing body "with full and complete power to act in matters pertaining to automobile racing" within the purview of the association. On March 23, 1915, the organization of the International Motor Contest Association was perfected, with a charter secured in Illinois. The following were named officers: G. W. Dickinson, Detroit, president; J. C. Simpson, Hamline, Minn., vice-president; I. S. Mahan, Oklahoma City, secretary-treasurer.

W. R. Mellor's presidential talk at the 1916 conclave was featured by a striking survey in which it was found that 23 of 37 fairs reporting had broken attendance records. Three reported failures. Rain took 12 per cent of the total of 250 operating days. The survey also showed the following as leading attractions:

Aviation, 20 votes; Auto Races, 14; Horse Racing and Vaudeville, 13; Fireworks, 8; Music and Bands, 7; Auto Polo, 3; Balloons, Football, Hippodrome, and Motorcycle Races, 2. With one vote each stood Agriculture, Agricultural Horn of Plenty, Art Show, Carnival, Educational, Head-On Collision, Lectures, Livestock, Military Parade, Night Choir, Relay Races, Social Events, Stock Parade, War Trenches, Wild West. It would appear from the foregoing that the public appetite has undergone considerable change.

In those days 33 fairs estimated the value of their plants at \$32,211,599, or nearly \$1,000,000 each. Total attendance reached by 37 members in the year before America entered the war was 5,822,565.

New York's Outdoor Showmen of the World sent an invitation to the association to attend its Christmas dinner in the Astor Hotel on December 27. The invitation was signed by the following members of the executive committee: Frank P. Spellman, chairman; Oscar C. Jurney, Albert Kiralfy, John P. Martin, Albert K. Greenland, Sam W. Gumpertz, Louis Berni, Louis E. Cooke, Harry E. Tudor, Henry Meyerhoff, William Judkins Hewitt, George L. McFarlane, and Victor D. Levitt. Many of them have passed on.

Brig.-Gen. Mahlon R. Margerum, of Trenton, N. J., who outlived his son, Col. J. Fred, addressed the body in a brisk speech on methods of handling inside and outside gates, and Albert E. Brown, veteran of the New York State Fair, was telling how to keep the fair from being "the same old thing."

A. L. Sponsler, of Hutchinson, Kan., opened the 1917 convention as president. It was a significant throwing of the switch inasmuch as the United States had become involved in the European struggle in April of that year. Yet the season was prosperous. It was in that year, too, that the exposition in Springfield, Mass., started on its way, the maiden fair being described as "successful, tho handicapped by both weather and transportation interferences."

Minnesota drew 397,199; Beaumont, Tex., home of the IAFE's 1940 president, L. B. Herring Jr., reported that the city had voted \$100,000 for purchase of a permanent fair site; Iowa attracted 349,298; Kentucky reported a \$10,000 saddle horse stake—largest ever offered in America; merchants in Nashville, Tenn., had made a cash donation of \$10,000 for free attractions in 1917 and 1918; good records were turned in by Montana; Atlanta, Ga.; Jackson, Miss.; Illinois State Fair; Memphis, Tenn.; Meridian, Miss.; Denver; Danville, Ill.; Kansas State; Huron, S. D.; Syracuse, N. Y.; Wyoming State; Spokane, Wash.; Grand Forks, N. D. Oklahoma City turned in \$26,000 in net profits. State Fair of Texas profited by \$100,000. Indiana and Nebraska State fairs went way in the black. Successful events were reported by Rochester, N. Y.; Calgary, Alta.; Georgia State; Michigan State; Edmonton, Alta.; Idaho State; Louisiana State.

Despite these triumphs during a period when the nation was at war, the continuance of annuals was endangered. This phase of AAFE history is described in detail by Milton Danziger in his history of government relations in this section.

By this time association membership had reached the very sizable total of 63. It was before such a large gathering of fairs and their numerous delegates that Canada's Minister of Agriculture appeared—the Hon. Duncan Marshall—and he was given a rousing ovation. Virginia State Fair, Connecticut Fair of Hartford, and the National Implement and Vehicle Show of Peoria, Ill., were elected to membership. Others were taken in after their eligibility had been properly checked. The AA was nothing if not particular as to eligibility rules. Charles Downing, of Indianapolis, retiring as secretary because he had become identified with non-fair interests, said he had begun attending the conventions in 1893, when there were only about eight members. The oldest convention delegate he could remember in the room was C. E. Cameron, of Iowa. Downing was succeeded by C. N. McIlvaine, of Huron, S. D. The former was made a life member of the association.

By 1918 membership had grown to approximately 70, which is about the current strength save that there are some 20 State association members swelling the IAFE roster. A featured speaker of that year's gathering was Frank Albert, executive secretary National Outdoor Showmen's Association of Chicago, who made a bow to free-act agencies: "There used to be a time when Mr. Barnum and Mr. Bailey and the various men who owned large circuses controlled and exhibited the greatest of acts for outdoor exhibitions. That is not so any more. The men today who furnish the biggest attractions, and who make the biggest attractions possible, are the booking agents who handle outdoor amusement attractions."

Canadian National Exhibition (Toronto), Western Fair Association (London, Ont.), Florida State Fair (Jacksonville), Washington State Fair (Continued on next page)

# SEASON'S GREETINGS TO OUR FRIENDS AND MEMBERS OF IAFE

GOING UP  
GOING AHEAD  
GOING STRONGER

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NEWTON, IA.  
NEVADA, IA.  
BELLE PLAINE, IA.  
DES MOINES, IA.  
IOWA CITY, IA.  
LA CROSSE, WIS.

ANTICO, WIS.  
OCONTO FALLS, WIS.  
EAGLE RIVER, WIS.  
WAUSAU, WIS.  
STEVENS POINT, WIS.  
RED WING, WIS.  
RUSH CITY, MINN.  
FARIBAULT, MINN.  
GLENWOOD, MINN.  
PLAINVIEW, MINN.

APPLETON CITY, MO.  
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COMMERCE, TEX.  
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## The IAFE

(Continued from page 45)

(Yakima), and Chattanooga District Fair (Tennessee), were admitted to membership. Others were coming in. Dues were increased from \$35 to \$100, but it was understood to be a temporary measure to aid government relations and other missionary work.

On December 5 and 6, 1918, 15 State fairs and expositions met in the Auditorium Hotel, Chicago, and made the preliminary steps for organizing the International Association of Fairs and Expositions. The officers named were Thomas H. Canfield, St. Paul, Minn., president; A. R. Corey, Des Moines, Ia., vice-president, and I. S. Mahan, Oklahoma City, Okla., secretary-treasurer. It was decided to complete incorporation at another meeting, to be held in Chicago on February 19 and 20 of the following year, with the officers empowered to prepare articles of incorporation and bylaws. In the interim period, S. N. Mayfield, Waco, Tex., and George W. Dickinson, Detroit, were named with the officers as the board of directors. Incorporation was duly made under the laws of Illinois, with headquarters in Chicago. Messrs. Canfield, Mahan, Dickinson, and E. J. Curtin, of Iowa Board of Agriculture, signed the Articles of Incorporation. Charter members numbered 19.

At this point a word about the name "International Association of Fairs and Expositions" might be apt. The American Association dates historically and formally from 1891, but it, too, had its forerunners. On October 26, 1885, Robert W. Furnas, secretary Nebraska State Board of Agriculture, communicated with various presidents of State aggie boards outlining a plan to form a circuit of State fairs embracing mostly the Western portion of the country. Representatives of State boards favored a meeting in Chicago during the forthcoming American Fat Stock and Dairy Show, November 10-19, 1885. As a result, the Western Fair Circuit Association was organized with Minnesota, Wisconsin, Iowa, Nebraska, Kansas, Illinois, and Missouri. Furnas was elected president and Charles F. Mills, of Illinois, secretary, on Tuesday, November 17, 1885, in the clubrooms of the Sherman House. The next meeting was held on November 16, 1886, and the same officers elected. On November 13 and 14, 1888, a meeting was held in Milwaukee by a society calling itself the International Association of Fairs and Expositions, hence the name itself would appear to be in its 53d year. In short, it is older than its "successor," the American Association of Fairs and Expositions.

However, the original IAFE underwent changes in nomenclature, as well as in its machinery. On November 19, 1888, we find that members of a Western Circuit of State Fairs met in Chicago for selection of dates. On November 24, 1894, New York made application for membership and, as Ohio had joined a few years before, it was decided to change the title to the Western and Eastern District Fair Association. On November 19, 1896, the name was again changed—this time to the American Association of Fair Managers, with Mr. Furnas continuing as president. The next year, 1897, the meeting was held in Milwaukee, and in 1898 (October 25-26) at Omaha, Neb., where formal adoption of the name "American Association of Fairs and Expositions" was put thru.

At the February, 1919, resumption Tom Canfield, the president during incorporation, resigned, and W. H. Stratton, Dallas, Tex., was elected president, thus becoming first head of the new corporation. Similarly, Vice-President Corey resigned and he was succeeded by George W. Dickinson, with Secretary-Treasurer Mahan succeeded by C. N. McIlvaine. Horace S. Ensign, Helena, Mont., and A. L. Sponsler, Hutchinson, Kan., became directors.

During the session, February 19, 1919, word was received that the home of auto-race promoter J. Alex Sloan in Evanston, Ill., had undergone almost complete destruction by fire, and a resolution of sympathy was spread upon the records. Thus it is embodied in the archives that one of the first, if not the first business transacted by the new organization had to do with the show business. It was then, and is now, a definite indication of the interdependence of the fair business and the amusement, business. And the knot has been and probably always will be a symbol of warm human relationship between two great component parts of the amusement industry.

R. A. Brown, head of the Alabama State Fair, was the 1919 president of the American Association and he was succeeded by R. M. Davison, Illinois State Fair. During his administration Davison informed delegates that "it is very gratifying to announce that the International Association of Fairs and Expositions has requested me to say that it has appointed a committee to confer with a like committee appointed by this body relative to an amalgamation of the interests of the two associations. I am happy to state that the boys are a bunch of dandy good fellows and we should all be together—and I will be delighted to see that day."

That simple statement sparked the merger. The newly formed IAFE was meeting in Chicago at another hotel. A committee of the AA met with a group of the International, "which resulted unanimously in a recommendation . . . that a committee . . . be appointed . . . with authority to unite these two associations, and that the actions of the two committees be binding."

It is significant that the recommendation was made by the head of the AA's committee, R. A. Brown, who had been association president when the "separation" of the IA from the mother group had taken place. At the banquet session of the convention of 1920 Mr. Brown made a historic statement: "Mr. President, Members of the Association, Ladies and Gentlemen: Your committee appointed for the purpose of amalgamating the two associations beg leave to report, and we have the honor and pleasure of conveying to you the welcome news that this union has been consummated."

The audience rose and applauded for what seemed minutes. The AA adopted the name of the International, along with the latter's constitution and bylaws. Dues were announced as \$100 for United States members, \$35 for Canadians.

The officers: J. W. Russwurm, Nashville, Tenn., president; Richard Mahan, Oklahoma City, vice-president; Don V. Moore, Sioux City, Ia.,

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secretary-treasurer; Russwurm, Mahan, Moore, McRoberts (North Dakota), and Saunders, Richmond, Va., board of directors. That the records may be complete, it should be noted that the retiring heads of each organization in 1920 were George Dickinson for the International and R. M. Davison for the American, who acted as toastmaster at the banquet.

Russwurm was therefore a symbol in association history, being the first head of the amalgamation. His first speech was characteristic:

"I am like my neighbor friend, Dr. Prince, who was the postmaster in our little town, and when informed by his son that he had gotten married, he said, 'really, my son, you have played hell.' I believe that was what the Amalgamated Associations did when they called me to the chair of their president. I never have a vacation. I am a farmer; I build silos, grain elevators, run a dairy, try to run a farm, and I take you all into my confidence—I am in love, and, consequently, you know I am a very busy man. I am not unmindful of the duties that have been assigned to me, but any man, or any set of men, who will give up their business and engage in these lines of production are worth more to humanity, worth more to mankind, and worth more to the country which they serve than all the heroism that ever was proclaimed."

The early years of the amalgamation found the International feeling its way, just as the nation itself, in the midst of post-war "reconstruction" had, in a manner of speaking, gone back to repeat history—the years following the War Between the States. The "new" organization had become acutely conscious of management—planned management—and thus, in 1924, created one of its greatest heritages—the School in Fair Management. This occurred during the administration of Thomas H. Canfield, Minnesota.

The project was first discussed at a meeting of the directors the previous December, but some time was lost in attempting an affiliation with Northwestern University, which finally decided that its facilities for such a purpose were limited. Eventually the University of Chicago approved the school, to be conducted under joint auspices—the university and the association. The dates set for the classes were May 12-17, 1924, with the School of Commerce and administration of the university co-operating. Representing Chicago U. were James Hayden Tufts, vice-president and dean of faculties; William Homer Spencer, dean of the School of Commerce and Administration, and Prof. Leon Carroll Marshall, chairman of the Department of Political Economy.

Of the 30 addresses made at the school sessions, half were delivered by fair officials, the balance by educators, technical men, practitioners, and the like.

At the convention at the end of that year President Canfield addressed the body and delivered a remarkably enthusiastic summary of the school and its accomplishments. But as a further indication of

the interwoven relationships between fairs and amusements, Tom Canfield featured the opening session by commenting on the death of Con T. Kennedy, the great carnival operator, which had occurred a week before the convention opened.

In his formal oration he pushed for a "Central Office for Fairs," with headquarters in Chicago. It is important to remark here that this is still the goal of the association secretary since 1938, Frank Kingman, of Brockton. And that goal is a holdover from the secretarial regime immediately preceding—that of Ralph T. Hemphill, Oklahoma City, Okla., International secretary 1925-'38.

An illuminating speech at the '24 powwow was made by Dr. H. W. Waters, for many years general manager of the Canadian National Exhibition. His subject was the British Empire Exposition, held in Wembley. A dozen years later, when Dr. Waters had left Toronto officialdom to engage in mining activities, he became author of an informative treatise on his pet field—"The History of Fairs and Expositions."

The membership in that year was a juicy 72. It named an Easterner as its president for the forthcoming year—Edgar F. Edwards, Rochester, N. Y. Don Moore, veteran secretary, made the nomination for his successor, Mr. Hemphill, who came in by acclaim. The secretary's salary was raised from \$300 to \$1,200 per year upon Mr. Moore's recommendation. When the list of members and their delegates was scanned it was noted that the fourth-in-rank delegate from Eastern States Exposition, Springfield, was "Frank H. Kingman, chief clerk." It was not long before Mr. Kingman became a manager in his own right and a reigning influence in the International.

Following the establishment of a School in Fair Management, the International maintained, for three years, a scholarship at the University of Chicago. As part of its work the association began publishing a series of books and bulletins to create a literature for the industry. The studies were prepared with the help of R. W. Morrish, research assistant at the university.

In 1925 a one-day meeting was held in February to discuss school business, including publication of a book dealing with the sessions. That detail out of the way, much talk and exhibition of correspondence were indulged in concerning proposed affiliation of the IA with a trade paper which shortly after that went out of existence. There was virtual unanimity of opinion which led to flat refusal of the publication's offer. A National Association of Fairs had sprung up with G. R. Lewis, of Columbus, O., as secretary—its function embracing county events. It was in this year, 15 years ago, that the Brockton Fair was admitted to membership.

(Continued on next page)

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**The IAFE**

(Continued from page 47)

A highly informative address by Charles A. Nash, Springfield, Mass., on "Fair Accounting" resulted in the inclusion, in the IA's annual proceedings literature for 1925, of a number of specimen forms used by the Eastern States Exposition—the first time that the year books had published such material.

The regular convention sessions were held in the following December of the same year. After serious study it was found that the Fair Management School could not continue owing to the fact that the University of Chicago could not supply suitable accommodations. Speakers delivered the addresses they had prepared, however, and the whole, along with other pertinent information, was published for the body at large. Prof. J. W. Thompson expounded lengthily on the history of fairs. It precipitated resumption of talk about the school sessions, but no hope was held out for revival.

F. L. Eaton, Sioux City, Ia., president of the association years before (1906 and 1907), had died in July of 1925 after serving his fair for 22 years.

Another one-day session was held in February, 1926, to discuss the December convention. President Frank D. Fuller, Memphis, Tenn., opened the December proceedings with a tribute to Phil Eastman, Topeka, Kan., who had dropped dead the day before near the Sherman Hotel while waiting for his wife's arrival. It was in that year that Mahlon R. Margerum, dean of fair men and delegate from Trenton, N. J., celebrated his 50th wedding anniversary, preceding by 14 years the jubilee of the association. Philadelphia's Sesquicentennial fiasco, which had closed on the eve of the convention, came in for spirited discussion, R. J. Pearce describing the favorable phases of the exposition. A resolution on the death of R. M. Striplin, Southeastern States Exposition, Atlanta, was spread on the records.

In the next 13 years, spaced about three years apart, four Canadians ruled as IA heads—E. L. Richardson, Calgary; P. M. Abbott, Edmonton; Elwood A. Hughes, Toronto, and Sid Johns, Saskatoon. In between officials from the States—from widely separated regions—symbolized the far-flung character of the association: W. R. Hirsch, Shreveport, La.; Charles A. Nash, Springfield, Mass.; E. G. Bylander, Little Rock, Ark.; A. R. Corey, Des Moines, Ia.; Fred A. Chapman, Ionia, Mich.; Raymond A. Lee, St. Paul, Minn.; Maurice W. Jencks, Topeka, Kan.; Ralph E. Ammon, Madison, Wis., and L. B. Herring Jr., Beaumont, Tex., incumbent.

Talk during 1929 and thereafter turned toward the Chicago World's Fair projected for 1933. Charlie Nash worked up the machinery to formulate a Past Presidents' Club. The formal ritual took place at the next session. A recommendation was heard that circuits be created for the transportation of carnivals, thus "eliminating long, expensive railroad movements from fair to fair," an elimination which "would prove profitable both to the fairs and the owners of shows."

Up to the speakers' platform came the Hon. Len Small, of Kankakee, Ill., governor. He had been attending conventions before the IA was ever thought of, going back to American Association beginnings. "That was the first year" (1891), the governor declared, "I engaged free acts at the Kankakee State Fair, and we have engaged them ever since."

A tribute was paid to Edgar F. Edwards, Rochester (N. Y.) Exposition, who had died during the year. A new member admitted that year (1929) was the New England Fair, Worcester, Mass.—its general manager, Frank Kingman. Charlie Nash described the event as "the oldest I know of in America . . . which has been running 111 years in Worcester."

An outstanding feature of the 1930 conference was the introduction of leaders in their fields, each of whom contributed powerful addresses about their chosen professions: R. S. Uzzell, for the National Association of Amusement Parks; Milt Morris, midways; Mike Barnes, free acts, and Wilfred J. Riley, then editor of The Billboard, his subject being the press. Readers will forgive a whim of the present "historian" to indulge in a quote from President Bylander in connection with Editor Riley's speech. "I think of all the papers we have had at our conventions, this one carries the most direct information on the subject under discussion. I have never found The Billboard made mistakes. (Editor's Note—Mr. Bylander was very kind, but The Billboard, while not admitting to grievous mistakes, admits that it is human.) But I did notice that Mr. Riley this morning made a little error in one matter. He mentioned Rockefeller giving away dimes. If you have read the morning paper, you will know he has gone down to nickels and that he is a little tight with them." (Editor's Note—Mr. Riley was only mistaken by 50 per cent!)

Any report for 1932 must state that the season was none too flourishing. The depression, as big as life, had taken its toll, and many IA events were forced by circumstances to curtail expenditures. Attractions and premiums were naturally in the line of slash. Some fairs had to ask the midways for a better percentage, but there were others, on the other hand, which voluntarily reduced this percentage "in their own interest." The disturbing effect of molasses revenues was felt in the sessions and subjects, which were not as sprightly as in former years.

As if in confirmation of conditions at the time, A. C. Hartmann, editor of The Billboard, gave his address at one of the sessions the following introduction:

"Said Sambo to Rastus: 'You knows, Rastus, dat thing dey calls de business depresshun is jest lock what we seen in de sky not so long ago—you know, de thing dat shut off de sun.' 'You means de eclipse?' asked

Rastus. 'Yes, dat's what it wuz,' answered Sambo. 'But how do you figger dat de eclipse was lock de business depreshun?' asked Rastus. 'Well,' said Sambo, 'didn't both of 'em make everything dark and gloomy?'

Dues were reduced from \$50 to \$30 for fairs in the States, from \$35 to \$20 for Canadian fairs, and \$10 for membership of State associations. D. D. McEachin, president Minnesota State Fair, had died during the year, and C. E. Cameron, of Iowa, and J. W. Russwurm, of Tennessee, were reported seriously ill. Only about 32 members, including those from State bodies, were represented and the entire atmosphere at the convention was "dark and gloomy."

In 1933 the picture was slightly improved, but still far away from the era of prosperity enjoyed up to 1930. The 1932 losses had amounted as a group (taking in only those reporting) to about \$560,000. In 1933 there was a surplus of \$137 for 21 reporting members. Attendance increased 17 per cent, the day grandstand 27 1/2 per cent, and the night grandstand 65 per cent. The sizable increases only pointed to the sad state of things in 1932. Even though 1933 was better, total receipts increased only 8 per cent, while operating expenses were being trimmed 19 per cent.

It was an almost perfect setting for the entry of pari-mutuel betting on a national scale and some fairs took advantage of the opportunity represented by diminishing receipts to adopt the p.-m.'s as a policy. It was also an opportunity for Raymond Lee, of Minnesota, soon to become president, to expound on an "Everybody Pays" policy. Minnesota had, for the first time in history, reduced its gate to a quarter. That implemented its demand that everyone be treated alike—that is, that everyone pay. It was a revival of a subject that had been lost in the shuffle during the flush years, and it still is today a problem that confounds many a fair, large and small, urban and rustic, tawdry and dignified. It is interesting to cite Minnesota State Fair figures for 1932-'33:

	Gate		Grandstand (Same Scale)	
	Attendance	Receipts	Attendance	Receipts
1932—(50c) . . . . .	149,000	\$74,000	78,000	\$42,000
1933—(25c) . . . . .	372,000	93,000	125,000	78,000

PWA was being applied to fairdom. So was CWA. Frank P. Duffield delivered a long and interesting dissertation on A Century of Progress. The fireworks impresario served up the priceless revenue figures with an intimate touch. NRA was changing industrial habits and Milton Danziger was named co-ordinator, Code of Fair Competition, for the exhibition profession. Chairman of the Committee on Government Relations and up to his neck in work, it merely meant that he was adding another quasi-government job to his long list. Fred Chapman, of Iowa, was named president for 1934, when the convention site was shifted to Toronto, but Chapman was not to live to help celebrate the golden jubilee of an association for which he did so much.

The National Association of Amusement Parks and the Showmen's League of America met under the same roof in Toronto, the former merg-

ing with the American Association of Pools and Beaches and thus becoming the familiar NAAAPPB under a reorganization also involving other than the mere title.

President Chapman noted a considerable up in attendance and receipts for that year, with Toronto Fair again No. 1 in the Dominion and State Fair of Texas tops in the States. Mr. Chapman also paid tribute to The Billboard and its 40th anniversary, describing the publication as "of immeasurable value to every fair man and to every member of the outdoor show world."

Norman Bartlett spoke about midway rides and his European trip and Frank Duffield made a reappearance to discuss the second edition of the Chicago fair.

Elwood Hughes, of Toronto, led the 1935 convention. This was significant in that Secretary of State Cordell Hull had worked out a far-reaching reciprocal trade program in which Canada was beginning to play a leading part. President Hughes hinted that "that border line of ours should gradually disappear." It was a president turned prophet, for, beginning with Canada's entry into the European war (1939) and up to the establishment of a joint defense commission, the border line was to be almost imaginary except geographically, where its presence was merely a reminder of strangely common interests under separate flags. Again the IA was aware of its international assignment, its cosmopolitan purposes.

AAA had become a household word to agricultural interests and hence fairdom in general. J. W. Conklin, president Showmen's League of America, made a typically Conklinesque address. A conspicuous absentee was Edward F. Carruthers, of Barnes-Carruthers booking office, who had died shortly before. Another who had passed on was J. J. Clark, of Colorado.

Advent of the trailer home on a big-time basis had led fairs to give thought to their accommodation, and in 1936 Art Corey, of Des Moines, relieved many minds by describing the promotion of a trailer camp at the Iowa State fairgrounds. In the next few years the trailer industry was to become "bigger and better." At the second session in this year Harry C. Baker was scheduled to come to the rostrum to talk about the National Association of Amusement Parks, Pools, and Beaches, which he headed. He, like Fred Chapman, was to miss the IAFE's 50th annual meeting, having passed on in August of last year. It is pure coincidence that he also missed the session due to stress of park convention activities, George P. Smith Jr. substituting for him. Smith later became associated in the amusements department of the New York World's Fair.

On a subject that is never really exhaustible R. D. Molesworth, then publicity director Missouri State Fair, made a practically exhaustive study—"Importance of Real Attractions and Publicity for Growing Fairs." Milton Danziger's Government Relations report for the year showed, among other things, that 303 fairs had been allotted \$10,861,987 of federal

(Continued on next page)



Merry Christmas and a  
Happy New Year to all our friends  
From



Congratulations

IAFE

on your 50<sup>th</sup> Anniversary

Some of the Fairs  
Played in 1940

- LA CROSSE INTERSTATE FAIR—La Crosse, Wis.
- STEELE COUNTY FREE FAIR—Owatonna, Minn.
- SIoux EMPIRE FAIR — Sioux Falls, S. D.
- NEBRASKA STATE FAIR — Lincoln, Neb.
- TULSA STATE FAIR — Tulsa, Okla.
- KANSAS STATE FAIR—Hutchinson, Kan.
- PANHANDLE SO. PLAINS FAIR—Lubbock, Tex.
- WEST TEXAS FAIR — Abilene, Tex.
- BRAZOS VALLEY FAIR —Waco, Tex.

Since the inception of The Goodman Wonder Shows 4 years ago, it has been the constant aim of the management to furnish the best in midway entertainment. Clean, wholesome shows, new and novel rides, and the finest concessions on any carnival midway. With this thought in mind, we welcome correspondence from capable showmen who have new and novel ideas.

Our promise to all fair secretaries and sponsors for the season of 1941—A Bigger and Better Goodman Wonder Show. One you can really be proud to present in your community.

Max Goodman

GOODMAN WONDER SHOW

WINTER QUARTERS: LITTLE ROCK, ARK.      ADDRESS: P. O. BOX 21, LITTLE ROCK, ARK.

An Organization Built and Growing on Integrity

# The IAFE

(Continued from page 49)

funds for improvements under Works Progress Administration. The death of the year was that of Fred Green, Ionia, Mich.

At the end of the following year, 1937, President Maurice W. Jencks, Topeka, was able to report a banner season "for most of us." Major departments of revenue had shown increases: Attendance with 13.2 per cent; afternoon grandstand, 21.6 per cent; night grandstand, 25.2 per cent; and carnival grosses 21.2 per cent. The New Jersey State Fair, which had passed from the Margerums to George A. Hamid, was admitted to membership. Denver, Richmond, and York came back to the fold. Popular Alex Sloan had died, following his intimate friend and associate, Ed Carruthers, down the valley. George Hamid made a typically lively oration in which he said: "In just two years in the fair business I have learned more than I ever knew it was possible to learn in any profession."

The presidential address of Ralph E. Ammon, Madison, Wis., in 1938 was unprecedented in association annals. Even the speaker was aware of that fact, but he plunged right into what he described as a "bold subject," "Our Association." He asked himself a question: What is our association doing? Then he answered it:

1. It provides a common organization for the fairs of the United States and Canada.
2. It provides the machinery for a national convention.

3. It provides the mechanism for uniform classifications and rules thru the classification committee.

4. It provides a Washington representative in the person of the chairman of the Government Relations Committee—probably the most valuable service of the association and one worth to each association many times the dues paid.

5. It provides a means of co-operation with exhibitors, showmen, park officials, and others.

So far, so good. But President Ammon, director of agriculture in his State and chief of the State fair, was more concerned with what the organization did not do but could do. He thought there was a job to be done on selling the fair, on institutional publicity, on showmanship, national advertisers, research and dissemination of information, and infinitum.

Mr. Ammon believed the association set-up was "too Midwestern," and, hence, undemocratic from that point of view. "I believe in the competency of democracy," he said, thus precipitating a discussion which was becoming paramount in world history as a result of Germany's invasion of sovereign territory. He called for "return of control to the membership, enlargement of the board of directors, rewriting and revitalization of the bylaws, promotional and publicity work, funds for important committees, research program for presentation to agricultural colleges."

"Many times during the past few months I have reached a compromise with myself in deciding to be a good fellow and offer you a glittering speech of generalities on the greatness of our fairs instead of this frank speech and proposed program for improvement. My conscience would not permit me to compromise. Were I not convinced that the greatest days of the American agricultural fair are ahead of us instead

BENNY FOX has spent years building the greatest of all thrill attractions. He is acclaimed the GREATEST CREATOR of THRILLS. The entire amusement world salutes him for his great art. Something that will remain an everlasting memory in the entire nation. Today Benny Fox's SKY DANCERS are heralded by newspapers throughout the world and by the entire amusement industry as the greatest aerial spectacle of all times.

## THE NUMBER ONE THRILL ATTRACTION OF ALL TIMES!

Think of it!

TWO HUMAN BEINGS ON A PLATFORM ONLY EIGHTEEN INCHES IN DIAMETER, 150 FEET UP OFF THE GROUND DOING THE MOST INTRICATE MODERN DANCE STEPS WITHOUT SAFETY DEVICES OF ANY KIND.

BETTY AND BENNY FOX perform the Waltz, Adagio, Charleston, Big Apple, and Jitterbug dances on this world's smallest dance floor, 150 feet off the ground with no protection whatsoever.

HERE IS A THRILL ATTRACTION THAT IS ALL THRILL.

IT WILL DRAW THOUSANDS OF PATRONS TO YOUR EVENT JUST AS IT HAS DRAWN HUNDREDS OF THOUSANDS ALL OVER THE COUNTRY.

IT WILL LEAVE YOUR PATRONS LIMP WITH EXCITEMENT.

ABSOLUTELY THE MOST BREATH-TAKING, HEART-STOPPING ACT EVER PERFORMED. THE ONLY ACT OF ITS KIND IN THE WORLD.

Personal Representatives:

BILLY VAN

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Congratulations  
to the

**IAFE**

on FIFTY YEARS of  
outstanding experience for earning  
and maintaining the leadership  
of the American  
FAIRS. And may the path that  
you are carrying be good for  
you and for all others.

**BETTY and BENNY FOX**

were booked into

THE NEW YORK WORLD'S FAIR

at the beginning

of the 1940 SEASON

and were

HELD OVER FOR

THE ENTIRE SEASON

They were selected from among several hundred thrill acts as THE feature attraction

There Must Be a Reason!

of behind us, I should not have risked your esteem with this speech. But I am convinced that not yet have we dreamed of the future possibilities of the American fair. My one and only motive in planning and delivering this has been and is the hope that our association will rise to the occasion and be ready for that promising future which awaits our fairs."

Up came Sam Lewis, of York, Pa., to make a thoroly workmanlike address on fair operations, complete with all the fixings, including a formula for success: "Take 51 weeks of hard work, mix in a lot of common sense, and, for the 52d week, add a big dash of good luck!" But this was merely interim stuff, for at the next session, which was unusually protracted, most of President Ammon's recommendations were carried out, including an amendment to the constitution and bylaws to provide for a president, vice-president, secretary-treasurer, each for one year, and six other directors—two for three years, two for two years, and two for one year.

While the machinery was being prepared for nominations, resolutions were brought in on the death of Fred Chapman, of Ionia, and H. D. Faust, of Knoxville, Tenn.

The nominating committee then brought in its report. Sid W. Johns, Saskatoon, Can., was on the slate for president, with the 1939 convention scheduled for Toronto; L. B. Herring Jr., Beaumont, Tex., vice-president. Then came an unprecedented action, nomination of an Easterner for secretary-treasurer, succeeding the veteran Ralph T. Hemphill. The Easterner was Frank H. Kingman, Brockton, Mass. But democracy was in action while precedents were being broken, for a nomination from the floor named Mr. Hemphill to succeed himself and nominations were closed. Ballots were passed, notated, and counted by three tellers, another unconventional procedure in association annals.

Mr. Kingman prevailed, 19 votes to Mr. Hemphill's 17. Nineteen votes marked a symbol, for 1938 was the new secretary's 19th consecutive year as a convention delegate.

Last year's convention in Chicago was featured by a "Battle of the Bookers" in which competitive talent interests were given a forum on the floor of the session room. Representation was large. The powwow had been scheduled for staging in Toronto, but Canada's declaration of war against Germany caused an eleventh hour switch in site. The park association and its affiliates, remembering that the joint convention with the fairs in Toronto in 1934 had been unsuccessful due to difficulties in transporting exhibit properties, had already announced its parley for New York, but when the IAFE and Showmen's League reverted back to Chicago could not change its plans owing to lack of suitable accommodations for its layout in the Windy City.

A report on proposed revision of constitution and bylaws, recommended by President Ammon the year before was turned in, but a decision was reached to discuss adoption at the 1940 convention. A creation of the 1939 conference was the Association of County and District Fairs, with a separate meeting. It travels under the label of the County and District Fairs Section and is expected to develop into the voice of the medium-sized event while functioning under IA rules and principles.

The history is over. What of the future? Any theory on it could not conclude more worthily than in the words of the 1938 president, Ralph Ammon:

"Not yet have we dreamed of the future possibilities of the American Fair."

So . . . "Not yet have we dreamed of the future possibilities of the International Association of Fairs and Expositions." THE END

One page is not enough to tell you about this amazing attraction!

★

THE SKY DANCERS

The Greatest Aerial Sensation in the World

FOX

Fanchon and Marco PRESENT Betty and Benny



*Congratulations*

**IAFE**

*On your golden Anniversary*

**AND**

**THANKS**

**FOR YOUR CONTINUED CONFIDENCE  
DURING OUR 35 YEARS OF SERVICE TO  
FAIRS AND EXPOSITIONS**

OUR APPRECIATION OF THIS CONFIDENCE WILL BE  
REFLECTED IN A TRULY GREAT LINE OF ATTRAC-  
TIONS FOR 1941.

**BARNES-CARRUTHERS**

**FAIR BOOKING ASSOCIATION**

**121 NORTH CLARK ST., CHICAGO**

# Statistical Directory of IAFE Fairs

... An alphabetical list of member fairs incorporating facts and figures on size, attendance, exhibit and entertainment policies, and personnel.

## BIRMINGHAM, ALA.

**Alabama State Fair—Organized (?)**  
Attendance—1939, 342,511; 1940, 343,356.

**Gate Admission—25c** Operating Period—6 days. **Cash Premiums Paid—1940,** \$7,000.

**Grandstand—Price Scale—50c-75c.** Auto Racing—2 days. **Fireworks—6** nights. **Thrill Days—2.** **Organized Midway.** **Midway Receipts—1940,** \$76,068; 1939, \$69,502. **Music—University bands.**  
G. T. Wofford, president; J. W. Leach, executive vice-president; Douglas K. Baldwin, secretary-manager.

## LOS ANGELES, CALIF.

**Great Western Livestock Show**

(Note—1940 was 15th annual)  
Attendance—1940—Approximately 40,000  
Operating Period—7 days.  
R. J. Welch, secretary.

## POMONA, CALIF.

**Los Angeles County Fair**

**Organized 1922**  
Attendance—1938 568,383 1939 637,670  
1937 635,572 1939 532,023  
1940 726,262

**Operating Period—17** days and nights conducted over 24 days in 1939 account inclement weather. **State Aid—1940,** \$25,000; 1939, same. **Cash Premiums Paid—1940,** \$192,269; 1939, \$181,879.

**Exhibitors—Commercial-Industrial—**1940, 281; 1939, 181; 1938, 178; 1937, 168; 1936, 174. **Livestock—1940,** 574; 1939, 499; 1938, 477; 1937, 413; 1936, 339. **Agricultural Products—1940,** 1,918; 1939, 2,060; 1938, 1,737; 1937, 1,248; 1936, 1,681. **4-H Club—1940,** 1,069; 1939, 1,077; 1938, 1,150; 1937, 863; 1936, 1,142. **Others—**1940, 11,541; 1939, 11,410; 1938, 10,170; 1937, 8,816; 1936, 7,812.

**Grandstand—Price Scale—50c** day; night, 50c-81. **Attendance—1940** (day), 96,028; night, 82,247; 1939, 104,356 and 85,446; 1938, 159,976 and 66,189; 1937, 109,473 and 64,829; 1936, 156,546 and 102,956. **Fireworks—8** nights. **Music—**High school and municipal bands. **Horse Racing—17** days; 1/2-mile track. **Horse Show—9** nights. **Organized Midway.**

**Acres—268.** 2 1/2 miles from city.  
**Annual Meeting—First** Thursday in February.

**1941 Dates—September 12-28.**  
C. E. Houston, president; C. B. Afflerbaugh, secretary and director of grandstand attractions; E. C. Middleton, superintendent of concessions; A. D. Thornton, superintendent of building exhibits.

**IAFE Member—1** year.  
**Delegate to IAFE—C. B. Afflerbaugh.**

**REMARKS—**Within the comparatively short space of 19 years the Los Angeles County Fair has grown from a mere flea to a big exposition, generally regarded as the largest county fair in America. Original site was a dusty 40-acre grain field, but today the plant stretches over 268 landscaped acres. First built in 1922 drew 40,000 people. Each succeeding year has been marked by permanent improvement. Tented enclosures which were used in early years have given way to permanent structures, of which there are about 50, many of them of steel and concrete. Statement from Mr. says the event "owes its existence to the realization on the part of a group of public-spirited men that the county, one of the richest in agriculture and horticulture, should have a place where to present its accomplishments, its possibilities, and its ideals."

## SACRAMENTO, CALIF.

**California State Fair—Organized 1854**  
ATTENDANCE

1936 ..... 622,048 1938 ..... 637,682  
1937 ..... 600,941 1939 ..... 522,058  
1940 ..... 713,825

**Gate Admission—50** cents day and night. **Operating Period—10** days. **State Aid—1940,** \$125,000; 1938, same. **Local Aid—1940,** \$10,000; 1938, same. **Cash Premiums Paid—1940,** \$103,820; 1939, \$95,872.

**Exhibitors—Commercial-Industrial—**1940, 135; 1939, 105; 1938, 140; 1937, 125; 1936, 118. **Livestock—1940,** 280; 1939, 260; 1938, 229; 1937, 216; 1936, 199. **Agricultural Products—"By Counties,"** 4-H Club—1940, 800; 1939, 685; 1938, 671; 1937, 510; 1936, 499. **Others—1940,** 2,441;

1939, 2,287; 1938, 2,133; 1937, 2,003; 1936, 1,856.  
**Grandstand—Price Scale—50** cents day and night. **Thrill Days—Duration.**

**Fireworks—Duration.** **Music—Name** bands for dancing after show; other music at Horse Show, Fiesta Bowl, concerts in buildings and on grounds. **Horse Show—Duration,** night. **Horse Racing—8** day; mile track. **Organized Midway.**

**Acres—220;** 3 1/2 miles from city.  
**Annual Meeting—February,** 1940.

**1941 Dates—August 29-September 7.** Stewart Melgs, president; Kenneth R. Hammaker, secretary; Tevis Paine, assistant secretary and superintendent of building exhibits.

**IAFE Member—Not** given.

**Delegate to IAFE—Kenneth R. Hammaker.**

**REMARKS—**California State Fair, born in a tiny hall in San Francisco 86 years ago, has matured to a \$7,500,000 plant in the State's capital. In the midst of the gold rush 10 far-sighted men met in the Bay City to discuss agricultural possibilities. They saw in California not only certain mineral value but a vast agricultural empire whose soil would produce untold wealth. A State Agricultural Society was formed with F. W. Macondray, a ship broker and commission merchant, as president. Sacramento, San Jose, Stockton, and Marysville were successive hosts to the rapidly growing exposition, but Sacramento was made the permanent home in 1859. The founders suffered serious setbacks in the beginnings. One was the loss of records in the Sacramento flood of 1861. Another was the after effects of the Civil War. Early directors took advantage of the State's agricultural wealth to advance the new State. The society became California's first accredited publicity agency when, in 1856, it adopted a policy of distributing exhaustive reports on State's resources. International repute came in 1867 when the society sent an exhibit to the World's Fair in Paris and captured seven awards. Four years later the State's products were on display in exhibitions of 12 other States. Flooded horses and cattle came into their own at the 1873 fair, when the premiums list totaled nearly \$25,000. Authorization for agricultural districts, each to work in building up the big brother, the State Fair, was granted by the legislature in 1880. Since that time the fair has enjoyed uninterrupted growth. In 1938 the premium list reached \$145,000 and attendance nearly 640,000. The 1940 fair reached an all-time high in attendance. Major development this year was completion of a \$500,000 Junior Division, with 15 buildings for exclusive use of the Future Farmers of America and 4-H Clubs. New lighting scheme landscaping, and outdoor theater are among other improvements.

## SAN FRANCISCO, CALIF.

**Number One-A District Agricultural Association**

"We regret to advise that it is now found impossible to open our Grand National Livestock Exposition (October) as originally contemplated. However, since the horse barn units of our project are practically completed and funds in hand to equip them and the main Arena Building, it is now contemplated to open with a Grand National Horse Show in the summer of 1941 and hold in the fall of the following year a general livestock exhibition of national scope, at which time the information you desire will be gladly furnished."  
Fred D. Parr is president, and C. D. Sooy, secretary-treasurer.

## SAN FRANCISCO, CALIF.

**Grand National Livestock Exposition** and 4 requests fair has failed to furnish information as requested by *The Billboard.*

## CALIFORNIA, STATE ASSN.

**Western Fairs Association**  
**Officers—Ed Vollmann,** president; J. H. Chambers, vice president; Tevis Paine, secretary-treasurer. **Annual Meeting—**December 11, 12, 13, and 14, 1940. **Active Membership—63** District and County Fairs, the National Orange Show, and the California State Fair. **Organized—1920** (approx.)

(Continued on next page)

**THE BILLBOARD** has planned this "Statistical Directory of IAFE Fairs" not only as a documentary summary of the fairs themselves but as data of interest to showmen, concessionaires, caterers, advertising agencies, promoters and organizers, and the whole field representing either the buyer or the seller with relation to fairdom. The editors regard the directory as one of the most practical ever published; in fact, they believe it is the first of its kind ever compiled in the history of fairs and catering publications.

To seek completeness is one thing; to achieve it is another. This compendium of valuable information is complete as far as it goes, but it does not pretend to be exhaustive. Owing to transmission and mechanical problems, several member fairs are omitted from the compilation with full data. Another reason was vague response or no response at all to The Billboard's international survey, made over a period of months. According to experience, however, the representation in the directory is greater than for any similar survey in the 46-year history of this publication. From that point of view, it is virtually an exhaustive study of five-year operations up to the season just past.

Readers should bear in mind that in several instances, under the classification "Exhibitors," the filled-in data refer rather to "Exhibits" due to either a misinterpretation of the question or the unavailability of figures in "exhibitors" form. These cases are easily picked off in the compilations. Also, some of the attendance figures listed are apparently given in gross amounts including passes, etc., and should be considered when analyzing the different listings.

It is, of course, common knowledge that the fairs in the listing present the regular type of grandstand attractions selected from novelty and vaudeville acts, revues, units, rodeos, and the like. For this reason it has not been found necessary to specify the type shows save in cases where something out of the conventional character is presented.

Oldest of the fairs in the compilation are Mississippi State, 1840, and New York State, 1841, thus making them centenarians. It is significant that the first is in the South, the second in the East. Next in the "better-than-fifty" line are Ohio State Fair and Michigan State, 1850; Wisconsin State, 1851; Indiana State, 1852; Illinois State, 1853; Iowa and Minnesota, 1854; York (Pa.) Interstate Fair, 1855; Nebraska, 1858, and Brockton (Mass.) Fair in 1874. Canada is represented next with Toronto and Edmonton born in the same year, 1879. As was Maryland State. Note the 3-year gap between New York and Ohio, and the 16-year gap between Nebraska and Brockton. It indicates "periodicity" of establishment dates. The war between the States undoubtedly inveighed against progress in the second groupings.

Of more "modern" origin are Kansas State, 1881; Regina, Sask., and Huron, S. D., 1884; Saskatoon, Sask., Canada, 1885; Texas State and Calgary, Alta., 1886; Ottawa, Ont., 1887, and New Jersey State Fair, 1888.

Chippewa Falls, Wis., misses age 50 for the time being, dating from 1897.

Owing to changes in organization, shifting of events from one town to another, and lack of authoritative information, it is inevitable that a listing of dates and origin cannot hope to be the last word on the subject. Available figures, however, would point to the foregoing, at least with respect to current members of the association.

Acknowledgment of gratitude is made herewith to Frank H. Kingman, secretary of the IAFE; to certain State associations and State agricultural bodies, and to International members themselves for their support and co-operation in executing a task that all but exhausted physical man in the form of the editors. Yet the editors feel that the value of the results must and do outweigh any other consideration.

# BROCKTON FAIR

BROCKTON, MASS.

Organized.....1874



## Double Congratulations!

★★★ **To the I. A. F. E.** for reaching 50 years of successful endeavor.

★★★ **To The Billboard** for promulgating and documenting that anniversary, and for its support of the Fair Industry in general.

Harold G. Morse

President

Frank H. Kingman

Secretary

1941 DATES—SEPTEMBER 7 TO 13



Member International Association of Fairs and Expositions

## DENVER, COLO.

National Western Stock Show  
.....Organized 1906

ATTENDANCE  
1936 .....125,000 1938 .....125,000  
1937 .....125,000 1939 .....125,000  
1940 .....125,000  
Operating Period—8 days and nights.  
State and Local Aid—Yes, but no figures given. Cash Premiums Paid—1940, \$45,000; 1939, same.

Exhibitors—Livestock—1940, 3,800; 1939, 3,800; 1938, 3,800; 1937, 3,500; 1936, 3,800. 4H Club—1939-'38-'37-'36, 500 each.  
Grandstand—Horse Show—8 days and nights. Rodeo. Plant 3 1/2 miles from city.

1941 Dates—Third week in January. Roe Emery, president; Courtland R. Jones, general manager; Lee Rigg, superintendent of concessions and building exhibits.

IAFE Member—8 years.

## PUEBLO, COLO.

Colorado State Fair  
(After a requests fair has failed to furnish information as requested by The Billboard.)

## TAMPA, FLA.

Florida State Fair  
.....Organized (Not Given)  
Attendance—2,493,825 from 1935 thru 1939.

Operating Period—11 days, except in 1939, when it ran for 17 days as the Hernando DeSoto Exposition, sponsored by the State Fair to commemorate the 400th anniversary of the landing of DeSoto. Premiums—\$133,963 paid out from 1935 thru 1939.

Receipts—\$134,487 from 1935 thru 1939, privileges and space only.

Grandstand—Seating capacity, 8,500. Acreage—50. Within walking distance of city. Adjoins campus of University of Tampa. Permanent Buildings—22; reinforced steel and concrete, with floor space of 272,850 square feet.

Permanent Improvements—Approximate value of \$2,500,000.

Annual Meeting (not given).  
1941 Dates—February 4-15.

Carl D. Broehn, president; Russell Kay, secretary; P. T. Strieder, general manager.

IAFE Member—Not given.

Delegates to IAFE—Not given.

## CHICAGO, ILL.

International Livestock Exposition

"The Information desired is of such a nature that I am not able to fill. Our dates, as you will note, are November 30 to December 7, 1940, and, as in the past, we will again have cattle, horses, sheep, and swine, as well as a display of hay and grain. It is our intention again to stage our spectacular Horse Show, which has proved so popular in the past."

B. H. Heide is secretary-manager.

## SPRINGFIELD, ILL.

Illinois State Fair...Organized 1853

ATTENDANCE  
1936 .....800,000 1938 .....945,000  
1937 .....925,000 1939 .....956,000  
1940 .....912,500

Gate Admission—25 cents, day; night, free. Operating Period—9 days. State Aid—Receipts deposited in State Treasury and all funds are appropriated by Legislature. Cash Premiums Paid—1940, \$164,839; 1939, \$170,000.

Exhibitors—No data given.  
Grandstand—Price Scale—25c, 50c, 75c, 81 day; night, 50c, 60c, 81c. Auto Racing—1 day. Motorcycle Racing—1 day. Thrill Day—1. Fireworks—8 nights. Horse Racing—5 days; mile track. Music—Institutional bands; dancing operated as concession. Horse Show—6 nights. Organized Midway.

Acreage—366 2/3 miles from city.

1941 Dates—August 18-24.  
J. H. Lloyd, director Dept. of Agriculture; E. E. Irwin, general manager; O. R. Fleming, superintendent of concessions; William Ryan Jr., superintendent of building exhibits.

IAFE Member—Not given.

## ILLINOIS, STATE ASSN.

Illinois Assn. of Agricultural Fairs  
Officers—A. W. Gratz, Bress, secy.; J. H. Lloyd, Springfield, commissioner, Dept. of Agriculture. Averages 82 fairs annually.

Attendance—Estimated in 1939 was 1,091,377 adults and 348,865 children.  
Receipts—Total of 1939 fairs amounted to \$698,077. Gate—\$224,234; Grandstand—\$91,138; Exhibit Fees—\$161,293; Concessions—\$93,426; State Aid (1938)—\$281,987; Loans—\$272,762.  
Disbursements—Total for 1939 amounted to \$1,016,801. Permits Paid—\$610,823; Attractions—\$107,928; Improvements—\$39,984; Repayment on Loans—\$20,319.

## INDIANAPOLIS, IND.

Indiana State Fair...Organized 1852

ATTENDANCE  
1938 .....365,961 1938 .....385,620  
1937 .....383,544 1939 .....412,200  
1940 .....435,862

Operating Period—8 days and nights. State Aid—For building program only. Cash Premiums Paid—1940, \$159,348; 1939, \$154,248.

Exhibitors—Commercial-Industrial—1940, 485; 1939, 498; 1938, 626; 1937, 509; 1936, 466. Livestock—1940, 824; 1938, 881; 1938, 817; 1938, 766; 1936, 739. Agricultural Products—1939, 234; 1939, 200; 1938, 162; 1937, 160; 1936, 148. 4H Club—1940, 3,370; 1939, 2,849; 1938, 2,886; 1937, 2,431; 1936, 2,520. Others—1940—469; 1939, 485; 1938, 460; 1937, 438; 1936, 424.

Grandstand—Receipts: 1940, \$40,200 (\$21,191 from racing; \$19,009 from revenue). Price Scale—50c to 81 day; 25c-75c night. Organized Midway. Thrill Day—1. Fireworks—7 nights. Bands—Local and State. Horse Show—2 days, 6 nights. Horse Racing—6 days; mile track.

Acreage—216.5 miles from city.

Annual Meeting—Tuesday, Wednesday after first Monday in January.

1941 Dates—August 29-September 6. Phares L. White, president; Harry G. Templeton, sec.-mgr.; U. C. Brouse, superintendent of concessions; Levi P. Moore, director of attractions, public relations and amusements; E. Curtis White, superintendent of building exhibits.

IAFE Member—About 20 years. Delegates to IAFE—Entire board.

REMARKS—Indiana State Fair is on a partially self-sustaining basis, thus being no appropriation as such with the exception of a grant for building members of both major political parties who are elected by the agricultural associations of the State, spread over 13 districts. Thirteen are elective and three are by gubernatorial appointment.

Promotion emphasis is upon advance sale of tickets. This year 225,000 tickets for the fair had the cash on hand of them. This year's gate was hampered by an infantile paralysis scare.

## INDIANA, STATE ASSN.

Indiana Association of County and District Fairs

Officers—W. C. Manrow, Goshen, president; Robert C. Graham Jr., Washington, vice pres.; William H. Clark, Franklin, secretary; Henry F. Schrickler (Lieut. Governor), commissioner Dept. of Agriculture; Harry G. Templeton, Indiana State Fair, Secretary to Commissioner. Fifty fairs conducted in 1940.

## DAVENPORT, IA.

Mississippi Valley Fair and Exposition.....Organized 1920

ATTENDANCE\*  
1936 .....51,348 1938 .....68,481  
1937 .....66,467 1939 .....68,481  
1940 .....68,481

\*Of which night attendance was as follows—1940, 10,203; 1939, 4,201; 1938, 10,000; 1937, 17,324; 1936, 11,242.

Gate Admission—25 cents day and night. Operating Period—7 days. State Aid—1940 \$2,000; 1939, same. Local Aid—1940, \$6,448; 1939, \$6,272. Cash Premiums Paid—1940, \$7,027; 1939, \$5,540.

Exhibitors—Commercial-Industrial—1940, 65; 1939, 70; 1938, 61; 1937, 50; 1936, 61. Livestock—1940, 309; 1939, 283; 1938, 283; 1937, 217; 1936, 232. Agricultural Products—1940, 100; 1939, 100; 1937, 100 each. 4H Club—105; 1939, 109; 1938, 103; 1937, 102; 1936, 104. Others—1940, 62; 1939, 59; 1938, 1937, 64; 1936, 71.

Grandstand—Operated day only. Price Scale—25c to 81c. 1/2-mile track. Auto Racing—2 days. Thrill Days—2. Fireworks—7 nights in the past.

(Continued on page 56)

1,000,000

PEOPLE  
CAN'T BE  
WRONG



**HARRY SEAY**  
President

**ROY RUPARD**  
Secretary



**IT'S ANOTHER  
ALL-TIME RECORD**

*We Thank . . .*

**The International Association  
of Fairs and Expositions  
for its co-operation during these 50 years . . .**

Mike Barnes and his "AMERICANA!" . . . Bob Lohmar and  
the Rubin and Cherry Shows . . . Jack Duffield and Thearle-  
Duffield Fireworks . . . Denny Pugh and his Concession-  
aires . . . Phil Little and ALL EXHIBITORS  
and CONCESSIONAIRES, and...

**1,116,447 Visitors**  
For Our Most Successful Year

**State Fair of Texas**

**DALLAS**

- SENIOR BOARD**
- |                    |                         |                 |                     |
|--------------------|-------------------------|-----------------|---------------------|
| O. S. Baggess      | W. H. Hitzelberger, Jr. | J. M. Maroney   | Hugo W. Schaeffkopf |
| Ben E. Cabell, Jr. | Frank P. Holland, Jr.   | Harry S. Moss   | Harry L. Seay       |
| John W. Carpenter  | J. J. Kettle            | C. F. O'Donnell | Clyde L. Stewart    |
| T. M. Callum       | E. J. Kiest             | R. J. O'Donnell | J. C. Yentzen       |
| E. L. Rippen       | Arthur L. Kramer        | W. F. Paedleton | R. L. Thornton      |
| J. J. Foley        | A. M. Matson            | John G. Pew     | T. M. Watson        |
- JUNIOR BOARD**
- |                             |                                       |                  |                      |
|-----------------------------|---------------------------------------|------------------|----------------------|
| J. HOWARD HAYDEN, President | ALPHONSO RAGLAND, JR., Vice-President |                  |                      |
| ALVIN HEROLD, Secretary     |                                       |                  |                      |
| E. F. Anderson              | J. Parker Holland, Jr.                | C. L. Oheim      | Joe C. Thompson, Jr. |
| W. J. Brawn                 | Hayden Hudson                         | Robt. M. Olmsted | Maurice Thompson     |
| Andrew W. DeShang           | Alex Keese                            | Jordan Ownby     | J. Glenn Turner      |
| A. L. Esline                | Geo. W. Martin, Jr.                   | Julius Scheps    | Dan C. Williams      |
| Pot M. Greenwood            | W. E. Mitchell                        | A. J. Staples    | Geo. O. Wilson       |
|                             |                                       |                  | Jas. K. Wilson       |

**A BIGGER and BETTER FAIR in 1941**

# Statistical Directory of IAFE Fairs

(Continued From Page 54)



## Jubilee Greetings from America's Greatest Agricultural and Livestock Fair

Attendance Over 400,000  
1941 Dates—Aug. 20-29

# IOWA STATE FAIR

DES MOINES

J. P. MULLEN  
Pres.

F. E. SHELDON  
Vice-Pres.

A. R. COREY  
Secy.

Dance bands, other bands. *Organized Midway.*

*Acreege*—82.3 miles from city.  
*Annual Meeting*—Des Moines, second week in December.

*1941 Dates*—August 10-16  
Ned B. Curtis, president; E. Kuhl, secretary; H. W. Power, superintendent of building exhibits. *IAFE Member.* Delegates to IAFE—"None."

### DES MOINES, IA.

Iowa State Fair... *Organized* 1854

**ATTENDANCE**  
1936 ..... 320,339 1938 ..... 430,907  
1937 ..... 381,279 1939 ..... 400,477  
1940 ..... 360,599

*Gate Admission*—Day, 60c; night, 25c.  
*Operating Period*—8 days and nights.  
*State Aid*—1940, \$100,000 (650,000 for building, \$40,000 for maintenance, and \$10,000 for premiums); 1939, \$108,890 (includes federal grant for building of \$55,890; \$40,000 maintenance, and \$10,000 for premiums). *Cash Premiums Paid*—1940, \$105,774; 1939, \$110,273.

*Exhibitors*—Commercial—Industrial, 1940, 197; 1939, 191; 1938, 204; 1937, 219; 1936, 195. *Livestock*—1940, 845; 1939, 1,001; 1938, 910; 1937, 742; 1936, 699. *Agricultural Products*—1940, 140; 1939, 148; 1938, 185; 1937, 158; 1936, 126. *4-H Club*—1940, 1,633; 1939, 1,797; 1938, 1,668; 1937, 1,533; 1936, 1,496. *All Other*—1940, 1,733; 1939, 1,847; 1938, 1,639; 1937, 1,583; 1936, 1,627.

*Grandstand*—Price Scale, day, 50c, 75c, 81c; night, same. *Horse Racing*—4 days; ½-mile track. *Attendance*—1940, day, 47,250; night, 73,668; 1938, 91,194 and 97,543; 1938, 98,527 and 101,733; 1937, 95,297 and 96,617; 1936, 60,301 and 84,161. *Auto Racing*—3 days. *Thrill Day*—2. *Fireworks*—8 nights. *Music*—6 dance bands, 1940. *Pavilion* for "rain" dancing 15 high school and Farm Bureau bands, orchestras, and drum corps. *Horse Show*—5 nights. *Organized Midway.*

*Acreege*—378.3 miles from city.  
*Annual Meeting*—December 9-11, 1940.  
*1941 Dates*—August 20-29, 1941.  
J. P. Mullen, president; A. R. Corey, secretary and superintendent of exhibits; Carl E. Hoffman, superintendent of concessions; M. H. Barnes, director of grandstand attractions.  
*IAFE Member*—50 years.  
*Delegates to IAFE*—J. P. Mullen, F. E. Sheldon, A. R. Corey, and several board members.

### MASON CITY, IA.

*North Iowa Fair*  
(After 4 requests fair has failed to furnish information as requested by *The Billboard*.)

### SPENCER, IA.

Clay County Fair... *Organized* 1918

**ATTENDANCE**  
1936 ..... 141,734 1938 ..... 139,970  
1937 ..... 135,490 1939 ..... 155,215  
1940 ..... 154,680

*Gate Admission*—50c, day; 25c, night.  
*Operating Period*—6 days and nights.  
*State Aid*—1940, \$2,000; 1939, \$2,000.  
*Local Aid*—1940, \$2,500; 1939, \$2,500.  
*Cash Premiums Paid*—1940, \$13,000; 1939, \$12,805.

*Exhibitors*—Commercial—Industrial, 1940, 116; 1939, 195; 1938, 103; 1937, 98; 1936, 95. *Livestock*—1940, 226; 1939, 214; 1938, 205; 1937, 197; 1936, 205. *4-H Club*—1940, 210; 1938, 198; 1938, 187; 1937, 176; 1936, 165.

*Grandstand*—Price Scale, 50c, day and night. *Organized Midway.* *Auto Racing*—2 days. *Dance Bands.* *Horse Racing*—4 days. ½-mile track.

*Acreege*—90.2 miles from city.  
*Annual Meeting*—Last Saturday in December.

*1941 Date*—September 8-13  
I. N. Kirby, president; J. H. Peterson, secretary and director of attractions; R. H. Miller, superintendent of concessions and building exhibits.  
*IAFE Member.*  
*Delegates to IAFE*—I. N. Kirby, J. H. Peterson.

### IOWA, STATE ASSN.

Fair Managers' Association of Iowa

*Officers*—E. W. Williams, Manchester, secy.; Mark G. Thornburg, Des Moines, commissioner, Dept. of Agriculture. Annual average is better than 80 fairs with 85 held in 1939.

*Attendance*—1939 (gross), 1,487,914  
*Paid Admissions*—915,208; *Grandstand* (night) 229,777; (day) 237,658; *Exhibitors*—36,680; *Livestock*—14,648.  
*Receipts*—1939 total was \$796,522  
*Gate*—\$278,483; *Grandstand*—\$153,097  
*State Aid*—\$140,000.

*Disbursements*—1939 total was \$760,870  
*Premiums*—\$267,612; *Music and Attractions*—\$189,406

*Value of Grounds and Buildings*—\$3,490,972.

Figures for previous years follow:

Receipts (Major)	1938	1937	1936
	\$1,142,000	(70)	(77)
Gate	228,522	227,823	220,242
Grandstand	155,907	143,872	141,701
Concessions	48,862	48,862	218,038
State Aid	138,324	126,883	123,717
Total (all sources)	\$796,584	\$756,576	\$720,000
Disbursements (Major)			
Attractions	\$177,103	\$177,750	\$156,841
Premiums	257,244	219,837	218,038
Sound Premiums	66,571	57,655	60,000
Total (all sources)	\$733,524	\$675,370	\$644,879
Paid Admissions	909,087	909,407	921,531

### HUTCHINSON, KAN.

Kansas State Fair... *Organized* 1918

**ATTENDANCE**  
1936 ..... 250,000 1938 ..... 250,000  
1937 ..... 275,000 1939 ..... 250,000  
1940 ..... 225,000

*Gate Admission*—35c, day and night.  
*Operating Period*—7 days and nights.  
*State Aid*—1940, \$18,500; 1939, \$25,500  
*Cash Premiums Paid*—1940, \$26,416; 1939, \$28,901.

*Exhibitors*—Livestock, 1940, 538; 1939, 530; 1938, 510; 1937, 418. *Agricultural Products*—1940, 272; 1939, 261; 1938, 273; 1937, 251. *4-H Club*—1940, 1,680; 1939, 1,875; 1938, 1,227; 1937, 1,398. *Others*—1940, 1,745; 1939, 1,757; 1938, 1,631; 1937, 1,209.

*Grandstand*—Price Scale, 50c-81c day, 50c, 75c, and \$1 night. *Auto Racing*—4 days. *Thrill Day*—1. *Fireworks*—7 nights. *High School Bands.* *Organized Midway.* *Horse Racing*—3 days. ½-mile track.

*Acreege*—191.2 miles from city.  
*Annual Meeting*—About January 19, 1931, at Topeka.

*1941 Dates*—September 14-20, tentative.

E. E. Frizell, president; S. M. Mitchell, secretary and superintendent of building exhibits; E. Hutton, superintendent of concessions.

*IAFE Member*—17 years.  
*Delegates to IAFE*—S. M. Mitchell, W. Taylor, O. O. Wolf, R. C. Beckler, F. H. Manning, E. E. Frizell.

### KANSAS, STATE ASSN.

Kansas Fairs Association

*Officers*—R. M. Sawhill, secy.; J. C. Mohler, Topeka, secretary, Board of Agriculture. Following statistics based on 81 fairs in 1939 with some totals being approximate:

*Attendance*—909,990 for fairs reported. (Does not include gate at the largest fairs in State and several "free" fair. Agricultural secretary estimates State-wide attendance of 2,000,000 in 1939.)

*Receipts*—Concessions—\$93,760 (includes contributions); *Entry Fees*—\$10,276; *Admissions*—\$127,502; *Public Purchase*—\$104,247; *State*—\$33,500; *Other Sources*—\$51,769.

*Disbursements*—Permanent Improvements—\$40,056; *Current Expenses*—\$47,607; *Awards*—\$162,847; *Awards Boys and Girls* (included in previous figures)—\$26,898; *Entertainment*—\$48,511.

### TOPEKA, KAN.

Kansas Free Fair... *Organized* 1854

**ATTENDANCE**  
1936 ..... 300,000 1938 ..... 350,000  
1937 ..... 300,000 1939 ..... 370,000  
1940 ..... 250,000

\*It is understood that Topeka and other fairs with a free gate compute attendance by multiplying the grandstand (Continued on page 58)

# LOUISIANA STATE FAIR

"The Fair of Hospitality"

SHREVEPORT  
WISHES TO YOU AND ALL  
OUR FRIENDS  
A MERRY CHRISTMAS and  
A HAPPY NEW YEAR ★ ★ ★

Congratulations to the  
Officers and Directors  
of the IAFE

M. T. WALKER  
(President)

W. R. HIRSCH  
(Secretary-Manager)

"It's Your Fair—So Be There"

# **SOUTH TEXAS STATE FAIR**

MEMBER OF THE IAFE

**BEAUMONT, TEXAS**



*Extends Best Wishes to the IAFE  
and All Show People*



**Exhibits and Premiums  
Set a New Top Mark in 1940**

**Harvest Club again a  
Big Feature, Attracting Large Crowds Nightly**

*Now planning a new large rodeo arena and larger grandstand for 1941*

**The last big Fair on the Mid-West Fair  
Circuit. A good place to exhibit.**

**TENTATIVE DATES for 1941**

**NOVEMBER 1-11**

**H. W. GARDNER, *President***

**L. B. HERRING, Jr., *Manager***

# The NORTH MONTANA STATE FAIR

at Great Falls  
Montana

## CONGRATULATES

the IAFE on the occasion of its  
50th Anniversary for the  
splendid work it has done  
for the fairs of the  
country and

## APPRECIATES

The Billboard's co-operation in  
honoring the golden jubilee  
of the IAFE founding

Congratulations and Best Wishes  
For Your Continued Success, IAFE

# MIDLAND EMPIRE FAIR AND RODEO

MEMBER OF THE IAFE

BILLINGS, MONTANA

Our  
Sincere Appreciation  
and  
Season's Greetings  
to  
THE BILLBOARD  
and  
STAFF

John W. Currie, Pres., Benj. E. Cardwell, Vice.-Pres.  
Emmett Vaughn, John W. Foote, Ora F. Kemp, Directors  
Harry L. Fitton, Manager

1941 DATES, AUGUST 11TH-16TH

## Statistical Directory of IAFE Fairs

(Continued From Page 56)

draw by 3½ or 4. Using the figure 4. Topeka's grandstand attendance in 1940 was 63,000.

**Gate Admission**—Free. **Operating Period**—7 days and nights. **State Aid**—1940, \$7,500; 1939, same. **Local Aid**—1940, \$15,000; 1939, same. **Cash Premiums Paid**—1940, \$21,000; 1939, same.

**Exhibitors**—Individualized figures not given; total given is 15,420.

**Grandstand**—Price Scale—50c day and night. **Horse Racing**—2 days. ½-mile track. **Auto Racing**—2 days. **Thrill Days**—2. **Music**—Local bands. **Organized Midway**.

**Acceage**—88. About 4/5 of a mile from city.

**1941 Dates**—Second week in September. D. E. Ackers, president; Maurice W. Jencks, secretary-director of attractions; Hall Smith, superintendent of concessions; L. B. Brain, superintendent of building exhibits.

**IAFE Member**—15 years.  
**Delegate to IAFE**—Maurice Jencks.

### LOUISVILLE, KY.

**Kentucky State Fair**—Organized 1902

ATTENDANCE	
1936	132,525
1937	140,575
1938	157,753
1939	163,794
1940	180,592

**Gate Admission**—25c, day and night. **Operating Period**—8 days and nights. **State Aid**—1940, \$45,000; 1939, \$45,000. **Local Aid**—Sponsor of stakes. **Cash Premiums Paid**—1940, \$55,000; 1939, \$45,000.

**Exhibitors**—Commercial-Industrial, 1940, 98; 1939, 96; 1938, 80; 1937, 72; 1936, 69. **Livestock**—1940, 40 per cent increase. **Agricultural Products**—1940, 40 per cent increase. **4-H Club**—1940, 30 per cent increase.

**Grandstand**—Price Scale, 50c day; 35c night. **Organized Midway**. **Auto Racing**—1 day. **Thrill Day**—1. **Fireworks**—7 nights. **Two Dance Bands**—25c admission, 10c per dance. **Horse Show**—6 nights. **Horse Racing**—4 days; ½-mile track.

**Acceage**—225. 4 miles from city. **Annual Meeting**—None held.

**1941 Dates**—September 11-15. John W. Jones, president; Robert B. Jewell, general manager and director of attractions; J. C. Wehrley, superintendent of concessions; Engler, McPherson & Duffin, superintendent of exhibits. **IAFE Member**—3 years.

**Delegates to IAFE**—Robert Jewell, J. C. Wehrley.

**REMARKS**—Kentucky State Fair is in the midst of a \$450,000 WPA improvement program, namely, 4-H Club building housing 700 boys, new administration building, 6 large restaurants, concrete roads, new entrances, 12 new cattle barns, 5 new horse show barns, 2 new trotting horse barns, new cattle pavilion, lighting equipment, remodeling of Merchants and Manufacturing Building, and Horse Show Pavilion.

### SHREVEPORT, LA.

**Louisiana State Fair**... Organized (?)

(Note—1940 was 35th annual)  
**Attendance**—1940, 314,862; 1939, 294,867.

**Operating Period**—10 days. **Thrill Days**—3. **Fireworks**. **Motorcycle Racing**—1 day. **Auto Racing**—2 days. **Organized Midway**.

H. D. Wilson, commissioner of agriculture; W. R. Hirsch, secretary-manager.

### LOUISIANA, STATE ASSN.

**Louisiana State Association of Fairs Officers**—P. O. Benjamin, Tallulah, secretary; Harry D. Wilson, Baton Rouge, commissioner Department of Agriculture and Immigration.

### MAINE, STATE ASSN.

**Maine Association of Agricultural Fairs Officers**—James S. Butler, Lewiston, secretary; Frank P. Washburn, Augusta, commissioner Department of Agriculture.

36 events conducted in 1940 **Attendance**—1937 (30 fairs), 335,574; 1938 (32), 261,284; 1939 (28), 397,474.

**Receipts**—1937, \$259,674; 1938, \$289,764; 1939, \$348,549. **Disbursements**—1937, \$225,668; 1938, \$305,293; 1939, \$348,690. **Premiums**—1937, \$44,009; 1938, \$52,134; 1939, \$53,177.

### CUMBERLAND, MD.

**Cumberland Fair**... Incorporated 1900. "Questionnaire covers very little that we could answer intelligently. Our fair consists mainly of running races and pari-mutuel betting. As we have eliminated free acts and fireworks, we really have little information to offer of the nature you desire."

Harry A. Manley is president and general manager.

### TIMONIUM, MD.

**Maryland State Fair**... Organized 1902

(Note—1940 was 62d annual)  
**Attendance**—1939, 360,000; 1940, 400,000.

**Operating Period**—12 days. **Gate Admission**—50c day; night, 25c. **Grandstand Attendance**—1940, 110,000; 1939, 102,000. **Pari-Mutuel Handle**—1940, \$1,373,826; 1939, \$1,034,702. (100 days of racing.) **Price Scale**—50c. **Musical**—Institutional bands. **Organized Midway**.

Laban Sparks, president; H. A. Pate, treasurer; George F. Derr, agriculture secretary; Matt L. Dalgier, secretary; John T. McCaslin, midway manager.

**1941 Plans**—Widening of track and change in midway location.

### BROCKTON, MASS.

**Brockton Fair**... Organized 1870

ATTENDANCE	
1936	108,795
1937	127,350
1938	139,000
1939	188,000
1940	171,685

**Operating Period**—7 days. **Cash Premiums Paid**—1940, \$6,120; 1939, \$5,255.

**Exhibitors**—"No reason in the past to compile them."

**Grandstand**—Price Scale—50c to 10c day; night, 50c to \$1.50. **Auto Racing**—2 days. **Thrill Days**—4. **Fireworks**—6 nights. **Music**—Name bands for 2 years; other music at Fashion Show. **Horse Show**—4 days. **Horse Racing**—None. ½-mile track. **Organized Midway**.

**Acceage**—85. 2 miles from city.

**Annual Meeting**—December 13, 1940.

**1941 Dates**—September 7-13.

Harold G. Morse, president; Frank G. Kingman, secretary, director of attractions, and superintendent of building exhibits; Harold MacNeill, superintendent of concessions.

**IAFE Member**—15 years.

**Delegates to IAFE**—Frank H. Kingman, J. H. Fifield, and Harold MacNeill.

### SPRINGFIELD, MASS.

**Eastern States Exposition**

... Organized 1904

ATTENDANCE	
1936	300,437
1937	309,854
1938	304,524
1939	304,524
1940	304,524

**Gate Admission**—\$1 day; 50c night. **Operating Period**—7 days and nights. **Cash Premiums Paid**—1940, \$50,000; 1939, \$47,000.

**Exhibitors**—No figures available. **Grandstand**—Price scale, 50c, \$1, \$1.50 day; 50c, 75c, \$1 night. **Horse Racing**—2 days. ½-mile track. **Auto Racing**—1 day. **Fireworks**—6 nights. **Musical**—Concert, special Sunday opening feature.

**Midway**—None.

**Plant Valuation**—Land, \$350,000; buildings, \$2,000,000; equipment, \$100,000.

**Acceage**—175. One mile from city.

**Annual Meeting**—First Monday in February.

**1941 Dates**—September 14-20.

Joshua L. Brooks, president; Charles A. Nash, general manager and director of attractions; Milton Danziger, assistant general manager, superintendent of concessions, and superintendent of building exhibits.

**IAFE Member**—Since 1917.

**Delegates to IAFE**—Charles A. Nash and Milton Danziger.

**MASSACHUSETTS STATE ASSN.**

**Massachusetts Agricultural Fairs Association**  
 Officers—A. W. Lombard, Boston, secretary. Averages about 25 events annually.  
 W. (Al) Lombard, of the Department of Agriculture in charge of fairs, reports that attendance for 1940 fairs totaled about 800,000 more than the gate 20 years ago. In his annual analysis he finds that harness racing has given rise to entertainment of a more sensational and modern nature—thrill shows, auto racing, revues, and the like. Four fairs conducted harness racing in 1940, two of them on a pari-mutuel basis at Marshfield and Great Barrington. State income in 1940 amounted to \$25,000, distributed in the form of prizes, as the State constitution forbids outright grants to organizations.

**DETROIT, MICH.**

**Michigan State Fair—Organized 1850**  
**ATTENDANCE**  
 1936 ..... 235,000\* 1938 ... 726,000\*\*  
 1937 ..... 427,000\* 1939 ... 427,000\*\*  
 1940 ..... 475,000  
 \*10-day fair  
 \*\*16-day fair  
**Gate Admission—25c. Operating Period**  
 10 days. **Cash Premiums Paid—1940,**  
 2,460; 1939, 861.851.  
**Exhibitors—Commercial - Industrial—**  
 100—30. **Livestock—630. Agricultural**  
**Products—297. 4-H Club—6,195. All**  
**ages—525.**  
**Grandstand—Price Scale—50c day and**  
**night. Thrill Days—3. Fireworks—10**  
**nights. Music—Name bands, dancing**  
**(etc.). Also institutional bands. Horse**  
**Racing—7 days; mile track. Organized**  
**Midway. 1940 Midway Receipts—\$59,233.**  
**Area—160 7/2 miles from city.**  
**Annual Meeting—January 1941.**  
**1941 Dates—August 29-September 7.**  
**Owner—A. Beamer, chairman of board;**  
**L. Woodward W. Snow, general manager;**  
**Walter R. Schrader, superintendent of**  
**exhibitions; Andy Adams, director of**  
**amusement attractions; L. M. Germain,**  
**superintendent of building exhibits.**  
**IAFE Member—50 years.**  
**Delegate to IAFE—Dr. L. W. Snow.**

**IONIA, MICH.**

**Ionia Free Fair.... Organized 1915**  
**ATTENDANCE**  
 (Estimated)  
 1936 ..... 273,042 1938 ..... 290,448  
 1937 ..... 276,485 1939 ..... 296,960  
 1940 ..... 325,757  
**Gate Admission—Free. Operating**  
**Period—6 days, 6 nights. State Aid—**  
**1940, \$4,621; 1939, \$4,621. Cash Premiums**  
**Paid—1940, \$9,594; 1939, \$9,786.**  
**Exhibitors—No record.**  
**Grandstand—Price scale—25c, 50c, 75c,**  
**day and night. Attendance—1940, day,**  
 27,453; night, 49,382; 1939, day, 21,215;  
 night, 44,776; 1938, day, 28,345; night,  
 32,199; 1937, day, 27,488; night, 29,953;  
 1936, day, 27,471; night 33,205. **Auto**  
**Racing—1 day. Thrill Day—1. Fire-**  
**works—6 nights, extra display Thursday.**  
**Music—Legion band and local talent**  
**Organized Midway. Horse Racing—4**  
**days; 1/2-mile track.**  
**Area—68. 1/2-mile from city.**  
**Annual Meeting—Second Wednesday**  
**in November.**  
 1941 Dates—August 11-16  
 Howard C. Lawrence, president and director  
 of attractions; Rose Sarlo, secretary and  
 superintendent of concessions; H. C. Lawrence  
 and Rose Sarlo, superintendents of building  
 exhibits.  
 IAFE Member—26 years.  
 Delegates to IAFE—H. C. Lawrence and  
 Rose Sarlo.

**SAGINAW, MICH.**

**Saginaw Co. Agricultural Society**  
**.... Organized 1914**  
**ATTENDANCE**  
 1936 ..... 148,000 1938 ..... 152,000  
 1937 ..... 155,000 1939 ..... 162,000  
 1940 ..... 157,000  
**Gate Admission—35c day and night.**  
**Operating Period—7 days and 7 nights.**  
**State Aid—1940, \$6,611; 1939, \$6,750.**  
**Cash Premiums Paid—1940, \$13,534; 1939,**  
**\$13,222.**  
**Exhibitors—Commercial - Industrial—**  
 1940, 141; 1939, 132; 1938, 126; 1937, 137;  
 1936, 131. **Livestock—1940, 183; 1939,**  
 173; 1938, 181; 1937, 163; 1936, 156.  
**Agricultural Products—1940, 87; 1939,**  
 104; 1938, 116; 1937, 86; 1936, 93. **4H**  
**Club—1940, 211; 1939, 191; 1938, 197;**  
 1937, 184; 1936, 162. **Others—1940, 239;**  
 1939, 249; 1938, 253; 1937, 219; 1936, 227.  
**Grandstand—Price Scale—35c-50c**  
**day; 50c-75c night. Thrill Day—1. Fire-**  
**works—7 nights. Organized Midway.**  
**Horse Racing—4 days; 1/2-mile track.**  
**Area—78. 1 mile from city.**  
**Annual Meeting—December 12, 1940.**  
**1941 Dates—September 7-13.**  
 John C. Rauchholz, president; Clarence  
 H. Harnden, secretary and director of  
 attractions; B. B. Sawyer, superintendent  
 of concessions and building space.  
 IAFE Member—15 years.  
 Delegates to IAFE—C. H. Harnden and  
 B. B. Sawyer.  
**REMARKS—Saginaw Fair Society is**  
**non-profit, non-political, with assets of**  
**\$236,000.**

**MICHIGAN, STATE ASSN.**

**Michigan Association of Fairs**  
 Officers—Harry B. Kelley, Hillsdale,  
 secretary; Elmer A. Beamer, Lansing,  
 commissioner Department of Agriculture;  
 A. C. Carton, Lansing, deputy commis-  
 sioner in charge of fairs. 1931, 80 fairs;  
 1940, 170.  
**Annual Disbursements (for premiums)**  
**—From \$75,000 to \$115,000. (Represents**  
**State's half; other half matched locally**  
**on 50-50 basis.)**

**ST. PAUL, MINN.**

**Minnesota State Fair. Organized 1854**  
**ATTENDANCE**  
 1936 ..... 636,484 1938 ..... 582,161  
 1937 ..... 637,252 1939 ..... 706,241  
 1940 ..... 666,742  
**Gate Admission—25c. day and night.**  
**Operating Period—10 days and nights.**  
**State Aid—1940, \$35,000; 1939, \$35,000.**  
**Cash Premiums Paid—1940, \$105,000**  
**(estimated); 1939, \$89,060.**  
**Exhibitors—Commercial-Industrial—**  
 1940, 474; 1939, 496; 1938, 496; 1937, 496;  
 1936, 454. **Livestock—1940, 586; 1939,**  
 517; 1938, 506; 1936, 559. **Agricultural**  
**Products—1940, 180; 1939, 126; 1938, 168;**  
 1936, 109. **4H Club—1940, 1,875; 1939,**  
 1,840; 1938, 1,467; 1936, 1,530. **Others—**  
 1940, 2,667; 1939, 2,541; 1938, 2,584; 1936,  
 2,480.  
**Grandstand—8 days and nights. Price**  
**Scale—50c-\$1, day and night. Organized**

**Midway. Auto Racing—4 days. Thrill**  
**Day—1. Fireworks—10 nights. Bands—**  
**4 from Minnesota cities, 4 from St. Paul.**  
**Horse Show, 6 nights. Horse Racing, 2**  
**days; mile track until 1940 fair. Rodeo**  
**—2 days and nights.**  
**Area—262. 5 miles from city, mid-**  
**way between Minneapolis and St. Paul.**  
**Annual Meeting—January 15-17, 1941.**  
**1941 Dates—August 23-September 1.**  
 William O. Johnson, president; Raymond  
 A. Lee, secretary; George E. Hanscom,  
 superintendent of concessions; Al  
 Sheehan, director of grandstand attractions;  
 Harry J. Frost, superintendent of  
 building exhibits.  
**IAFE Member—Charter.**  
**Delegates to IAFE—Executive officers.**

**MINNESOTA, STATE ASSN.**

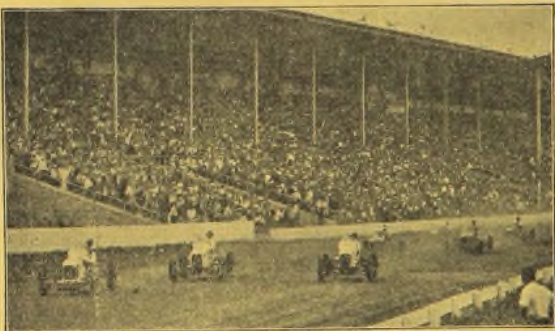
**Minnesota Federation of County Fairs**  
 Officers—Lewis Scofield, Zumbota,  
 secretary; R. A. Trovatten, St. Paul,  
 commissioner Department of Agriculture.

**JACKSON, MISS.**

**Mississippi State Fair. Organized 1840**  
**ATTENDANCE**  
**Gate Admission—Free. Average 225,000**  
**during each of the last five years. Oper-**  
**ating Period—8 days and nights. Cash**  
**Premiums Paid—1940, \$3,200; 1939, \$7,100.**  
**Exhibitors—Commercial-Industrial—**  
**About 50 each year. Livestock—No fig-**  
**ures available. 4H Club—Boys and Girls**  
**and FFA are represented from every one**  
**of the 82 counties.**  
**Grandstand—Price Scale—60c; oper-**  
**ating night only except for one matinee in**  
 1940. **Horse Racing—None. 1/2-mile**  
**track. Auto Racing—Four days before**  
 1939. **Thrill Days—2 in 1938 and 1937.**  
**Music—High School bands. Organized**  
**Midway.**  
**Area—53 in heart of city.**  
 Mayor Walter A. Scott, president;  
 Mabel L. Stire, secretary, superintendent  
 of concessions and director of attrac-  
 tions and exhibits.  
**Annual Meeting—Not given.**  
**1941 Dates—Second week in October.**  
**IAFE Member—27 years.**  
**Delegate to IAFE—Mabel L. Stire.**  
**REMARKS—Altho the Mississippi**  
**(Continued on next page)**

**WISCONSIN STATE FAIR**

**Wisconsin's**  
**BIGGEST**  
**ANNUAL**  
**EVENT**



**Three Year**  
**Average**  
**Attendance**  
**600,000**

**August 16-24**

Back in 1851 the first Wisconsin State Fair was held and ever since then it has grown in popularity and importance among the people in the Northern Middle West States. The hundreds of varied exhibits—Agricultural, Industrial, Commer-

cial—the wide scope of entertaining features—have made the State Fair a great consumer-contact point for national and local manufacturing companies and the annual meeting place of residents and visitors from many states.

**Ralph E. Ammon, Manager**  
 MILWAUKEE, WISCONSIN

**Congratulations and Best Wishes, IAFE**



# GREETINGS, IAFE

Follow your Great Golden Jubilee Celebration with a visit to the next big gathering of SHOWMEN AND FAIR EXECUTIVES AT THE GLAMOROUS

26th ANNUAL

## FLORIDA STATE FAIR AND GASPARILLA CARNIVAL

World's Greatest Winter Exposition

11  
DAYS

TAMPA

GASPARILLA DAY, FEB. 10

11  
NIGHTS

FEB. 4 TO FEB. 15

ROYAL  
AMERICAN  
SHOWS ON  
MIDWAY

THIS IS  
YOUR  
INVITATION

22 MODERN  
EXHIBITION  
BUILDINGS  
TO INSPECT

MORE THAN A HALF MILLION ATTENDANCE

# OZARK EMPIRE DISTRICT FAIR

MEMBER  
IAFE  
3 YEARS

Springfield, Mo.

"In the Heart of the Ozarks"

### OFFICERS

H. FRANK FELLOWS  
President

W. P. KELTNER  
Vice-President

TOM WATKINS, SR.  
Treasurer

G. B. BOYD  
Secretary-Manager

### DIRECTORS

H. FRANK FELLOWS  
LESTER E. COX  
W. P. KELTNER  
DR. W. A. DELZELL  
SUMNER GURLEY  
JOHN T. WOODRUFF  
TOM WATKINS, SR.  
R. L. McDONALD  
LAWRENCE RUSH  
F. X. HEER  
RALPH FOSTER  
LOUIS W. REPS  
JOEL H. BIXBY

★  
The Fastest Growing Fair  
in the Middle West

★  
The Show Place for All  
Exhibitors

★  
1940 Attendance — 150,000

★  
Presenting—

Deluxe Grandstand Shows  
Popular Dance Bands

Floor Shows  
Auto Racing  
Horse Racing  
Thrill Shows

Commercial, Industrial, Agricultural  
and Livestock Exhibits

★  
1941 Dates (Tentative) Aug. 24-30

State Fair was started in 1840, present event was established as a corporation in 1940 but had been purchased by the city of Jackson 25 years before (1915). In 1840 the fair took the form of a State Agricultural Convention, with an Agricultural Bureau established by law in 1857. In the following year the State Fair was held under the bureau's direction, with Mississippi contributing \$7,000.

### TUPELO, MISS.

Mississippi-Alabama Fair & Dairy Show ..... Organized 1907  
ATTENDANCE  
1936 ..... 107,000 1938 ..... 112,000  
1937 ..... 118,500 1939 ..... 93,000  
1940 ..... 104,000  
Gate Admission—25c, day and night. Operating Period—5 days. State Aid—1940, \$15,000. Local Aid—1940, \$2,500; 1939, \$2,500. Cash Premiums Paid—1940, \$6,000; 1939, \$4,100.  
Exhibitors—Commercial-Industrial—1940, 14 Livestock—1940, 29. Agricultural Products—1940, 51. 4H Club—1940, 152. Others—1940, 91.  
Grandstand—Day and night. Price Scale—10c and 25c day and night. Independent Midway. Thrill Days—5. Fireworks—5 nights. Dance Bands. Horse Show—1 day and night. Free Features—Rodeo and Circus 1940.  
Acreage—50. Center of city.  
Meetings—Monthly.  
1941 Dates—First week in October.  
James M. Savery, president-manager and director of attractions and concessions. W. A. Spight, secretary-treasurer. IAFE Member—About 3 years.  
Delegates to IAFE—Not given.

REMARKS.—Ozark District Fair was started three years ago on a tract of land known as Dickerson Zoo Park with only a grandstand and a half-mile track, exhibits being housed under canvas. It was a free fair until the year with no aid other than donations. Last year three modern exhibits buildings were erected thru WPA. Coliseum being erected thru U. S. This year an "everybody pays" policy was inaugurated for the purpose of continuing the building program. It has grown rapidly, necessitating new buildings to house ever-increasing exhibits. The hit by cold and rain this year, the gate small as it was, 15 cents, saved the day, the fee being well received by the public. Fair is under management of a board of directors of 13, with secretary-manager on a 12-month basis. It is incorporated as Greene County Agricultural and Mechanical Society. A new swine and sheep building is under construction by WPA.

### KANSAS CITY, MO.

American Royal Livestock Show (After 4 requests fair has failed to furnish information as requested by The Billboard.)

### SEDALIA, MO.

Missouri State Fair .. Organized 1901  
ATTENDANCE  
1936 ..... 148,352 1938 ..... 273,174  
1937 ..... 270,803 1939 ..... 253,307  
1940 ..... 218,724\*  
Gate Admission—25c, day and night. Operating Period—5 days and nights. State Aid—1939 and 1940, \$140,500. Cash Premiums Paid—1940, \$50,226; 1939, \$55,565.  
Exhibitors—Commercial-Industrial—1940, 68; 1939, 70; 1938, 65; 1937, 57; 1936, 37. Livestock—1940, 315; 1939, 387; 1938, 270; 1937, 256; 1936, 246. Agricultural Products—1940, 429; 1939, 347; 1938, 265; 1937, 311; 1936, 298. 4H Club—1940, 454; 1939, 365; 1938, 280; 1937, 277; 1936, 247. Others—1940, 944; 1939, 1,203; 1938, 805; 1937, 799; 1936, 683.  
Grandstand—Price Scale—50c day and night. Organized Midway. Auto Racing—2 days. Thrill Day—1. Fireworks—6 nights. Music—Visiting school bands, 4 to 12 daily, about 52 for duration. Horse Show—6 nights. Horse Racing—5 days; mile track.  
Plant Valuation—Land, \$50,000; buildings, \$806,500; Equipment, \$177,900.  
Acreage—236. 2 miles from city.  
Annual Meeting—Not given.  
1941 Dates—Third week in August.  
Jewell Mayes, commissioner of agriculture; Chas. W. Green, secretary; Roy S. Kemper, superintendent of concessions and building exhibits.  
IAFE Member—15 years.  
Delegates to IAFE—Jewell Mayes, Chas. W. Green.

\*Includes night attendance as follows—1940, 17,434; 1939, 21,108; 1938, 30,836; 1937, 32,360; 1936, 15,770.  
REMARKS.—Missouri State Fair was first created by the 40th General Assembly in 1900. First fair was held in 1901 and drew 25,346. Fair is a division of Department of Agriculture, presided over by commissioner of agriculture, with secretary-manager of fair named by commissioner. There is no board of directors. Plant consists of 58 permanent buildings, 23 of which are brick, and a steel grandstand. First brick structures were built in 1903. Operated on a biennial legislative appropriation, plus earnings.

REMARKS.—When the Billings was organized 50 acres of land were purchased and a bond issue of \$110,000 floated. Proceeds were used for purchase of the real estate, construction of exhibit buildings, a small grandstand and a race track. No further bonded debt has been incurred and the old bonds have been redeemed, there being no interest or other indebtedness at present.

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1940; free previous to 1940. Operating Period—7 days and nights. Local Aid—1940, \$1,000; 1939, \$5,000. Cash Premiums Paid—1940, \$11,000; 1939, \$7,200.

Exhibitors—Commercial-Industrial—1940, 57; 1939, 41; 1938, 40; 1937, 40; 1936, 37. Livestock—1940, 170; 1939, 157; 1938, 157; 1937, 78. Agricultural Products—1940, 42; 1939, 31; 1938, 22; 1937, 17. 4H Club—1940, 102; 1939, 87; 1938, 73; 1937, 73; 1936, 73. All other—1940, 1,026; 1939, 915; 1938, 879; 1937, 836.

Grandstand—Price Scale—Day, 50c; 75c, 81; night, same. Attendance—1940, 17,458; night, 5,827; 1939, 20,380; day, 14,583; 1938, 21,412 and 9,540; 1937, 15,300 and 5,788. Auto Racing—2 days. 1/4-mile track. Music—Dance bands, floorbands in Coliseum; admission 50c; 25c extra for table. Other bands, school and professional. Independent Midway.

Plant Valuation—Land, \$30,000; buildings, \$575,000; equipment, \$18,000.

Acreage—80 3/4 miles from city.

Annual Meeting—January 15, 1941.

1941 Dates—Covered by IAFE, probably last week in August or first in September.

H. Frank Fellows, president; G. B. Boyd, secretary.

IAFE Member—3 years.  
Delegates to IAFE—H. F. Fellows and G. B. Boyd.

REMARKS.—Ozark District Fair was started three years ago on a tract of land known as Dickerson Zoo Park with only a grandstand and a half-mile track, exhibits being housed under canvas. It was a free fair until the year with no aid other than donations. Last year three modern exhibits buildings were erected thru WPA. Coliseum being erected thru U. S. This year an "everybody pays" policy was inaugurated for the purpose of continuing the building program. It has grown rapidly, necessitating new buildings to house ever-increasing exhibits. The hit by cold and rain this year, the gate small as it was, 15 cents, saved the day, the fee being well received by the public. Fair is under management of a board of directors of 13, with secretary-manager on a 12-month basis. It is incorporated as Greene County Agricultural and Mechanical Society. A new swine and sheep building is under construction by WPA.

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### BILLINGS, MONT.

Midland Empire Fair .. Organized 1914

ATTENDANCE  
1936 ..... 100,427 1938 ..... 101,000  
1937 ..... 109,136 1939 ..... 101,000  
1940 ..... 109,180\*  
Gate Admission—50c to 12 tickets at \$2. day; 25c to 12 tickets for \$2 night. Operating Period—6 days and nights. Local Aid—For operation: for capital outlay—1940, \$36,085; 1939, \$36,085. Cash Premiums Paid—1940, \$14,893; 1939, \$14,905.

Exhibitors—Commercial-Industrial—1940, 39; 1939, 38; 1938, 51; 1937, 50; 1936, 48. Livestock—1940, 162; 1939, 159; 1938, 175; 1937, 177; 1936, 142. Agricultural Products—1940, 541; 1939, 541; 1938, 501; 1937, 552; 1936, 527. 4H Club—1940, 816; 1939, 1,057; 1938, 846; 1937, 754; 1936, 717. Others—1940, 613; 1939, 589; 1938, 645; 1937, 831; 1936, 731.

Grandstand—Price Scale—40c, 50c, 75c day and night. Thrill Day—1. Fireworks—6 nights. Music—Local bands. Organized and Independent Midway. Horse Show—1 night. Running Races—1 night. Horse Racing—5 days; 1/4-mile track.

Plant Valuation—\$500,000.

Acreage—120. 1 1/2 miles from city.

Annual Meeting—"Not given."

1941 Dates—August 6-11.

John W. Currie, president; Harry L. Pitton, secretary; Charles F. Kressmann, superintendent of concessions; Fred A. Lutz, director of grandstand and attractions; A. W. Lutz, superintendent of building exhibits.

IAFE Member—13 years.  
Delegates to IAFE—Harry L. Pitton.

\*Of which night attendance was 43,850; 1939, 46,788; 1938, 42,321.

REMARKS.—When the Billings was organized 50 acres of land were purchased and a bond issue of \$110,000 floated. Proceeds were used for purchase of the real estate, construction of exhibit buildings, a small grandstand and a race track. No further bonded debt has been incurred and the old bonds have been redeemed, there being no interest or other indebtedness at present.

**GREAT FALLS, MONT.**

North Montana State Fair ..... Organized 1931

**ATTENDANCE\***

1936	.....208,972	1938	.....233,440
1937	.....211,112	1939	.....263,940
1940	.....274,009		

Gate Admission—50c day and night. Operating Period—6 days. Cash Premiums Paid—1940, \$29,424; 1939, \$31,864.

Exhibitors—Commercial-Industrial—

1940, 28; 1939, 25; 1938, 21; 1937, 24; 1936, 17. Livestock—1940, 242; 1939, 213; 1938, 197; 1937, 194; 1936, 179. Agricultural Products—1940, 1,101; 1939, 756; 1938, 847; 1937, 721; 1936, 888. 4-H Club—1940, 2,178; 1939, 2,056; 1938, 1,053; 1937, 1,044; 1936, 1,212. Others—1940, 1,474; 1939, 1,246; 1938, 894; 1937, 854; 1936, 823.

Grandstand—Price Scale—50c and 75c day, night, same. Thrill Day—1. Fireworks—8 nights. Horse Show—1 day. Horse Racing—6 days; 1/2 mile track. Organized Midway.

Merage—94. 1/2 mile from city.

Annual Meeting—January.

1941 Dates—August 4-9.

O. S. Warden, president; Harold F. DePue, secretary; director of grandstand attractions and superintendent of building exhibits; Howard Stanley, superintendent of concessions.

IAFE Member—10 years.

Delegate to IAFE—Harold F. DePue.

\*Divided as follows—1940, day, 145,734; night, 128,275; 1939, 144,528 and 119,412; 1938, 122,220 and 111,240; 1937, 110,930 and 100,182; 1936, 110,178 and 98,794.

REMARKS.—North Montana State Fair, although a newcomer to fairdom, has grown to one of the best known day events. It has a modern plant with a value of \$750,000. Yearly attendance reaches a total of more than 1 1/2 million. It operates without State aid, has received none for building purposes.

**MONTANA, STATE ASSN.**

Rocky Mountain Association of Fairs

Officers—J. M. Suckstorf, Sidney, secretary; J. T. Kelly, Helena, commissioner Department of Agriculture.

**LINCOLN, NEB.**

Nebraska State Fair, Organized 1858

**ATTENDANCE**

1936	.....84,112	1938	.....77,419
1937	.....77,489	1939	.....95,875
1940	.....125,000		

Gate Admission—50c day; night, same. Operating Period—Six days and nights. State Aid—1940, \$13,750; 1939, same. Cash Premiums Paid—1940, \$27,200; 1939, \$26,729.

Exhibitors—Commercial-Industrial—1940, 228; 1939, 236; 1938, 286; 1937, 279; 1936, 298. Livestock—1940, 265; 1939, 288; 1938, 228; 1937, 175; 1936, 222. Agricultural Products—1940, 120; 1939, 148; 1938, 126; 1937, 116; 1936, 106. 4H Club—Between 2,000 and 3,000 annually. Other—1940, 1,039; 1939, 1,043; 1938, 1,006; 1937, 799; 1936, 940.

Grandstand—Price Scale—25c, 50c, 75c day; night, same. Receipts—1940, day, \$13,187; night, \$6,349; 1939, \$10,013 and \$5,027; 1938, \$11,065 and \$3,025; 1937, \$10,744 and \$5,332; 1936, \$11,817 and \$1,593. Auto Racing—1 day. Dance Policy—Concession granted but no name bands engaged. Music—High-school bands from State, one local band. Horse Show—5 nights. Horse Racing—13 days (includes pre-fair meet); 1/2-mile track. Independent Midway.

Acreege—300. 1 mile from city.

Value of Plant—Land, \$47,600; buildings, \$1,475,000; equipment, \$80,000.

Annual Meeting—Fourth Tuesday and Wednesday in January.

1941 Dates—Labor Day week.

J. P. Shubert, president; Perry Reed, secretary and director of attractions; J. M. Calder, superintendent of concessions and building exhibits.

IAFE Member—"To our knowledge, since organization."

Delegates to IAFE—Not decided.

**OMAHA, NEB.**

Ak-Sar-Ben Live Stock and Horse Show

(After 4 requests fair has failed to furnish information as requested by The Billboard.)

**NEW HAMPSHIRE, STATE ASSN.**

New Hampshire Fairs Association

Officers—Dr. R. W. Smith, Concord, secretary; Andrew L. Felker, Concord, commissioner Department of Agriculture. 9 events conducted in 1940.

**TRENTON, N. J.**

New Jersey State Fair

**ATTENDANCE\***

1936	.....215,040	1938	.....209,563
1937	.....257,833	1939	.....179,427
1940	.....238,621		

Gate Admission—50c day, night 25c. Operating Period—8 days and 7 nights. State Aid—1940, \$2,200; 1939, same. Cash Premiums Paid—1940, \$14,912; 1939, \$14,041.

Exhibitors—Commercial-Industrial—1940, 136; 1939, 128; 1938, 131; 1937, 144; 1936, 101. Livestock—1940, 1,449; 1939, 1,399; 1938, 1,361; 1937, 1,382; 1936, 1,267. Agricultural Products—1940, 288; 1939, 264; 1938, 231; 1937, 211; 1936, 187. 4-H Club—State-wide groups. Others—WPA, CCC, etc.

Grandstand—Price Scale—25c to \$1.50 day; night, 25c to 75c. Horse Racing—4 days; 1/2-mile track. Auto Racing—Big cars, 1 day; midgets, 1 day. Thrill Day—2 days, 1 night. Fireworks—7 nights. Music—Institutional bands. Organized Midway. Other Attractions—Permanent kiddie playground.

Acreege—134. 3 miles from city.

Value of Plant—Land, \$150,000; buildings, \$300,000; equipment, \$60,000.

Annual Meeting—January, 1941.

1941 Dates—September 28-October 5. George A. Hamid, president and director of attractions; Harry E. LaBreaque,

secretary; John McCormock, superintendent of concessions and building exhibits.

IAFE Member—5 years.

Delegate to IAFE—George A. Hamid. \*Divided as follows—1940, 167,095, day; 71,523, night; 1939, 135,446 and 43,981; 1938, 146,695 and 62,868; 1937, 180,484 and 77,349; 1936, 150,528 and 64,512.

REMARKS.—By Colonial charter granted to the Township of Trenton on September 6, 1745, King George II authorized the establishment of a "market" on Mondays, Thursdays, and Saturdays in April and October. The periods were for the selling and buying of all manner of livestock and merchandise. The first fair was held in October, 1745, and continued until the surrender of the borough charter on April 7, 1750. The old-time selling fair was revived by the State Agricultural Society, and on September 14, 1858, a track was built and amusements projected. The last fair of the society was held in 1871. In 1888 the present type of fair was established, being conducted for many years as the Interstate Fair. In 1936 George A. Hamid leased the plant for three years, related the event as the New Jersey State Fair, and after the 1938 season picked up on a purchase option.

**ALBUQUERQUE, N. M.**

New Mexico State Fair

**ATTENDANCE\***

1938	.....75,000	1939	.....100,000
1940	.....125,000		

Gate Admission—25c day and night. Operating Period—8 days. State Aid—1940, \$20,000; 1939, same. Cash Premiums Paid—1940, \$10,000; 1939, \$6,000.

Exhibitors—Commercial-Industrial—1940, 56; 1939, 35; 1938, 20. Livestock—1940, 191; 1938, 160; 1937, 98. Agricultural Products—1940, 178; 1939, 132; 1938, 120. 4-H Club—1940, 275; 1939, 190. Others—1940, 920; 1939, 720; 1938, 420.

Grandstand—Price Scale—75c day; night, 50c. Horse Racing—8 days. Mile track. Thrill Days—2. Fireworks—1 night. (Continued on next page)

Yes Sir! Son

EVERYONE GOES TO THE . . . . .

**YORK INTER STATE FAIR**

Money Talks! Are You Listening?

1940 York Inter-State Fair had increased gate, grandstand and concession receipts . . . Management, attractions and concessionaires happy . . . 1941 promises to be better.

Have you anything to add to make it better? If so, write to

**YORK INTER STATE FAIR 141 W. MARKET ST. YORK, PENNA.**



we extend

# CONGRATULATIONS

to the



On Its 50 Years of Valuable Service

## OKLAHOMA State Fair & Exposition

Oklahoma City, Okla.

RALPH T. HEMPHILL, Sec.-Mgr.

Music—17 school bands. *Independent Midway.*

Acreege—320 3/4 miles from city.

1941 Dates—September 21-28.

F. D. Shuttlebarger, president; Leon H. Harms, secretary; W. E. Haines, superintendent of concessions; H. B. Henning, superintendent of building exhibits.

IAFE Member—1 year.

Delegate to IAFE—Leon H. Harms.

\*Of which night attendance was as follows—1940, 50,000; 1939, 40,000; 1938, 27,000.

### SYRACUSE, N. Y.

New York State Fair, Organized 1841

ATTENDANCE  
1936 ..... 244,797    1938 ..... 363,770  
1937 ..... 271,152    1939 ..... 284,060  
1940 ..... 272,688

\*251,948 during day

Gate Admission—50c. Operating

Period—9 days and nights. *State Aid.*

Not reported, but previous official figures would indicate upward of \$600,000 annually, not including special appropriation for building. *Cash Premiums Paid*—Not reported.

Exhibitors (Fair changed questionnaire to read "exhibits")—Commercial-Industrial—1940, 153; 1939, 133; 1938, 156;

1937, 152; 1936, 158. *Livestock*—1940,

9,418; 1939, 8,823; 1938, 8,880; 1937, 8,205;

1936, 8,825. *Agricultural Products*—1940,

1,254; 1939, 2,468; 1938, 3,548; 1937, 3,093;

1936, 3,239. *4H Club*—1940, 5,174; 1939,

6,071; 1938, 6,251; 1937, 3,771; 1936,

3,852. *Others*—1940, 4,208; 1939, 4,425;

1938, 6,126; 1937, 4,638; 1936, 4,233.

*Grandstand—Price Scale*—50c to \$2.

*Auto Racing*—2 days. *Thrill Days*—Yes.

*Fireworks*—6 nights. *Music*—Dance

Bands in past. *Horse Racing*—6 days.

*Mile track. Horse Show*—3 days. *General*

*Attractions*—Ice Revue. *Organized Midway.*

Acreege—267 1/2. 5 miles from city.

Annual Meeting—No date set at time

of response.

1941 Dates—August 24-September 1.

Holton V. Noyes, Commissioner of

Agriculture and Markets; Paul Smith,

director.

IAFE Member.

Delegate to IAFE—Paul Smith.

### RALEIGH, N. C.

North Carolina State Fair

..... Organized (?)

Attendance—1939, 200,000; 1940, 225-

000

Operating Period—5 days. *Cash Premi-*

*ums Paid*—1940, 17,500. *Auto Racing*—

1 day. *Horse Racing*—3 days. *Motorcycle*

*Racing*—1 day. *Thrill Day*—1. *Fireworks*

—5 nights. *Organized Midway.*

Dr. J. S. Dorton, general manager.

### NO. DAKOTA, STATE ASSN.

North Dakota Association of Fairs

Officers—Dr. G. A. Ottlinger, James-

town, secretary; Math Dahl, Bismarck,

commissioner Department of Agriculture.

### COLUMBUS, O.

Ohio State Fair ..... Organized 1850

ATTENDANCE\*

1936 ..... 230,629    1938 ..... 221,611

1937 ..... 210,000    1939 ..... 259,448

1940 ..... 231,902

\*"Does not include 117,000 school chil-

dren and ladies admitted free, for gross

total of about 400,000."

Operating Period—7 days and nights.

State Aid—1940, \$180,000; 1939, same.

*Cash Premiums Paid*—1940, \$119,341;

1939, \$116,785.

Exhibitors—Commercial-Industrial—

1940, 300; 1939, 370. *Livestock*—1940,

841; 1939, 1,012. *Agricultural Products*

—1940, 71; 1939, 72 (foregoing figures do

not include entries in various specific

departments). *4H Club*—1940, 39,000;

1939, 32,545; 1938, 31,187; 1937, 27,294;

1936, 24,561 ("Obviously answered as

"Number of Exhibits.")

*Grandstand—Price Scale*—25c to \$1

day; night, same. *Thrill Day*—1. *Fire-*

*works*—5 nights. *Music*—Organ and

choral concerts. Other music in exhibit

buildings; also 4H Club bands, 300-piece

All-Ohio high school boys' bands, etc.

*Horse Racing*—6 days and nights. *Independent*

*Midway.*

Acreege—150 (plus about 100 leased for

parking). 2 miles from city.

Annual Meeting—First Thursday after

second Tuesday in January each year.

1941 Dates—August 23-29.

John T. Brown, director, and E. J.

Riggs, president State Department

Agriculture; W. H. Kinnan, manager,

superintendent of concessions and building

exhibits, and director of attractions.

IAFE Member—"Since its organiza-

tion."

Delegates to IAFE—John T. Brown

and W. H. Kinnan.

REMARKS—A plan was put thru

the first Ohio State Fair in Colum-

bus, 1849, but an epidemic of cholera

broke out, the fair secretary being a vic-

tim, and the event was postponed un-

til 1850. Part of the money to finance it

was raised by public subscription. In

the years it was an itinerant fair, but

shifted around to Columbus, Cleveland,

Dayton, Newark, Sandusky, Zanes-

ville, Toledo, Springfield, and Mansfield

before finally being located permanently in

Columbus, 1874. In 1886 it was moved

to the plant where it is held at present.

In 1924 the Legislature appropriated

\$300,000 for the purchase of additional

land.

### OHIO, STATE ASSN.

Ohio Fair Managers' Association

Officers—Mrs. Don A. Detrick, Belle-

fontaine, secretary. John T. Brown,

commissioner, Department of Agricul-

ture. Ohio's first fair was held in

Youngstown, 1818. State Board of

Agriculture was created in 1848. Annu-

al average is 93 fairs, with total attendan-

ce close to 2,000,000.

### MUSKOGEE, OKLA.

Oklahoma Free State Fair

..... Organized 19

ATTENDANCE

(Free Gate—Estimated)

1940—300,000.

Has increased yearly from 1936 to

present.

Gate Admissions—Free. Operating

Period—7 days and nights. *Local Aid*

1940—\$13,000; 1939, \$13,000. *Cash*

*Premiums Paid*—1940, \$16,633; 1939, \$16,

000. Exhibitors—Commercial-Industrial—

1940, 50; 1939, 40; 1938, 48; 1937, 40;

1936, 35. *Livestock*—1940, 193; 1939, 200;

1938, 200; 1937, 178; 1936, 142. *Agricultural*

*Products*—1940, 265; 1939, 344;

1938, 185; 1937, 188; 1936, 106. *4H Club*

—1940, 1,689; 1939, 613; 1938, 1,480; 1937,

1,172; 1936, 468. *Others*—1940, 899; 1939,

871; 1938, 1,539; 1937, 1,033; 1936, 880.

*Grandstand—Price Scale*—50c, 75c, 1

day and night. *Auto Racing*—2 days.

*Thrill Day*—1. *Music*—Dance bands; *Organized*

*Midway.*

Acreege—79, 1 mile from city.

Annual Meeting—"Not given"

1941 Dates—September 26-October 1.

W. F. Durnill, president; William

Warner, executive vice-president; Ed

Murray Simonds, secretary.

Simonds, superintendent of concessions;

Joel H. Bixby, director grandstand

attractions.

IAFE Member—Since inception

Delegates to IAFE—Ethel Murr-

Simonds, W. W. Simonds, Joel H. Bix-

by, William S. Warner, Harry W. Gib-

son.

REMARKS—First exposition held

1916. Official Oklahoma State Fair

by act of Legislature in 1917. Celebrat-

ing its silver anniversary 1940. Noted

agricultural, livestock, and educational

features.

..... Organized 19

ATTENDANCE

1936 ..... 204,446    1938 ..... 270,000

1937 ..... 281,031    1939 ..... 270,000

1940 ..... 277,877

Gate Admission—50c day; night, 75c.

Operating Period—8 days and nights.

*Cash Premiums Paid*—1940, \$27,493;

1939, \$26,733.

Exhibitors—No figures given.

*Grandstand—Price Scale*—50c to \$1

day; night, 75c. 1/2-mile track. *Auto Race*

—2 days. *Thrill Days*—2. *Fireworks*

—2 nights. *Music*—Band on Plaza. *Organized*

*Midway.*

Acreege—60, 2 miles from city.

Annual Meeting—Second Tuesday

November.

1941 Dates—September 20-27.

R. M. Rainey, president; Ralph T.

Hemphill, secretary; C. G. Baker, di-

rector of concessions and building

exhibits; M. H. Barnes, director of grand-

stand attractions.

IAFE Member—Since 1914.

Delegate to IAFE—Ralph T. Hemphill.

# INDIANA STATE FAIR

(Member of the IAFE 20 years)

will be held in 1941

AUGUST 29 to SEPTEMBER 5

This year the paid admissions at the Indiana State Fair were 435,862



The \$1,200,000 Coliseum was dedicated this year  
It is the finest Coliseum on  
any Fair grounds in the world

HARRY G. TEMPLETON

Manager,

Rm. 332, State House,  
Indianapolis, Indiana

Lieutenant-Governor  
HENRY F. SCHRICCKER

Commissioner of

Agriculture,  
Indianapolis, Indiana

P. L. WHITE

President,

Oxford, Indiana

# GREETINGS FROM

# THE MINNESOTA STATE FAIR

(CHARTER MEMBER IAFE)

## Saint Paul-Minneapolis

1941 Dates

—Ten Days—

August 23—September 1

WM. O. JOHNSON

RAYMOND A. LEE

President

Secretary

CONGRATULATIONS TO THE IAFE AND ITS OFFICERS and DIRECTORS

# MINNESOTA FEDERATION OF COUNTY FAIRS

MEMBER IAFE

ANNUAL MEETING  
LOWRY HOTEL, ST. PAUL, MINN.  
JANUARY 15, 16, 17, 1941

## OFFICERS

H. W. STEELE, President  
LEWIS SCOFIELD, Secretary  
APPLETON ZUMBROTA  
FRED D. THIAS, Vice-Pres.  
TWO HARBORS E. J. BELL, Treasurer  
ANOKA

## DIRECTORS

Ben Campbell  
Utica  
Wm. H. Donahue  
Minneapolis  
Wm. Holm  
Tyler  
Albin Olson  
Hallock  
Everett Werner  
Blue Earth  
Robert Freeman  
St. Paul  
Andy Anderson  
Wadena  
Geo. W. Larson  
North Branch  
Allen J. Doran  
Grand Rapids

## TULSA, OKLA.

Tulsa State Fair  
After 4 requests fair has failed to furnish information as requested by The Billboard.)

## FRESHAM, ORE.

Multnomah County Fair  
Organized 1906  
ATTENDANCE  
1936 ..... 22,000  
1938 ..... 37,700  
1939 ..... 25,600  
1939 ..... 38,120  
1940 ..... 48,554  
Operating Period—7 days and nights.  
State Aid—1940, \$4,689; 1939, \$4,728  
Cash Premiums Paid—1940, \$14,012; 1939, \$14,194  
1938, \$8,834; 1939, \$9,246.  
Exhibitors—Livestock—1940, 200. Agricultural Products—1940, 500. 4-H Club—1940, 2,000. Others—1940, 5,000.  
Grandstand—Circus, day. Racing, night. Price Scale—50c day, 25c night. Organized Midway. Thrill Days—7. Music Federation of Music Clubs. Horse Racing—6 days; 5/8-mile track.  
Acres—60. 15 miles from Portland.  
Annual Meeting—December 12, 1940.  
1941 Dates—Last week in August.  
Secretary and director of attractions; J. Bennett, superintendent of concessions and building exhibits.  
IAFE Member—1 year.  
Delegate to IAFE—A. H. Lea.

## PORTLAND, ORE.

Pacific International Livestock Expo.  
After 4 requests fair has failed to furnish information as requested by The Billboard.)

## REGON, STATE ASSN.

Oregon Fairs Association  
Officers—Mabel H. Chadwick, Eugene, Secretary. Herman H. Chindgren, president. T. J. Krueider, vice-president. 33 fairs conducted in 1940.

## WENSBURG, PA.

Cambria County Fair.. Organized (?)  
ATTENDANCE  
1938 ..... 37,750 (Gross)  
36,217 (Paid)  
1939 ..... 27,000 (Gross)  
26,599 (Paid)  
Operating Period—6 days. Gate Receipts—1938, \$19,864; 1939, \$14,717. Concessions—1938, \$19,912; 1939, \$23,355. Receipts From All Sources—1938, \$39,776; 1939, \$34,452. Expenditures (exclusive of premiums)—1938, \$31,939; 1939, \$31,900. Premiums Contributed by State Aid—1938, \$2,433; 1933, \$10. Cash Premiums Paid—1938, \$108; 1939, \$2,696.  
F. Crouse, general manager.  
After 4 requests fair has failed to furnish information as requested by The Billboard. Above data prepared from other sources.)

## HARRISBURG, PA.

National Dairy Show  
After 4 requests fair has failed to furnish information as requested by The Billboard.)

## YORK, PA.

York Interstate Fair.. Organized 1855  
ATTENDANCE  
1936 ..... 220,853  
1938 ..... 244,100  
1939 ..... 225,464  
1940 ..... 238,610  
Gate Admission—50c day and night.  
Operating Period—5 days. State Aid—\$1,000. Local Aid—1939, \$100. Cash Premiums Paid—1940, \$16,323; 1939, \$19,787.  
Exhibitors—Commercial-Industrial—1936, 113; 1939, 105; 1938, 96; 1937, 102; 1936, 98. Livestock—1940, 248; 1939, 243; 1938, 227; 1937, 186; 1936, 208. Agricultural Products—Fair does not segregate. Included under "Others" below. 4-H Club—1940, 84; 1939, 112; 1938, 139; 1937, 63; 1936, 61. Others—1940, 3,965; 1939, 3,936; 1938, 2,498; 1937, 2,063; 1936, 1,105.  
Grandstand—Price Scale—50c to \$1.50. Night, 50c to \$1. Attendance—1940, 29,169; night, 21,880; 1939, 26,435; 1938, 29,169; night, 21,880; 1937, 18,947; 1938, 20,114 and 15,602; 1937, 18,947 and 14,084; 1936, 15,349 and 13,092.

Thrill Day—1. Fireworks—5 nights.  
Horse Racing—4 days; 1/2-mile track.  
Organized Midway.

Acres—120. 1/2 mile from city.  
Annual Meeting—January 13, 1941.  
1941 Dates—October 7-11.

Samuel S. Lewis, president and director of attractions; John H. Hutter, secretary and co-superintendent of building exhibits; William O. Thompson, superintendent of concessions and co-superintendent of building space.

IAFE Member—4 years.

IAFE Delegate—Samuel S. Lewis.

REMARKS—The first York Fair was held on the Town Common in 1852, but it wasn't until three years later that the York County Agricultural Society was incorporated and the first plant, consisting of eight acres, procured. First record of receipts is that of 1888, when the event was first held on its present location, grossing \$7,980. In 1940 the figure was \$139,524. York Fair is a permanent plant with all modern facilities, including steel and concrete grandstand seating 8,000. Memorial gates, erected at a cost of about \$100,000, are in tribute to those who served in the nation's wars. It is a non-profit, community enterprise with 250 life members. "whose only rights consist of free admittance of themselves and their families."

## PENNSYLVANIA, STATE ASSN.

Pennsylvania State Association of County Fairs

Officers—Charles W. Swoyer, Reading, Secretary; John H. Light, Harrisburg, Secretary of Agriculture.  
Attendance—1939 (gross) 3,608,355.  
Paid Gate—1,123,124.

Receipts—Total for 1939, \$974,373. Gate—\$375,860. Concessions—\$252,582.

Disbursements—Total for 1939, \$844,904; State Aid Premiums Paid—\$128,589.

Figures for previous years follow:

	1936	1937	1938
Gross Gate	3,502,981	3,260,390	2,178,094
Paid Gate	1,141,323	1,263,130	1,192,108
Gate Receipts	\$369,175	\$430,896	\$368,048
Concessions			

Receipts	\$240,835	\$251,963	\$237,207
Total Receipts	\$394,132	\$1,017,622	\$893,301
Disbursements	\$863,953	\$815,126	\$718,580

\*Exclusive of State Aid Premiums paid as follows: 1938, \$129,842; 1937, \$114,652; 1936, \$107,728.

## SPARTANBURG, S. C.

Greater Spartanburg Fair  
Organized 1907

ATTENDANCE  
1936 ..... 125,000  
1938 ..... 140,000  
1937 ..... 135,000  
1939 ..... 155,000  
1940 ..... 145,000

Gate Admission—50c day, 25c night.  
Operating Period—6 days and nights.  
Cash Premiums Paid—1940, \$10,000; 1939, \$9,500.

Exhibitors—"Not available."  
Grandstand—Price Scale—25c and 50c day; night, same. Horse Racing—6 days; 1/2-mile track. Auto Racing—1 day. Fireworks—6 nights. Independent Midway.

Acres—30. 1 1/2 miles from city.  
Annual Meeting—December, 1940.

1941 Dates—October 6-11.  
T. W. Woodworth, president; D. C. Todd, general manager; E. E. Gentry, superintendent of concessions.

IAFE Member.  
Delegates to IAFE—None.

## HURON, S. D.

South Dakota State Fair

ATTENDANCE  
1936 ..... 105,000  
1938 ..... 98,000  
1937 ..... 103,000  
1939 ..... 108,000  
1940 ..... 117,000

Gate Admission—25 cents day; free at night after 6 o'clock. Operating Period—6 days and nights. State Aid—1939, \$10,000; 1940, \$10,000. Cash Premiums Paid—1939, \$12,411.10; 1940, \$12,842.51.

Exhibitors—Commercial Industrial—1940, 73; 1939, 56; 1938, 59; 1937, 62; 1936, 48. Livestock—1940, 670; 1939, 541; 1938, 608; 1937, 516; 1936, 473. Agricultural Products—1940, 117; 1939, 98; 1938, 72; 1937, 87; 1936, 103. 4-H Club—1940, 614; 1939, 573; 1938, 563; 1937, 482; 1936, 469. All others—1940, 158; 1939, 172; 1938, 143; 1937, 108; 1936, 121.

Grandstand—Price Scale 50 cents and 75 cents day and night. Attendance—1940 (day), 31,000; (night), 35,672; 1939 (day), 27,072; (night), 34,157; 1938 (day), 29,877; (night), 36,851; 1937 (day), 21,458; (night), 31,567; 1936 (day), 21,458; (night), 31,567.

(Continued on next page)

★ ★ ★ ★ ★

**F**OR FORTY YEARS OUR GOAL HAS BEEN THE PROMOTION OF ONE OF THE CARDINAL PRINCIPLES OF THE IAFE . . .

THE EXTENSION OF OUR FAIR'S SOCIAL, ECONOMIC AND EDUCATIONAL VALUE TO OUR PEOPLE.

# Missouri State FAIR

MEMBER OF IAFE SINCE 1912

SEDALIA, MISSOURI

JEWELL MAYES, Commissioner of Agriculture  
CHAS. W. GREEN, Secretary-Manager, State Fair

REFLECTING A GREAT COMMONWEALTH OF TODAY ENVISIONING THE GREATER ONE OF TOMORROW

28,592; (night), 35,452. Auto Racing—2 days, Thrill Features—1 day Music—Dance bands. Horse Racing—3 days, 1/2-mile track. Horse show—3 days. Independent midway.

**Acreege**—151 8 miles from city  
**Annual Meeting**—January 21, 1941.  
**1941 Dates**—September 1-6.

H. O. Lowe, president; C. B. Hansen, secretary, director of grandstand attractions, and superintendent of building exhibits and commercial space; H. W. Smith, superintendent of concessions.  
**Delegates to IAFE**—C. D. Hansen, H. O. Lowe, W. W. Thorpe, E. Hellman.

Raymond Skinner, president; Henry Beaudoin, secretary, superintendent of concessions and building exhibits, and director of attractions.  
**IAFE Member**—32 years  
**Delegate to IAFE**—Henry W. Beaudoin

## NASHVILLE, TENN.

Tennessee State Fair. Organized 1912

**\*ATTENDANCE**

1936	115,715	1938	109,900
1937	111,018	1939	126,200
1939		1940	118,301

**\*\*Actual paid**  
**Gate Admission**—50c day and night  
**Operating Period**—6 days ("we were close—144-hour basis")  
**State Aid**—1940, \$4,500; 1939, same. **Local Aid**—1940, \$14,285; 1939, \$15,618. **Cash Premiums Paid**—1940, \$31,823; 1939, \$30,800.  
**Exhibitors**—"All space taken each year have stalls for 282 show horses, 50 harness horses, 110 jacks, jennets, mules and draft horses; 350 cattle, 100 sheep and 100 swine, with tents for overflow in 1940 numbering 3."

## KNOXVILLE, TENN.

Tennessee Valley Agr. and Ind. Fair . . . . . Organized (?)  
(Note—1940 was silver jubilee year, but there is a record of a forerunner, apparently which was called Appalachian Exposition.)

**Attendance**—1940, 200,000; 1939, 175,000.  
**Operating Period**—6 days. **Cash Premiums Paid**—1940, \$36,000. **Fireworks**—6 nights. **Horse Show**. **Organized Midway**.

**1941 Plans**—\$400,000 expansion program.  
M. Jacob, president; Charles A. Brakebill, secretary-manager.

## MEMPHIS, TENN.

Mid-South Fair and Livestock Show . . . . . Organized 1908

**ATTENDANCE**

1936	147,479	1938	127,279
1937	152,301	1939	156,916
1940		1941	141,641*

\*83,489 day; night, 58,152.  
**Gate Admission**—50c day and night.  
**Operating Period**—6 days. **State Aid**—1940, \$3,000; 1939, same. **Cash Premiums Paid**—1940, \$21,056; 1939, \$21,205.

**Exhibitors**—No data given.  
**Grandstand**—Price Scale—25c day and night. **Auto Racing**—1 day. **Music**—daily concerts. **Horse Racing**—None; half-mile track. **Organized Midway**.  
**Acreege**—115. 5 miles from city.  
**Annual Meeting**—November 20, 1940.  
**1941 Dates**—Last week in September or first week in October.

**Grandstand**—Seats free day and night except on Saturday—Auto Races, which drew 33,985 people at 50c in 1940. **Horse Racing**—5 days; mile track. **Fireworks**—6 nights. **Horse Show**—6 nights. **Organized Midway**.  
**1940 Receipts**—Concession Department, \$16,540. **Carnival**—\$44,410, of which 2 per cent went to fair. **From All Sources**—\$105,000. **Expenditures**—Approximately \$85,000.  
**Acreege**—185; 2 1/2 miles from center.

**Value of Plant**—Land, \$270,000; buildings, \$765,000; equipment, \$400,000.

**Annual Meeting**—First Thursday November.

**1941 Dates**—September 15-20  
Hon. Litton Hickman, chairman board of fair commissioners; Phil C. Tramm, manager, superintendent of concessions, attractions, and building exhibits.  
**IAFE Member**—"Many years."  
**Delegates to IAFE**—Judge Litton Hickman, James A. Cayce, W. C. Clark, W. Jones, A. E. McClanahan, John Sloan, J. Wallace, Phil C. Travis.

★ ★ ★ ★ ★

## Congratulations to the Officers and Directors of the IAFE

### ROCKY MOUNTAIN ASSN. OF FAIRS

- NORTH MONTANA STATE FAIR**  
Harold F. Dupuis, Manager  
Great Falls, Montana
- MIDLAND EMPIRE FAIR**  
Harry L. Filton, Manager  
Billings, Montana
- WESTERN MONTANA FAIR**  
F. A. Day, Manager  
Missoula, Montana
- DAWSON COUNTY FAIR**  
Claude Utterback, Sec'y  
Glendive, Montana
- PHILLIPS COUNTY FAIR**  
S. E. Kodalen, Sec'y  
Dodson, Montana
- HILL COUNTY FAIR**  
Earl Bronson, Sec'y  
Havre, Montana
- RICHLAND COUNTY FAIR**  
C. W. Johnson, Sec'y  
Sidney, Montana
- EASTERN MONTANA FAIR**  
J. M. Bohling, Sec'y  
Miles City, Montana
- ROSEBUD COUNTY FAIR**  
Frank Barnum, Sec'y  
Forsyth, Montana

- FALLON COUNTY FAIR**  
Gib Zaidler, Sec'y  
Baker, Montana
- RAVALLI COUNTY FAIR**  
Many Minonymus, Sec'y  
Hamilton, Montana
- BIG HORN BASIN FAIR**  
H. L. Rains, Manager  
Powell, Wyoming
- NORTHWEST MONTANA FAIR**  
Roy Ellis, Sec'y  
Millsap, Montana
- MARIAS FAIR**  
Clifford Coover, Sec'y  
Shelby, Montana
- CENTRAL MONTANA FAIR**  
Hull Clement, Sec'y  
Lewistown, Montana
- BLAINE COUNTY FAIR**  
Floyd Bower, Sec'y  
Chinook, Montana
- CHOUTEAU COUNTY FAIR**  
Lee Leundagin, Sec'y  
Fort Benton, Montana

### SEASON'S GREETINGS TO ALL SHOWMEN

WE ARE PROUD TO BE A MEMBER OF SUCH A WIDE-AWAKE, PROGRESSIVE ASSOCIATION. MAY ITS FINE ACCOMPLISHMENTS AND GREAT ACHIEVEMENTS NEVER END.

J. H. BOHLING, Pres.      J. M. SUCKSTORFF, Sec.-Treas.  
Miles City, Mont.      Sidney, Mont.

CONGRATULATIONS TO THE IAFE ON ITS 50TH ANNIVERSARY

## FAIR MANAGERS' ASSOCIATION OF IOWA

E. W. WILLIAMS, Secy.-Mgr.  
MANCHESTER, IOWA

ANNUAL MEETING DECEMBER 9-11, SAVERY HOTEL, DES MOINES, IOWA

## CONGRATULATIONS, IAFE, on your 50th ANNIVERSARY

## DODGE COUNTY FAIR

### BEAVER DAM, WISCONSIN

"There are Bigger Fairs But None Better."

**DATES — SEPTEMBER 6th to 10th, 1941**  
J. F. MALONE, Secy.

## NORTHERN WISCONSIN DIST. FAIR

### CHIPPEWA FALLS, WISCONSIN

Member of the IAFE

The Big Fair in Northern Wisconsin. 1940 Attendance, 115,000. Expansion program under way for next year.

**1941 DATES — AUGUST 5-10**  
A. L. PUTNAM, Secy.-Mgr.

## THE TRI-STATE FAIR

### SUPERIOR, WIS.

Northwest's Greatest Educational and Amusement Enterprise

**1941 TENTATIVE DATES — AUGUST 11-17**  
MAX H. LAVINE, Secy.

**TENNESSEE, STATE ASSN.**

Association of Tennessee Fairs  
 Officers—O. D. Massa, Cookeville, secretary; C. C. Flannery, Nashville, commissioner, Department of Agriculture. All events (including cattle and dairy shows, etc.) held in 1940.

**BEAUMONT, TEX.**

South Texas State Fair  
**ATTENDANCE**  
 1936 .....174,613 1938 .....176,489  
 1937 .....184,291 1939 .....174,561  
 1940 .....133,854  
 Operating Period—11 days and nights.  
 Gate Admission—25 cents day and night.  
 Cash Premiums Paid—1939, \$4,027.12; 1938, \$6,482.82.  
 Music—Dance bands. Free acts. Orchestral midway.  
 Acreage—54. 2 miles from city.  
 Annual Meeting—last week, January, 1941.  
 1941 Dates—November 1-11.  
 W. Gardner, president; L. B. Herring Jr., secretary; S. H. Dixon, superintendent of concessions.  
 IAFE Member—20 years.  
 Delegates to IAFE—H. W. Gardner, W. Herring.

**DALLAS, TEX.**

State Fair of Texas...Organized 1886  
**ATTENDANCE**  
 No fair 1939 ..... \$26,310  
 No fair 1939 .....1,036,708  
 1940 .....1,116,447  
 Gate Admission—50c day, 25c night.  
 Operating Period—16 days and nights.  
 Cash Premiums Paid—1940, \$125,000 of fund; 1939, \$85,000.  
 Exhibitors—No figures available. "but grounds and buildings have been completely filled each year and will be so year."  
 Grandstand—Price Scale—25c to \$1. Organized Midway. Fireworks—16 nights. Bands—Local and State, Mexican National Orchestra, college football, pageants.

Acreage—187. 1 mile from city.  
 Annual Meeting—First Tuesday in December.  
 1941 Dates—October 11-26.  
 Harry L. Seay, president; Roy Rupard, secretary; Fred E. Tennant, superintendent of concessions; Frank Flowers, superintendent of building exhibits.  
 IAFE Member—Since organization.  
 Delegates to IAFE—Harry L. Seay, Roy Rupard, E. Paul Jones.

REMARKS—State Fair of Texas, created in 1886, is an outgrowth of the Dallas County Exposition, organized in 1853. Average annual attendance for the past 10 years has been 887,339. The National Hereford Show was presented for the second consecutive time this year. Other features of the State Fair, which lays heavy emphasis upon livestock, agriculture, and poultry, are the regional show of the American Holstein-Friesian Breeders' Association and the Texas Jersey Show.

**LUBBOCK, TEX.**

Panhandle South Plains Fair  
 .....Organized 1920  
**ATTENDANCE**  
 1936 .....125,954 1938 .....136,789  
 1937 .....137,970 1939 .....129,286  
 1940 .....126,587  
 Gate Admission—50c day and night.  
 Operating Period—6 days. State and Local Aid—None. Cash Premiums Paid—1940, \$4,597; 1939, \$5,461.  
 Exhibitors—Commercial-Industrial—1940, 48; 1939, 50; 1938, 49; 1937, 47; 1936, 49. Livestock—1940, 25; 1939, 35; 1938, 30; 1937, 33; 1936, 32. Agricultural Products—1940, 78; 1939, 73; 1938, 65; 1937, 62; 1936, 70. 4H Club—1940, 33; 1939, 31; 1938, 26; 1937, 29; 1936, 30. Others—1940, 1,211; 1939, 1,198; 1938, 1,094; 1937, 1,111; 1936, 1,098.  
 Grandstand—Price Scale—Free day; night, 25c. Attendance—1940, 22,700; day; night, about same; 1939, 8,314 and 19,800; 1938, 8,948 and 21,300; 1937, 7,342 and 20,561; 1936, 7,984 and 19,381. Track—1/2-mile. Fireworks—6 nights. Music—Dance bands, other bands. Organized Midway.

Acreage—60. 1 mile from city.  
 Value of Plant—Land—\$50,000; Buildings—\$100,000; Equipment—\$25,000.  
 Annual Meeting—April, 1941.  
 1941 Dates—Week starting last Monday in September.  
 C. E. Maedgen, president; A. B. Davis, manager and superintendent of concessions; M. D. Panning, director of grandstand attractions; I. E. Barr, superintendent of building exhibits.  
 IAFE Member—2 years.  
 Delegate to IAFE—A. B. Davis.

REMARKS—Panhandle South Plains Fair has grown with local population, which in 1920 was 4,051 and is now 39,099, or nearly 10 times larger. During the last 17 years it has made an operating profit in every season but one. Virtually all improvements have been made from these profits, the improvement made with an original \$10,000 in capital stock having been destroyed

and/or replaced. All profits are required to go for improvements or operation.

**TEXAS, STATE ASSN.**

Texas Association of Fairs  
 Officers—Pete H. Smith, Plainview, secretary; Roy W. Snyder, College Station, supervisor, Specialists' Work, Texas A. and M. College.

**OGDEN, UTAH**

Ogden Livestock Show  
 .....Organized 1920  
**ATTENDANCE**  
 1936 .....30,000 1938 .....35,000  
 1937 .....32,500 1939 .....37,500  
 1940 .....40,000  
 Gate Admission—25c day and night.  
 Operating Period—7 days and 7 nights.  
 (Continued on next page)

★ **CONGRATULATIONS** ★  
**IAFE**  
*for the magnificent work!*  
**A VOICE FROM FRENCH CANADA**  
**I' EXPOSITION**  
**PROVINCIALE de QUEBEC**  
**Lucien BORNE** Mayor of Quebec, President  
**Emery BOUCHER** Secretary-Manager  
 ★ ★ ★ ★ ★  
**In Appreciation**  
*of our membership in*  
**The International Association**  
**of Fairs and Expositions**  
*and in*  
**tribute to The Billboard**  
**EDMONTON EXHIBITION ASSN., LTD.**  
**C. E. WILSON** President  
**P. W. ABBOTT** Managing-Director  
 ★ ★ ★ ★ ★  
**THE**  
**WESTERN CANADA ASSOCIATION**  
**OF EXHIBITIONS**  
 ("A" Circuit)  
**ANNUAL CONVENTION**  
 Place: Fort Garry Hotel, Winnipeg, Canada  
 Time: January 20th, 21st, and 22nd, 1941  
**FRED ROBINSON** President Regina, Canada  
**SID. W. JOHNS** Secretary Saskatoon, Canada  
 Also:  
**The WESTERN CANADA FAIRS ASSOCIATION**  
 ("B" Circuit)  
**KEITH STEWART**, Secretary Portage la Prairie, Canada ★

**Congratulations, IAFE**  
**AND THE FAIRS OF AMERICA**

From the  
**LOUISIANA STATE ASSOCIATION**  
**OF FAIRS**  
 ★ ★ ★ ★ ★

**FAIR MEN - ATTRACTION MEN - CARNIVAL OWNERS**  
**AGENTS - CONCESSIONAIRES - EXTENSION WORKERS**

Everybody is cordially invited to attend our annual meeting in Lake Charles.  
 (Definite Dates will be announced in The Billboard later)

**W. R. HIRSCH** Vice-President  
**HARRY D. WILSON** Commissioner of Agriculture President  
**P. O. BENJAMIN** Tallulah Secretary-Treasurer

**Congratulations, IAFE**  
**Best Wishes for Your Continued Success**

**BRAZOS VALLEY FAIR**  
**WACO, TEXAS**

**CENTRAL TEXAS' LEADING FAIR**

**HARRISON B. WAITE**, Pres. and General Manager  
**RALPH B. BUCHANAN**, Vice President  
**JOSEPH DORAN**, Secretary  
**DOWELL NAYLOR**, Financial Secretary  
**A. M. GOLDSTEIN**, Treasurer

**1941 TENTATIVE DATES — OCTOBER 18-25**

Golden Anniversary Greetings to the  
International Association of Fairs and Expositions

From the NATION'S OLDEST STATE FAIR

LUREN D. DICKINSON Governor of Michigan  
ELMER A. BEAMER Commissioner of Agriculture  
LINWOOD W. SNOW Fair Manager

MICHIGAN STATE FAIR  
DETROIT, MICHIGAN

Established 1849

1940 FAIR — DREW 475,151 PEOPLE  
Set All-Time Paid Attendance Record on Labor Day—114,156  
Using Every Type of Amusement Attraction

RODEO NAME BANDS GRANDSTAND SHOW HARNESS RACING  
and all WITHOUT STATE AID

CONGRATULATIONS and  
BEST WISHES to the IAFE  
Greetings to All from

IONIA FREE FAIR  
IONIA, MICHIGAN

Michigan's Greatest Outdoor Event

GOVERNOR JOHN STELLE

Invites you

To Visit and Exhibit At

ILLINOIS STATE FAIR

AUGUST 16-24, 1941

For information address

Box 546, Springfield, Illinois

J. H. LLOYD  
Director of Agriculture

E. E. IRWIN  
General Manager

Congratulations and Best Wishes  
to the IAFE

COMPLIMENTS  
of

OKLAHOMA FREE STATE FAIR

MUSKOGEE

"Always the first week in October"

State Aid—1940, \$3,000; 1939, \$3,000.  
Local Aid—1940, \$17,500; 1939, \$17,500.  
Cash Premiums Paid—1940, \$18,540; 1939,  
\$18,540.  
Exhibitors — Commercial-Industrial—  
None. Livestock—1940, 500; 1939, 485;  
1938, 476; 1937, 462; 1936, 450. Agricul-  
tural Products—1940, 75; 1939, 70; 1938,  
62; 1937, 54; 1936, 50. 4-H Club—1940,  
200; 1939, 185; 1938, 148; 1937, 127; 1936,  
100. Others—1940, 75; 1939, 69; 1938, 64;  
1937, 58; 1936, 50.  
Plant Valuation—\$135,000.  
Acreage—5.1 mile from city.  
Annual Meeting—Not given.  
1941 Dates—Not given.  
E. J. Fieldsted, mgr.  
IAFE Member.  
Delegates to IAFE—None.  
REMARKS — The Ogen Livestock  
Show started in a tent and has developed  
into a \$135,000 plant. It ranks among  
the leading livestock events in the U. S.

VERMONT, STATE ASSN.

Vermont Agricultural Fairs Association  
Officers—Glenn H. Rublee, Enosburg  
Falls, secretary; 8 events conducted in  
1940.

RICHMOND, VA.

Virginia State Fair—Organized 1906  
ATTENDANCE  
1936 .....147,699 1938 .....188,236  
1937 .....223,793 1939 .....225,359  
1940 .....194,055  
Gate Admission—25c day and night.  
Operating Period—6 days and 6 nights.  
State Aid—1940, \$4,275; 1939, \$4,975.  
Cash Premiums Paid—1940, \$18,000; 1939,  
\$16,373.  
Exhibitors—1940 records not completed  
in time for recording here. Commercial-  
Industrial—1939, 146; 1938, 118; 1937,  
138; 1936, 114. Livestock—1939, 402; 1938,  
378; 1937, 382; 1936, 360. Agricultural  
Products—1939, 704; 1938, 687; 1937, 614;  
1936, 589. 4-H Club (including Negro)—  
1939, 403; 1938, 369; 1937, 381; 1936, 304.  
Grandstand—Price Scale—55c and 75c  
day, 55c night. Saturday Afternoon—75c,  
\$1. Attendance—Day and night, 1940,  
33,614; 1939, 45,099; 1938, 44,326; 1937,  
46,261; 1936, 39,723. Fireworks—8 nights.  
Auto Racing—1 day. Thrill Days—  
Music—Daily concerts. Organized Mid-  
way. 1/2-mile track.  
Acreage—60. 2 1/2 miles from city.  
Annual Meeting—Second Monday  
January.  
1941 Dates—September 22-27.  
Clyde H. Ratcliff, president; Charles  
A. Somma, secretary-general manager;  
C. T. Riddick, superintendent of build-  
ing exhibits.  
IAFE Member—22 years.  
Delegate to IAFE—Charles A. Somma.

CHIPPewa FALLS, WIS.

Northern Wisconsin District Fair  
.....Organized 1906  
ATTENDANCE  
1936 .....102,000 1938 .....110,000  
1937 .....120,000 1939 .....115,000  
1940 .....115,000  
Gate Admission—25c day and night.  
Operating Period—6 days and nights.  
State Aid—1940, \$4,000; 1939, same. Cash  
Premiums Paid—1940, \$5,300; 1939,  
\$5,600.  
Exhibitors — Commercial-Industrial—  
1940, 192; 1939, 190; 1938, 98; 1937,  
1938, 74. Livestock—1940, 74; 1939,  
1938, 64; 1937, 72; 1936, 58. Agricul-  
tural Products—1940, 110; 1939, 123; 1938,  
1937, 105; 1936, 84. 4-H Club—1940,  
1939, 298; 1938, 264; 1937, 250; 1936,  
248. Others—1940, 234; 1939, 262; 1938,  
1937, 254; 1936, 221.  
Grandstand—Price Scale—40c day,  
night. Attendance—Day,  
night, 11,247; 1939, 7,467 and 9,894;  
1938 and 9,178; 1937, 7,143 and 9,178;  
1936, 6,992 and 9,214. Thrill Days—  
Fireworks—8 nights. Music—Band  
ground. Horse Show—1 day. Horse Ra-  
cing—2 days; 1/2-mile track. Radio Talk  
Organized Midway.  
Acreage—80. 3/4 mile from city.  
Annual Meeting—Second Wednesday  
November.  
1941 Dates—August 6-10.  
L. J. Vaudreuil, president; A. L. Putnam,  
secretary-director grandstand and  
attractions; Bert Skogmo, superintendent  
of concessions and building exhibits.  
IAFE Member—Since 1920.  
Delegate to IAFE—A. L. Putnam.

Congratulations to the IAFE

From the Fairs of the Lone Star State  
THE TEXAS ASSOCIATION OF FAIRS  
SALUTES YOU ON YOUR GOLDEN JUBILEE

FAIRMEN — SHOWMEN — ATTRACTION MEN

You Are Cordially Invited To Attend the Annual Meeting of the

TEXAS ASSOCIATION OF FAIRS

At the  
ADOLPHUS HOTEL, DALLAS, TEXAS  
JANUARY 30 TO FEBRUARY 1, INCLUSIVE

PETE H. SMITH, Secretary  
PLAINVIEW, TEXAS

Congratulations, IAFE, and Best Wishes

PANHANDLE  
SOUTH PLAINS FAIR

MEMBER IAFE  
LUBBOCK, TEXAS

Financially Successful Each of Its 17 Years

AVERAGE ANNUAL ATTENDANCE 131,317  
Actual Count for Past Five Years

Visited by people from 15 to 20 Counties with agricultural exhibits from those districts  
Plant valuation \$175,000—the result of operating profits and some WPA improvement  
during the last three years.

A. B. DAVIS

MANAGER

**MILWAUKEE, WIS.**

**Wisconsin State Fair, Organized 1851**

**ATTENDANCE**

1938	.....429,445	1938	.....624,411
1937	.....602,436	1939	.....630,954

1940 .....537,291\*  
 Gate Admission—25c day and night.  
 Operating Period—9 days and nights.  
 State Aid—1940, \$62,062; 1939, \$38,181.  
 Cash Premiums Paid—1940, \$77,500; 1939, \$70,423.

**Exhibitors**—Commercial-Industrial—1940, 176; 1939, 174; 1938, 170; 1937, 167; 1936, 154. Livestock—1940, 482; 1939, 475; 1938, 440; 1937, 435; 1936, 430. Agricultural Products—1940, 188; 1939, 170; 1938, 162; 1937, 158; 1936, 150. 4-H Club—1940, 1,411; 1939, 1,393; 1938, 1,361; 1937, 1,350; 1936, 1,322. Others—1940, 1,271; 1939, 1,204; 1938, 1,175; 1937, 1,150; 1936, 1,143.

**Grandstand**—Price Scale—50c-75c day and night. **Independent Midway, Auto Racing**—3 days. **Thrill Day**—1. **Fireworks**—9 nights. **Dance Bands**—Ballroom: State bands daily. **Horse Show**—5 nights. **Horse Racing**—4 days; mile track. **Acreeage**—147.6 miles from city. **Annual Meeting**—None held. **1941 Dates**—August 16-24.

Ralph E. Ammon, manager-director of agriculture; A. W. Kalbus, associate manager and superintendent of exhibits; George Anthony, superintendent of concessions; R. E. Ammon, director of attractions.

**IAFE Member**—Since organization. **Delegates to IAFE**—R. E. Ammon, A. W. Kalbus, and Gordon Crump. \*Includes night attendance as follows—1940, 118,204; 1939, 107,263; 1938, 124,883; 1937, 120,488; 1936, 90,184.

**REMARKS**—The first Wisconsin State Fair was held in Janesville, 1851, and conducted at various times thereafter in Madison, Watertown, and Fond du Lac. Milwaukee drew the event in 1870 and the present grounds have been in use since 1892. The early fair was operated by an agricultural society but has been owned and managed by the State for about 35 years. Attendance has doubled since the gate admission was reduced from 50 cents to 25 cents in 1933. Plant is used for other purposes throughout the year. A permanent amusement park is operated from May 15 to September 10 in each year. Other uses are for professional football, auto racing, harness meetings, thrill shows, roller derbies, circuses, and other sports and amusements.

**WISCONSIN, STATE ASSN.**

**Wisconsin Association of Fairs**  
**Officers**—J. F. Malone, Beaver Dam, secretary; Ralph E. Ammon, Milwaukee, director Department of Agriculture.

**Attendance**—Paid 839,564.  
**Receipts**—1939 total, \$856,392. Gate—\$207,771; grandstand—\$95,688; space and privileges—\$131,052; stall entry fees—\$13,826; speed entry fees—\$11,822; advertisements—\$17,677; State aid—\$159,436; county aid—\$49,811; other aid—\$6,371; loans—\$78,385; collections from previous years—\$56,853.

**Disbursements**—1939 total \$810,988.14, divided among major groups as follows: Premiums—\$212,059; speed purses—\$52,013; special acts, etc.—\$131,208; police, gate, etc.—\$55,148; advertising and publicity—\$30,324; maintenance—\$40,830. (Total disbursements figure includes repayment of loans, plant and equipment, and expenses of previous years.)

In 1938 total receipts (76 fairs) from all sources were \$778,324, contributed by major groups as follows: Gate—\$197,840; grandstand—\$85,541; space and privileges—\$123,503; advertisements—\$17,596; State aid—\$134,107; county aid—\$42,378; loans—\$51,445; previous years' collections—\$64,813.

Major disbursements in 1938 were as follows: Premiums—\$191,543; speed purses—\$49,752; acts, etc.—\$126,934; advertising and publicity—\$26,387; maintenance—\$38,945; repayment of loans—\$62,855; on plant and equipment—\$33,340. Total disbursements came to \$760,596.

Figures for previous years follow:

	1937	1936	1935
Receipts	\$805,410	\$747,951	\$616,797
Disbursements	\$737,279	\$188,093	\$562,039
Paid Attendance	619,471	733,298	970,008
Average Annual Receipts	805,410	747,951	616,797
Average Annual Disbursements	737,279	188,093	562,039
Average Annual Attendance	619,471	733,298	970,008

**CANADA**

**CALGARY, ALBERTA, CAN.**

Calgary Exhibition and Stampede

.....Organized 1886

**ATTENDANCE**

1936	.....213,450	1938	.....223,425
1937	.....220,554	1939	.....240,035

1940 .....244,849

(Continued on next page)

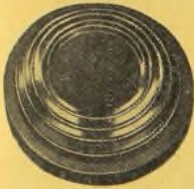
HERE'S THE NEWEST, MOST EXCITING GAME GOING!! A SURE-FIRE MONEY-MAKER



Real Trap Shooting in Miniature. Brings 'Em Back Again and Again! Easy to Set Up... Inexpensive to Operate. Use Indoors or Outdoors.



**SKEETER TRAP** shooting has an all-around popular appeal. Flying clay targets offer a new thrill to excitement seekers at fairs, carnivals and amusement places. A test of skill that will prove a real challenge to sporting blood, brings 'em back again and again! **SKEETER TRAP** shooting requires only a small space. Indoors, 65 feet is sufficient, with a 2-foot ceiling. The **SKEETER TRAP** (target throwing device) is tickly set up. Simple to operate. It is made by the makers of the famous "Black Diamond" traps which have been used many times at the Grand American & British Championships. Will give long, dependable service.



**Keeps Operating Costs Down to a Minimum**

**SKEETER TRAP** provides all the fun of big time trap shooting, but at a fraction of the cost. The **SKEETER** Targets are moderately priced. The ammunition costs, too, are surprisingly low, since inexpensive .22 LONG RIFLE SHOT cartridges are used. The .22 rifles with miniature target smooth boring cost little more than a regular .22 rifle. Everyone can afford to shoot **SKEETER TRAP!**

Write for Free Circular

**BLACK PRODUCTS COMPANY**

123 Calumet Avenue, Chicago, Ill.

The Great **OHIO STATE FAIR**

Offers You

A cross-section of the whole United States. The greatest sheep, swine, draft horse and cattle shows in America. Seven days and seven nights of agriculture and industry on parade. Entertainment, instruction and inspiration.

To exhibitors the Ohio State Fair offers premiums, purses and prizes exceeding \$130,000.

To concessionaires and entertainers the Ohio State Fair offers discriminating adult crowds plus its own distribution of free tickets to each of Ohio's 1,250,000 school children.

Working With This Great State Fair Are 92 County and Independent Fairs in Ohio.

**CONCESSION MEN**

You Will Find

**COURTESY CROWDS CASH**  
 At The

**OHIO STATE FAIR, August 23 to 29, 1941**

John W. Bricker Governor John T. Brown Dir. of Agriculture Win H. Kinnan State Fair Manager COLUMBUS, OHIO

**GREETINGS**

**IAFE**  
 50th Anniversary

**INSURANCE**

**SPECIALIZING IN CONTRACTS COVERING**

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# Congratulations IAFE



## LOUIS AND NED TORTI

OF THE

### Wisconsin DeLuxe Corporation OF Milwaukee, Wisconsin

"You have done a swell job for the past fifty years. We hope you accomplish as much during the next fifty years. See us and we will get you 'lit' up reasonably. Complete line of electric bulbs, very latest in lighting for your Fair Grounds, business office and home."

#### FAIR SECRETARIES:

While at the Sherman Hotel during the meeting—

Visit our Display Room

**Gate Admission**—25 cents day and night. **Operating Period**—6 days. **Total Gate and Grandstand Receipts**—1940, \$94,615; 1939, \$91,260. **Local Aid** (donations)—1940, \$2,486; 1939, \$2,492. **Cash Premiums Paid**—Not reported.

**Exhibitors**—Not reported. **Grandstand**—Scale—50c-81 days; nights, 50c-75c. **Horse Racing**—7 days.  $\frac{1}{2}$ -mile track. **Stampede**—6 afternoons. **Chuck Wagon Races**—6 evenings. **Fireworks**—2 nights. **Organized Midway**.

**Acreage**—85.  $\frac{1}{2}$  mile from city. **Annual Meeting**—October 31, 1940. **1941 Dates**—July 7-12.

J. Charles Yule, president; E. L. Richardson, secretary (retired recently after 38 years' service and is in advisory capacity to Mr. Yule, secretary-manager); Archie McTeer, superintendent of concessions and building exhibits and director of attractions.

**IAFE Member.**

**Delegate to IAFE**—J. Charles Yule.

**1940 INCOME**—\$166,902. **Disbursements**—\$159,219 (latter figure filed originally). **Sources of Income**—Gate and Grandstand—\$94,615; exhibits and concessions—\$30,051; parl-mutuels—\$22,783; building rentals—\$9,263; stampede entry fees—\$3,363. **Major Disbursement Groups**—General Prizes—\$13,948; race purses—\$17,050; stampede prizes—\$12,725; stampede expenses—\$13,211; music and attractions—\$10,646.

#### EDMONTON, ALTA., CAN.

**Edmonton Exhibition.** Organized 1879

ATTENDANCE					
1936	.....	127,994	1938	.....	151,180
1937	.....	116,887	1939	.....	150,626
1940	.....	.....	.....	.....	144,973

**Gate Admission**—50c day, 25c night. **Operating Period**—6 days and nights. **Provincial Aid** (for judges)—1940, \$200; 1939, \$200. (Provincial government permits exhibition to retain percentage of parl-mutuel tax in lieu of \$8,000 maximum grant.) **Cash Premiums Paid**—1940, \$13,464; 1939, \$14,105.

**Exhibitors**—Records kept on exhibits only as follows—Commercial-Industrial—1940, 150 in paid space and about same number (mostly machinery) in free space. **Livestock**—1940, 1,277; 1939, 1,460; 1938, 1,410; 1937, 1,327; 1936, 1,382. **Agricul-**

**ultural Products** (entries)—1940, 140; 1939, 1,933; 1938, 2,081; 1937, 1,591; 1,274. **Future Farmers**—1939-38, 27; 60 each year. **Others**—1940, 4,801; 1939, 7,059; 1938, 8,195; 1937, 5,389; 1936, 4,700.

**Grandstand**—Price Scale—50c day, \$1 night. **Organized Midway.** **Fireworks**—2 nights. **Music**—Dance concession limited to one; also free concerts afternoons. **Horse Show**—4 days and nights. **Horse Racing**—6 days;  $\frac{1}{2}$ -mile track.

**Plant Valuation**—Grounds and buildings about \$500,000.

**Acreage**—85.3 miles from city. **Annual Meeting**—December 30.

**1941 Dates**—Not given.

G. E. Wilson, president; P. W. Abbott, managing director; G. F. Wilson, superintendent of concessions; F. W. Kelso, J. H. Ogilvie, and J. H. Wildman, attractions committee; D. A. Groat, superintendent of building exhibits.

**IAFE Member**—About 18 named.

**Delegates to IAFE**—Not named.

**REMARKS**—Grounds and buildings valued at about \$500,000; owned by city of Edmonton, which pays maintenance costs. Association has spent over \$100,000 the past three years on permanent improvements, including grading, graveling, curbing, street lighting system, ornamental gates, fountains and painting. City appoints 13 of 25 directors, and the shareholders elect 12. Mayor and city commissioners are ex-officio members. Exhibition was held in a few rooms of the Edmonton Port (Hudson Bay Company) and has been operated continuously since 1880, altho several reorganizations have taken place during that period. Operates non-profit undertaking of a joint stock company.

#### LONDON, ONT., CAN.

**Western Fair**.....Organized 1879

ATTENDANCE					
1936	.....	154,805	1938	.....	148,000
1937	.....	111,681	1939	.....	127,000
1940	.....	.....	.....	.....	.....

**Gate Admission**—25c day and night. **Operating Period**—6 days and nights. **Federal and Provincial Government**—1939, \$4,984. **Cash Premiums Paid**—1939, \$25,777.

**Exhibitors**—Commercial-Industrial

America's  
Finest  
Motorized Show

Season's  
Greetings

to All  
Our  
Friends  
and  
a  
Happy  
Birthday  
to the

IAFE



# FUZZELL'S UNITED SHOWS

ALWAYS presenting the newest and latest in carnival entertainment, Fuzzell's United Shows will again open in 1941 with new presentations, novel ideas, latest in rides, shows and concessions — really and truly . . . America's Finest Motorized Show.

#### FAIR SECRETARIES, CELEBRATION COMMITTEES

Send for a detailed report on what our show will be for next season. Arrange for your dates now.

#### NOW BOOKING 1941 SEASON

"SEE US AT THE FAIR MEETINGS OR WRITE"

#### WINTER QUARTERS

Route 4, Box 225

North Little Rock, Ark.

T. A. FUZZELL, Manager

ROY GOLDSTONE,

Concession Manager

512 Orange St., Hot Springs, Ark.

Congratulations, IAFE,  
from the Newest Carnival Show

# WORLD of TODAY SHOWS

PHIL LITTLE, Sole Owner

## NEW IN 1941!

This is the Big News for next year! A new carnival . . . new in ideas, operation, and design, as well as shows, attractions and rides. All equipment will be new with modern lighting effects. Fair secretaries, celebration committees and sponsoring groups who are looking for the unusual and different in carnival entertainment . . . a reliable, responsible company . . . get in touch with us now. We promise to make available an entirely new, but proven, idea in midway operation destined to help fairs conduct profitable events.

To the Showmen with ideas of merit—we can and will book a wide variety of attractions. If you think you have something that will fit in with our plans, write today.

#### NOW BOOKING 1941

WINTER QUARTERS

WORLD OF TODAY SHOWS

BOX 1080, HOUSTON, TEXAS

Permanent Address:

PHIL G. LITTLE, 802 NEWELL STREET, DALLAS, TEXAS

144; 1938, 133; 1937, 146; 1938, 136.  
 Stock—1939, 453; 1938, 479; 1937, 467;  
 534. Agricultural Products—1939,  
 1938, 215; 1937, 188; 1936, 202. Jr.  
 and Jr. Women's Institute—1939,  
 1938, 226; 1937, 188; 1936, 233.  
 1935—1939, 274; 1938, 226; 1937, 188;  
 23. Grandstand—Price Scale—25c  
 day and night. Organized Midway  
 Day—1. Fireworks—2 nights. Music  
 bands daily. Horse Show—4  
 days. Horse Racing—4 days; 1/4-mile  
 track.  
 Airplane—45 1 mile from city.  
 Annual Meeting—Third Wednesday in  
 July. Dates—"War situation may again  
 make exhibition impossible."  
 P. H. Saunders, president; W. D. Jack-  
 son, secretary; F. E. Harley, director of  
 attractions.  
 IAFE Member—22 years.  
 Delegate to IAFE—Not appointed.  
**REMARKS**—London's Western Fair  
 ran uninterrupted since 1868, with  
 the exception of this year, when the  
 exhibition was canceled, the plant and  
 equipment being required for military  
 purposes.

**OTTAWA, ONT., CAN.**  
 Central Canada Exhibition  
 Organized 1887  
 ATTENDANCE  
 1938 ..... 299,000 1939 ..... 336,000  
 1940 ..... 230,845  
 1917,000 (9 days)  
 1940 ..... (Canceled to allow  
 militia unhampered use of  
 grounds and buildings.)  
 Gate Admission—25c day and night.  
 Operating Period—6 days and nights.  
 Provincial Grant—1939, \$4,000. Provincial  
 grant—\$1,016. County Grant—1939, \$65.  
 P. Premiums Paid—1939, \$21,474.  
 Exhibitors—Commercial-Industrial—  
 1938, 244; 1938, 230; 1937, 221; 1936, 212;  
 Livestock—1939, 317; 1938, 320; 1937, 324;  
 1936, 353. Agricultural Products—1939,  
 1938, 349; 1937, 374; 1936, 386. 4-H  
 Club—1940, 357 (Junior Agricultural  
 Club activities held at near-by Rich-  
 mond county fair); 1939, 449; 1938, 420;  
 1937, 435; 1936, 413. Others—1939, 1,035;  
 1938, 1,026; 1937, 1,117; 1936, 1,216.  
 Grandstand—Price Scale—50c day, 50c-  
 61 night. Attendance—1939, day, 11,  
 817; night, 37,180. 1938, day, 12,602;  
 night, 37,862; 1937, day, 10,110; night,  
 33,136. 1936, day, 14,519; night, 36,960.  
 Midway Days—6. Fireworks—6 nights.  
 Music—Dance bands, admission; also  
 concert bands. Horse Show—5 nights.  
 Horse Racing—5 days; 1/4-mile track. Or-  
 ganized Midway.  
 Airplane—75. 2 1/2 miles from city.  
 Annual Meeting—Third Wednesday in  
 June. Dates—Uncertain—"to be pub-  
 lished later."  
 P. C. Elford, president; H. H. McElroy,  
 secretary-manager.  
 IAFE Member—20 years.  
 Delegate to IAFE—H. H. McElroy.  
**REMARKS**—Previous to 1887 the only  
 fair held in Ottawa was a provincial  
 fair which moved from town to town.  
 In 1887 a group of public-spirited men  
 organized the Central Canada Exhibition  
 Association, and the first exhibition was  
 held in 1888. Since then it has grown  
 to become one of Canada's largest  
 exhibitions.

**TORONTO, ONT., CAN.**  
 Canadian National Exhibition  
 Organized 1879  
 ATTENDANCE  
 1938 ..... 1,603,000 1939 ..... 1,658,000  
 1940 ..... 1,302,000 1939 ..... 1,626,000  
 1940 ..... 1,642,000  
 Gate Admission—25c day and night.  
 Operating Period—14 days and nights.  
 P. Premiums Paid—1940, \$126,000;  
 1939, \$125,000.  
 Exhibitors—Commercial-Industrial—  
 approximately 1,200. Livestock—Approx-  
 imately 600 showing 5,000 head of stock.  
 Grandstand—Price Scale—25c-50c day,  
 \$1.50 night. Own Midway. Thrill  
 Ride—11. Fireworks—13 nights. Music  
 bands; orchestras; also British or  
 S. brass bands, free. Horse Show—7  
 days and nights. Other Attractions—  
 about 20 professional and amateur  
 acts.  
 Airplane—350. Heart of city.  
 Annual Meeting—February 26, 1941.  
 Midway Dates—August 22-September 6.  
 W. H. Millar, president; Elwood A.  
 Jones, general manager; T. G. Dalglissh,  
 secretary; C. W. Ross, director of at-  
 tractions; J. H. Stanford, superintendent  
 of building exhibits.

IAFE Member—25 years.  
 Delegates to IAFE—Edwood A. Hughes,  
 T. G. Dalglissh, and C. W. Ross.

**QUEBEC CITY, QUE., CAN.**  
 Provincial Exposition. Organized 1912  
 ATTENDANCE  
 1936 ..... 97,875 1938 ..... 108,000  
 1937 ..... 120,000 1939 ..... 116,100  
 1940 ..... 125,000  
 Operating Period—7 days and nights.  
 Federal Aid—1939, \$6,000. Provincial Aid  
 —1940, \$12,000; 1939, \$12,000. Cash Pre-  
 miums Paid—1940—\$13,500; 1939, \$17,982.  
 Exhibitors—Commercial-Industrial—  
 1940, 85; 1939, 102. Livestock—1940, 197;  
 1939, 252. Agricultural Products—1940,  
 58; 1939, 47. 4-H Club—1939, 125. Photog-  
 raphy and Fine Arts—1940, 59; 1939, 132.  
 Handicrafts—1940, 155; 1939, 259. Lady  
 Farmers' Clubs—1940, 79; 1939, 97.  
 Grandstand—Day only; Coliseum,  
 night only. Price Scale—35c-50c day, 35c-  
 75c night. Attendance—1940, 13,553;  
 1939, 18,216; 1938, 14,045; 1937, 12,274;  
 1936, 12,801. Coliseum Attendance—1940,  
 20,435; 1939, 16,109; 1938, 20,213; 1937,  
 9,750; 1936, 10,508. Independent Midway.  
 Auto Racing—2 days after fair. Music—  
 Brass bands. Horse Racing—7 days; 1/4-  
 mile track.  
 Airplane—150. 1 1/2 miles from city.  
 Plant Valuation—Land, buildings, and  
 equipment valued at \$1,500,000.  
 Annual Meeting—Not given.  
 1941 Dates—First week in September.  
 Lucien Borne, mayor, president; Emery  
 Boucher, secretary and director of at-  
 tractions; Elizer L. Heureux superintendent  
 of concessions and building exhibits.  
 IAFE Member—Since organization.  
 Delegates to IAFE—Not appointed.  
**REMARKS**—Quebec City Fair plant  
 comprises grandstand, built in 1916;  
 Industrial Hall, 1923; Coliseum, 1931;  
 Fine Arts, Handicraft Pavilion, and 25  
 other buildings. Regional agriculture ex-  
 hibition in connection with fair up to  
 1940, when, with federal grants canceled,  
 regional end was eliminated, accounting  
 for decrease in 1940 exhibitors. Further  
 exhibitor decline due to fact that other  
 regional fairs in province were canceled.  
 Event under municipal control, operated  
 by a commission.

**REGINA, SASK., CAN.**  
 Regina Agricultural and Industrial  
 Exhibition Assn., Ltd.  
 Organized 1884

ATTENDANCE  
 1936 ..... 101,338 1938 ..... 111,216  
 1937 ..... 105,832 1939 ..... 109,941  
 1940 ..... 128,876  
 Operating Period—6 days and nights.  
 Provincial Aid—1940, \$2,600; 1939, \$2,500.  
 Cash Premiums Paid—1940, \$6,686; 1939,  
 \$11,701.  
 Exhibitors—Commercial-Industrial—  
 1940, 60 (approximately the same num-  
 ber in 1939, 1938, 1937, and 1936). Live-  
 stock—1940, 811; 1939, 1,415; 1938, 954;  
 1937, 1,057; 1936, 1,077. Agricultural  
 Products—1940, 501; 1939, 759; 1938,  
 1,143; 1937, 788; 1936, 700. Others—1940,  
 10,922; 1939, 11,877; 1938, 10,662; 1937,  
 9,262; 1936, 7,847.  
 Grandstand—Attendance—1940, 16,136  
 day, 53,317 night. Price Scale—50c day,  
 50c-75c night. Organized Midway. Music  
 —Junior band competition. Horse Racing  
 —6 days; 1/2-mile track.  
 Plant Valuation—\$1,500,000.  
 Airplane—110. 3/4 mile from city.  
 Annual Meeting—Before December 10  
 in each year.  
 1941 Dates—July 28-August 2  
 W. F. Fuller, president; D. T. Elderkin,  
 secretary; Nate Andre, superintendent of  
 concessions; N. T. Gardner, director of  
 grandstand attractions; Harry Malby,  
 superintendent of commercial exhibits.  
 IAFE Member—About 15 years.  
 Delegates to IAFE—None.  
**REMARKS**—Regina Exhibition was  
 organized when the locality was a  
 hamlet. Thus it has grown with the  
 community it serves. Plant valuation—  
 \$1,500,000. Seating capacity of grand-  
 stand is 14,000.

**SASKATOON, SASK., CAN.**  
 Saskatoon Industrial Exhibition  
 Organized 1886  
 ATTENDANCE  
 1936 ..... 72,071 1938 ..... 78,807  
 1937 ..... 68,350 1939 ..... 67,492  
 1940 ..... 76,465  
 Operating Period—6 days and nights.  
 Dominion Aid—1940, none; 1939, \$4,000.  
 (Continued on next page)



**Congratulations to  
 The Billboard  
 On Their Convention Number**

**Again Presenting Four of the Largest,  
 Finest Musical Productions for the Fair  
 Season 1941. We Have Contracted Also  
 Some of the Most Outstanding Attractions  
 for 1941 Fair Season.**

**VISIT OUR SHOWROOMS AT THE INTERNATIONAL  
 CONVENTION AT THE SHERMAN HOTEL,  
 CHICAGO, ILL.**

**FRANK WIRTH BOOKING  
 ASS'N, INC.**

Suite 909  
 10 ROCKEFELLER PLAZA, N. Y. CITY  
 Circle 6-5848-49

*Selden*  
**THE STRATOSPHERE  
 MAN**  
 TRADE MARK  
**WORLD'S HIGHEST  
 AERIAL ACT**

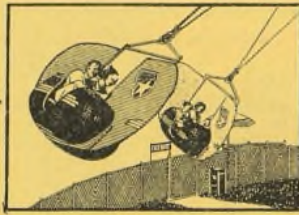
**CONGRATULATIONS, IAFE**

**SEASON'S GREETINGS TO ALL**

THANKS, Fair Men—Park Men—Cole-  
 bration committees, for another solidly  
 booked season — the BEST in my  
 career! For actual pictures of the large  
 crowds that witnessed my performance—

**Turn to Page 2  
 Regular Billboard Now!**

PERMANENT ADDRESS  
 Care of The Billboard, Cincinnati, Ohio



# FLYING SCOOTER

HAVE YOU SEEN THE PROVEN LEADER IN FLYING RIDES? THE TEN CAR, TWENTY PASSENGER RIDE THAT GROSSED \$22,559.60 IN 56 DAYS ON SAME LOCATION? \$1,320.00 IN A SINGLE DAY. THE RIDE THAT ALL FLYING SCOOTER OWNERS SAY WILL NEVER LOSE ITS POPULARITY.

THE ONE AND ONLY ORIGINAL FLYING SCOOTERS. NOW STREAMLINED.

Portable, 8 Car—16 Passengers  
Stationary, 10 Car—20 Passengers

For details, write.

## BISCH ROCCO AMUSEMENT COMPANY

5441 SO. COTTAGE GROVE CHICAGO, ILL.

Provincial Aid—1940, \$2,600; 1939, same.  
Cash Premiums Paid—1940, \$7,600; 1939, \$11,864.  
Exhibitors—Commercial-Industrial—1940, 125; 1939, 120; 1938, 115; 1937, 118; 1936, 116. Livestock—1940, 771; 1939, 1,237; 1938, 636; 1937, 978; 1936, 1,335.  
Agricultural Products—1940, 742; 1939, 1,063; 1938, 1,214; 1937, 1,232; 1936, 1,001. Future Farmers—1940, none; 1939-'38-'37-'36, 400 each. Others—1940, 3,460; 1939, 3,689; 1938, 2,699; 1937, 2,254; 1936, 1,899.  
Grandstand—Price Scale—50c day; night, same. Horse Racing—6 days; 1/2-mile track. Music—Local band. Organized Midway.

Acres—90, 2 miles from city.  
Annual Meeting—December 12, 1940.  
1941 Dates—July 21-26.  
Robert B. McLeod, president; Sid Johns, secretary; John A. East, director of concessions; A. M. McIntyre, director of attractions; A. M. Eddy, director building exhibits.  
IAFE Member—25 years  
Delegate to IAFE—Sid W. Johns.  
**VANCOUVER, B. C., CAN.**  
Canada Pacific Exposition  
(After 4 requests fair has failed to furnish information as requested The Billboard.)

### IAFE 1940 Officers

L. B. HERRING JR., Beaumont, Tex., president.  
CHARLES W. GREEN, Sedalia, Mo., vice-president.  
FRANK H. KINGMAN, Brockton, Mass., secretary-treasurer.

#### DIRECTORS

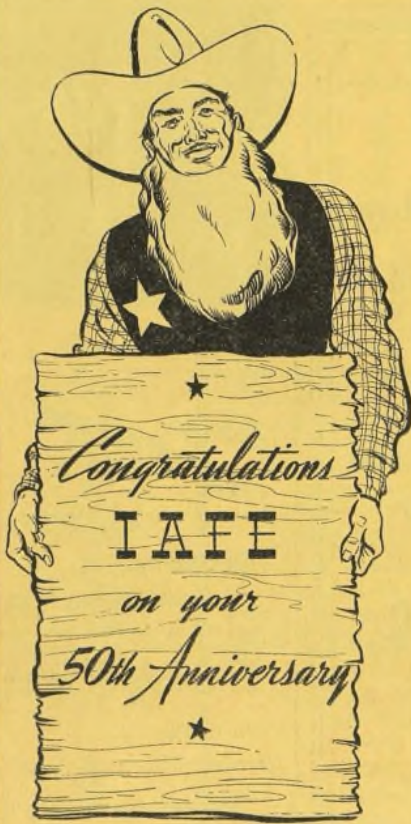
SID W. JOHNS, Saskatoon, Sask., Can.  
ROY RUPARD, Dallas, Tex.  
P. T. STRIEDER, Tampa, Fla.  
HAROLD DePUE, Great Falls, Mont.  
MRS. ETHEL MURRAY SIMONDS, Muskogee, Okla.  
HERBERT H. McELROY, Ottawa, Ont., Can.  
HARRY G. TEMPLETON, Indianapolis, Ind.

#### PAST PRESIDENTS' CLUB

C. E. CAMERON, Iowa; A. L. Sponsler, Kansas; S. N. Mayfield, Texas, and Fred Chapman, Michigan, all deceased.  
T. H. CANFIELD, Minnesota—retired from fair business and operating hotel in Glendale, Calif.  
SENATOR F. D. FULLER, Tennessee—retired because of ill health.  
E. G. BYLANDER, Arkansas—inactive at fair for a number of years, engaged in civic work.  
E. L. RICHARDSON, Alberta—retired from fair business this year.  
J. W. RUSSWURM, Tennessee—retired because of ill health.

#### ACTIVE

CHARLES A. NASH, Massachusetts.  
W. R. HIRSCH, Louisiana.  
F. W. ABBOTT, Alberta.  
A. R. COREY, Iowa.  
ELWOOD A. HUGHES, Ontario.  
RAYMOND A. LEE, Minnesota.  
MAURICE W. JENCKS, Kansas.  
RALPH AMMON, Wisconsin.  
SID W. JOHNS, Saskatchewan.  
1940 CONVENTION  
Sherman Hotel, Chicago, December 2, 3, and 4.



**MERRY CHRISTMAS**  
and  
**HAPPY NEW YEAR**  
To all our Friends



OPENING OUR 1941 SEASON AT HOUSTON, TEXAS, HOUSTON FAT STOCK SHOW — FEBRUARY 5-12  
FT. WORTH FAT STOCK SHOW — MARCH 7TH

THANKS TO THE FAIRS AND CELEBRATIONS OF TEXAS  
OUR CONGRATULATIONS TO OUR 1940 FAIRS

Now Booking for 1941 Fat Stock Shows and Balance of Season: Shows, Rides, Concession People in All Departments, Let Us Hear From You.

# BILL HAMES SHOWS, INC.

"Texas' Greatest and Only Railroad Show"

BILL HAMES — PRESIDENT and MANAGER  
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# E. LAWRENCE PHILLIPS PRESENTS

*"The Mighty Monarch of the Tented World"*

## SHOWDOM'S GREATEST 'NAME'

ADDS NEW LAURELS TO ITS ANNALS OF PROGRESS

As the mantle of Autumn once again descends upon the collective amusement field, and "home coming" is the chief topic of conversation among showmen and fair officials, those who pause to review the past achievements of the midway and exposition world are so confronted with the outstanding record of the Johnny J. Jones Exposition that others by comparison pass into obliteration. For once again America's "household name," backed by the greatest midway of its career, has proven itself the outstanding show in reputation and meritorious attractions. We have successfully followed the trend of public favor, as is proven by our history making 1940 season. In so doing we have forged ahead into leadership on the entire North American Continent.

### COMPLIMENTS OF THE SEASON . . . .

To the many fair, exhibition and "still date" committees and executives, through whom we have enjoyed one of the greatest seasons in our history. Thanks to each and every one for their help and confidence, but for which our organization could not have enjoyed such a record shattering year . . . Our appreciation to the fair and exhibition officials who have expressed their willingness to contract the Johnny J. Jones Exposition for 1941. And to the many prominent fairmen who honored us with their visits to our midway in 1940.

## FOR OUR 1941 SEASON

We will not be content to even "pause" at the stage where our organization now rests. On the contrary we are already busy formulating plans to introduce innovations not heretofore seen in the portable amusement field. Nothing will be left undone to make the Johnny J. Jones Exposition a midway of satisfying quality . . . creating a new era in the outdoor amusement world. Add to this the most famous of all carnival "names" . . . one that has earned the public's confidence and respect after 41 years of meritorious offerings and square dealings and you have the one incomparable midway!!

- 8 GIANT DIESEL LIGHT PLANTS
- 14 MAMMOTH ELECTRIC TOWERS
- 20 MARVELOUS TENTED THEATRES
- 22 NEWEST, LATEST RIDES
- 40 ALL STEEL DOUBLE LENGTH R. R. CARS

Visiting Fair and Exhibition officials and showmen are cordially invited to make our rooms their headquarters while attending the meetings of the International Association of Fairs and Expositions. Here they will find the true Johnny J. Jones Exposition hospitality which has been a traditional "highlight" of the Chicago meetings since their beginning. Here they will find relaxation in a genuine "social atmosphere" together with a cordial invitation for a discussion of business.

Suite 222, HOTEL SHERMAN, Chicago, DECEMBER 1-2-3-4



# JOHNNY J. JONES EXPOSITION

511 C STREET N. E.  
WASHINGTON, D. C.

*"The Modernistic  
Show Beautiful"*

WINTER QUARTERS  
DE LAND, FLORIDA



Congratulations—International Association of Fairs and Expositions

AGAIN IN 1940, MILLIONS AT THE NEW YORK WORLD'S FAIR AND 179 STATE, COUNTY AND REGIONAL FAIRS SAW AND PROCLAIMED

# JIMMIE LYNCH AND HIS DEATH DODGERS

THE WORLD'S GREATEST AUTOMOBILE THRILL SHOW

WE ARE READY NOW WITH THE GREATEST GALAXY

FOR A BIGGER 1941 OF DRIVING STARS ON EARTH



BOB MAYNARD



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JIMMIE LYNCH, JR.



JIMMIE LYNCH

GEN. MGR. SOLE OWNER

**FLASH!**

THE DEATH DODGERS FOR 1941 WILL BE ALL NEW! NEW THRILLS NEW CARS NEW IDEAS

COMBINED WITH THE GREATEST EXPLOITATION CAMPAIGN OF ALL TIME

NOW BOOKING IN ALL SECTIONS OF UNITED STATES AND CANADA FOR 1941

MEET US AT THE SHERMAN IN CHICAGO DEC. 26

"When Greater Automobile Thrill Shows Are Built JIMMIE LYNCH WILL BUILD THEM"



GEN. MASON, Agent



IRISH MORAN, Exploitation Director



JIMMY BAKER, Agent

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PERMANENT ADDRESS

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