

The Billboard

The World's Foremost Amusement Weekly

NOVEMBER 25, 1939

15 Cents

Vol. 51. No. 47



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The Billboard

November 25, 1939

Vol. 51
No. 47

The World's Foremost Amusement Weekly

Published weekly at Cincinnati, O., U. S. A. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879. 92 Pages. Subscription, \$3 per year. Copyright 1939 by The Billboard Publishing Company.

CLUB P. A.'S PAN BOSSES

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

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

1939		1938	
Cleared Shows	Paid Shows	Cleared Shows	Paid Shows
10	4	10	4
11	17	11	17
12	22	12	22
13	27	13	27
14	32	14	32
15	37	15	37
16	42	16	42
17	47	17	47
18	52	18	52
19	57	19	57
20	62	20	62
21	67	21	67
22	72	22	72
23	77	23	77
24	82	24	82
25	87	25	87
26	92	26	92
27	97	27	97
28	102	28	102
29	107	29	107
30	112	30	112

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

Only 2 Circuses in Miss.; Tax Collections Off Again

JACKSON, Miss., Nov. 18.—State amusement tax collections from circuses in Mississippi are off this year, the same as in 1938. Downie Bros. Circus has been the only circus in the State in 1939 outside of the single date made by Ringling-Barnum in Gulfport recently, according to reports from the State Tax Commission. (See ONLY 2 CIRCUSES on page 61)

Legit Diehard

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

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

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

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

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

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

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

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

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

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

Clipped for Clippings

Some club owners demand quantity—a lot of clippings, regardless of what the clips say. Others read each clip carefully and fire the p. a. if one of them is not entirely complimentary. Some owners, p. a.'s now, have favorite performers, and all the publicity must be concentrated on them. (See POSTPONED PAY-OFFS on page 18)

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

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

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

PHILADELPHIA, Nov. 18.—Several nitery ops here have requested an extension of the legal time during which liquor sales will be permitted. The Liquor Bureau refused these requests. (See MAY GET EXTRA HOUR on page 61)

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

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

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

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

Exhibits Sign for 1940

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

Ownership Comeback For Matthew J. Riley?

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

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

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

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

Ballots are being mailed next week to AFA members in good standing as of July 14, asking them to okah liquidation of the Death Benefit Fund, each member getting a proportionate share. Good standing means being paid up in dues and DEF assessments as of July 14. The AFA is still waiting for an order from Judge Henry S. Schimmel of the City Court granting the AFA's request that it pay creditors out of its charity fund on the grounds that the general administrative funds are insufficient to pay off debts due to "enormous expense" occurred during the Four A's fight. If the court okes this procedure and if any charity funds are left over after debts have been paid, then the AFA intends to ask the court again for okah to apportion the rest of the money among members.

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VOCALISTIC HEADACHES

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

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

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

For one thing, and probably the most irksome element in singer-leader relations, the average femme singer is often a would-be or frustrated actress and tries a few tricks to steal the thunder from the happy, well-kept object, there is a doting mother around to eat his heart out. So he wishes wistfully that warblers would stick to more and better warbling, less temperament and a practice of leaving doting mothers at home.

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

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

Sideline Bellyrols

The leader men also go slightly nuts when audience attention is centered on the jittery vocalist sitting in a chair and

(See HEADACHES on page 61)

Chorus Equity Membership Reaches 514; New High

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

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

Water Troupe Prepares

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

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

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

AFM Reverses 802

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

War Atrocities?

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

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

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

Paris Active Despite War

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

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

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

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

Dairy Dance a Success; All Milk on the House

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

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

Nudes and Air-Raid Shelters

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

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

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

"Road's" Davenport Record

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

Thru Sugar's Domino

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

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

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

BECAUSE of the European conflict

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

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

Her Maiden Name

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

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

FLASH WILLIAMS

(This Week's Cover Subject)

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

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

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

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

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ONE ACTOR UNION ACTION

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

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

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

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

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

WSEX About Set

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

Increased Competish For Radio News Reels

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

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

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

AFRA Hoof Fest Nets 4G

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

"Get A Hearse!" yells this smart Alex

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

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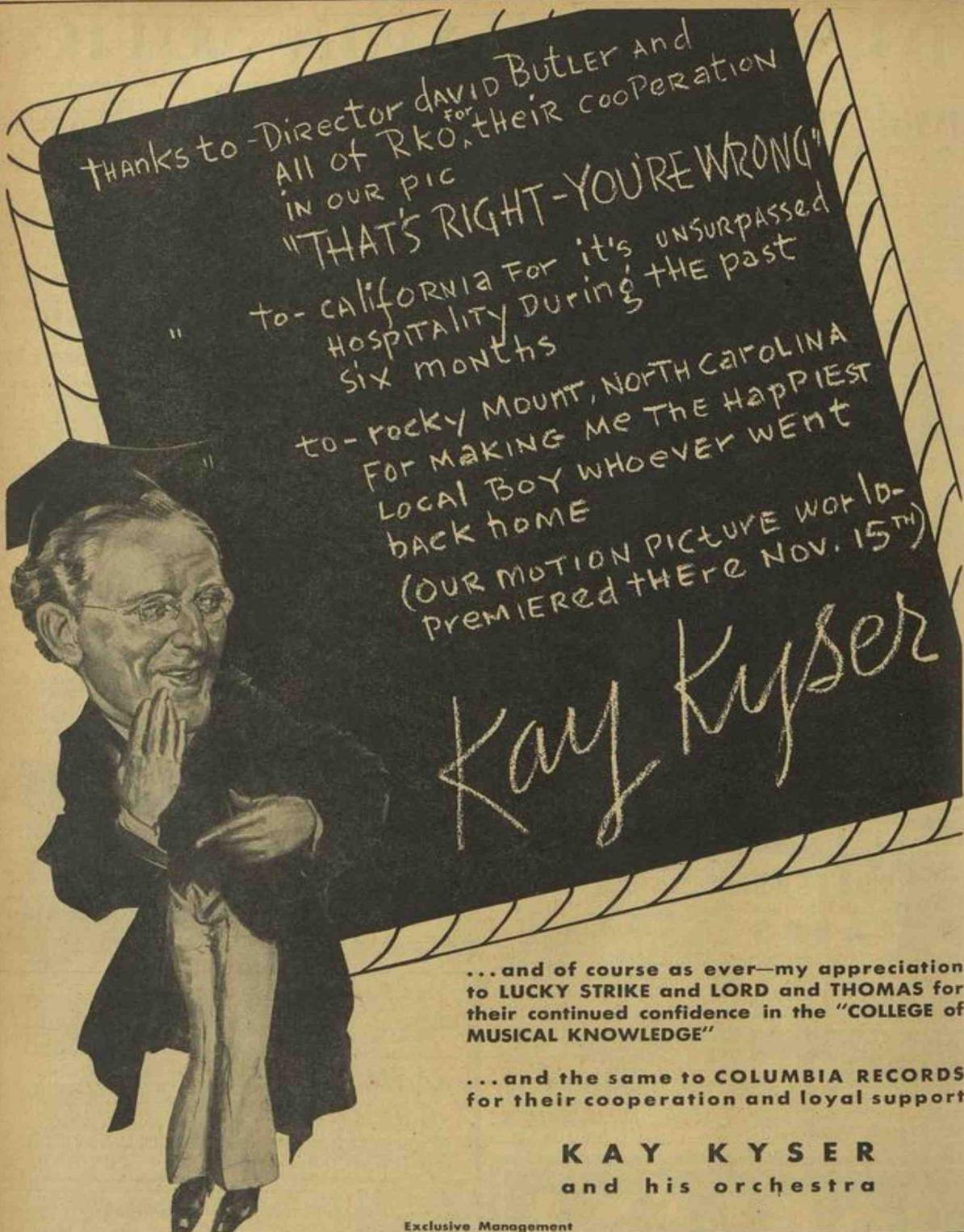
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The Toledo Ticket Company
Manufacturers of
TICKETS
Of Every Description for the Past 50 Years.
LET US QUOTE YOU.
THE TOLEDO TICKET CO., TOLEDO, OHIO

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



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

Kay Kyser

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

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

KAY KYSER
and his orchestra

Exclusive Management

MUSIC CORPORATION OF AMERICA

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

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

INFORMATION PLEASE

Taking Shop

By JERRY FRANKEN

Fun for One and All

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

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

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

News Guild, WPMG Set 1-Year Staff Deal

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

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

Striker Makes Detroit Network Express Stop

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

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

Celebration

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

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

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

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

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

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

Wolf's Night Chore

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

CBS Lands Preminger

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

Preminger is 32.

World Situash Boosts Bounce Tunes, Novelogy; Valses Droop

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

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

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

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

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

WFIL's Bank Night Version Boomerangs

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

Oscar Levant Stars In Golenpaul Show

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

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

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

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

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

B-S-H Position

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

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

Television Review

"Criminal at Large"

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

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

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

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

Transcription Men Bite Nails Fretting Over AFM Policing

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

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

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

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

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

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

Despite NBC Tie-Up Frisco Papers Aloof

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

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

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

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

Philly Politico Biz Crawls to Worst Low

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

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

WOR Yuletide Bonus

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

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

Correction

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

Another Boake Pending

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

Radio's Talent New York

By JERRY LESSER

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

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

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

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

Chicago

By HAROLD HUMPHREY

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

Actor Bill Bouchey is swimming in clam nectar and corn beef, of all things; it seems his rural relatives pugged up on him sending gallons and pounds of the stuff. . . **George Thorndyke** is now doing the "Orphan Annie" scripts. . . **Constance Crocker** has been added to the "Right to Happiness" show. . . **Frank Ketterling**, of the *Hoosier Hot Shof*, is booming over the arrival of baby girl No. 2. Her name is *Barbara Dell* and the latest quotation was 7½ pounds. . . **William Morris** office, in conjunction with the *National Lecture Bureau*, is spotting **Elmer Roosevelt** on several lecture dates around the Midwest. . . **Same office** has brought **Bud Pearson** and **Les White**, the *Eddie Cantor* writers, out to Chi this week to write some stuff for *Red Skelton*'s shows. . . **Domie Reade** is sporting a new car since a crack-up of the old one, leaving it more or less demolished. . . **Frank Dane** is escorting his sister and sister around town while they're resting in Chi.

Senatorial Attack Cut Sales Chance, Hearing Shows

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

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

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

Walter O'Keefe Off

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

TBS SITUATION

(Continued from page 7)
swered *Mutual's* letter to the agency of November 2, wherein **Fred Weber** said that the *Texas-Mutual* contract prohibited that *Southwestern* chain from taking in any other station for 13 weeks. Last program will be December 12. Show has been hobbling since its inception, and the comedian couldn't seem to get going. **Ruthrauff & Ryan** produced for *Lifesaver* soap.

Roosevelt's wire, which is given below, has already expired. This statement *Transcontinental* had 20 or 40 hours sold. Wire reads as follows: "It has been brought to my attention that the *Mutual Broadcasting System* has advised its affiliated stations that it is negotiating with *Blackett-Sample-Hummert* for some block time bookings on the network. It is highly important that you know and understand that in a talk with Mr. Hill Blackett, of the above mentioned station, that he gave me permission to state unequivocally that my agency has given no commitment for such a block of business to *Mutual* and also stated that the order to *Transcontinental Broadcasting System* Inc. has been cancelled from the *New York* offices of *Blackett-Sample-Hummert*, Inc. for 20 hours of business per week for a year noncancelable, was a firm and binding order. I am happy to state that about 20 hours per week have been contracted for and also that over 100 stations have indicated their acceptance of the *Transcontinental Broadcasting System* contract. More details regarding the additional hours of business will be forthcoming within the next few days."

Advertisers, Agencies, Stations

By PAUL ACKERMAN

NEW YORK:

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

Joe Holmes, in charge of station relations for Young & Rubicam, has made a tour of stations. . . . Y&R's Jim O'Brien back from the Coast Sunday (19). . . . Art Van Horsey (vic. of Vic and Sade) is ill. Copywriters have written him out. . . . J. P. Spence, president of G.H. Little Safety Razor Co., flew from Boston to attend the WHN party given when station grabbed the hockey contract. . . . Danny Desker, head of JWB's Coast office, back after holidays with William Palmer and Cal Swenson. . . . Bob Burns back on Kraft November 30. . . . CBS' "Aunt Jenny" will be on the air four weeks come January. . . . Golden Ward came to New York last night and headed for the "One of the Finest" four weeks after her arrival.

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

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

CHICAGO:

TOWN'S laundries are in the midst of a prize war and stations are benefitting. All the "cashbox" places are buying spots. . . . Wind-Ola Corp. bought a time block on WIND for sports and news stuff. . . . Hal Tate's *Moore Tattler*, sustaining on WJJD, is being angled for by a couple of local sponsors. . . . Plenty of outlets would give a right ear to hanging out some figures on listening habits like those from a survey recently finished by WSBG on its all-Negro programs. Dope shows that 97 per cent of the 325,000 Negroes tune in on the shows and list 86 per cent with a power running over \$97,000,000. . . . WBBM threw a cocktail hour for Louis Ruppel, CBS publicity chief, and Jim Kane, the newly appointed Midwest head for the press department. H.H.

Hollywood and Los Angeles

By DEAN OWEN

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

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

From All Around

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

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

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

Turk Righter to Petry

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

Hedda Hopper

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

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

Ackerman.

"True Detective Mysteries"

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

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

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

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

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

"Ned Jordan, Secret Agent"

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

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

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

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

"Festival of Music"

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

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

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

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

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

Afternoon programs on WHN (New York) take an awful shellacking because of the station's contract with Armstrong Publications, racing sheet company. Practically every program on the air from

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

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

Zuprelles
ESTABLISHED 1838
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125 Barclay St., New York, N. Y.
Bklyn 7-5371

Move Against ASCAP Among Wis. Tavern Ops Spreads

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

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

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

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

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

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

ASCAP Wins in 14 States Out of 19

NEW YORK, Nov. 18.—In a recapitulation of the current year's anti-ASCAP legislation in 19 States and Alaska, the Society emerged definitely the victor by a narrow margin in only five instances.

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

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

302 Set To Huddle With AFM on Disks

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

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

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

Whiteman Selects A '39 Dream Band

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

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

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

Fellow Worker

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

Sullivan Makes Bow With a Mixed Band; Hammond on Assist

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

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

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

Name Parade for Genetti's

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

War Drives Forgotten Musical Aces Back Home to the States

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

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

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

LSU Campus Ask Refund on Jones

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

NEW ORLEANS, Nov. 18.—With the score \$750 to \$750, things stand at a draw in the controversy between the student body at Louisiana State University and the Charles Shribman office, New York. Mix-up follows signing of a contract between the two parties October 15, whereby Shribman office was to furnish the Isham Jones Orchestra for November 3 and 4 dances at the university. After signing contract and payment of \$750 deposit to the booking office, half the purchase price, rumors spread around the LSU campus that "Isham Jones intends to leave Gotham alone and pick up musicians freelancing on the way south."

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

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

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

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

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

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

Original Dixielander

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

Also crossing the pond was Garland. (See MUSICAL ACES BACK on page 15)

Music in the Air

By DANIEL RICHMAN

Songs by Long

DANCE remotes seem to be one field of endeavor wherein the usually important factor of experience doesn't appear to weigh so heavily. With a few exceptions, a few newcomers to orkdom turn quite in excellent examples of late hour broadcasting in comparison to the slipshod programs of some of their bigger, more experienced colleagues on particular networks. This week again brought a few new bands, comparatively new to the air, but with a certain amount of appeal, into this listener's loudspeaker to bear out that contention.

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

Sunset Music

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

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

This Theme Business

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

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

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

The Reviewing Stand

Jimmy Mundy

(Reviewed at Onyx Club, New York)

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

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

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

Richman.

Elton Worth

(Reviewed at Terrapine Casino, Lincoln, Nebraska)

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

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

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

Oldfield.

Sande Williams

(Reviewed at Orangerie, Hotel Astor, New York)

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

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

Richman.

Louis Prima

(Reviewed at the Hickory House, New York)

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

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

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

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

Richman.

Shep Fields

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

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

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

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

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

Sachs.

Garr Jams Grady Opening

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

Review of Records

Plenty Kicks

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

(See REVIEW OF RECORDS on page 71)

Bands on Tour

Advance Dates

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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venient to the "Loop"
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350 ROOMS with BATH
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30 combinations of billers created by our America's leading
bands, including Kay Kyser, Wynne King, etc.—MAILED FREE
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Out of This World

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

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

Pitt Local Seeks To Lift Sun. Music Ban

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

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

PANCHITO

and His Rumba Orchestra

2nd Year
VERSAILLES, N. Y.

Dir.: WM. MORRIS AGENCY

The Champagne Music of

LAWRENCE WELK

Now Playing at the
NICOLLET HOTEL, MINNEAPOLIS
VOCAL RECORDS

Exclusive Management
FREDERICK BROS. & MUSIC CORP.
New York — Cleveland — Chicago.

Dick Kuhn and his Music

VOCALS BY MARCELLA HENDRICKS

56th Week

HOTEL ASTOR, N. Y.

Mutual Network 3 Times Weekly

DIR: MUSIC CORP. OF AMERICA

Orchestra Notes

By M. H. ORODENKER

Gotham Gab

NEW YORK has been playing host to the bulk of the band buyers all week, the hotel men having their annual show here at Grand Central Palace . . . and for the first time exhibits at the show included the band booking offices, Music Corp. of America and William Morris Agency participating . . . hotel men's frolic at Hotel Astor Thursday (18) was made all the merrier by the MCA-contributed show . . . with band buyers as thick as flies, it was surprising to see so many of the other bookers asleep at the switch . . . BEN BERNIE makes his first Harlem appearance November 23, taking in a stop at Golden Gate Ballroom on that date . . . much ado has been made about BOB ZURKE, ex-Crosbyite, at the Paramount Theater these weeks playing in opposition to BOB CROSBY, his old boss, banging out the two-beats up the street at the Strand Theater . . . but what most observers failed to notice about the interlocking engagement is that the key man behind the Zurke show is FUD LEVINGOON and the chief cog in the Crosby machine is OH, RODIN, both of whom played sax and roomed together as members of the famous BEN POLLACK Band 10 years ago . . . INA RAY HUTTON and her male-o-dear set to follow JOE VENUITO into Roseland Ballroom December 23 for a four-weeker . . .

. . . GLORIA PARKER, with all girls in the gang, takes over at Club Seville, Long Island, midway at Franklin . . . ADRIAN ROLLINI TRIO is back at Hotel Piccadilly's Circus Bar . . . when LOUIS PRIMA breaks out with his big band about year-end time, he's taking DELLOYD MACKAYE, septa pianist-contrabassist, along with him . . . both are current at Hickory House . . . BUSTER EDWARDS, managed by ED HARRIS, Prima's boss, is mentioned as the follow at this swing spot . . . if BENNY GOOD- MAY is impressed on the hearing, piano bench in the sextet will go to JACK REAGOR, colored swingational at the Steiway . . . he's another JOHN HAMMOND discovery from out Denver way . . . RUS LYONS, out of the CRA by being camp last week, joined the MCA percents this week . . . will spend most of the time out on the road, working out of the local office.

Western Round-Up

ARTHUR PARKS, of the MCA-Hollywood branch, added another attraction to the agency's newly formed colored band division in linking a binder with FLOYD RAY . . . VINCENT LOPEZ set for six weeks at Palace Hotel, San Francisco, following GLEN GRAY December 18 . . . HENRY SENNE opened an indef run at Music Box, Omaha danceery . . . JIMMY BLUE, big-little band of four, signed to seven years with MCA, spotted into Orlando Hotel, Decatur, Ill . . . follow for BENNY GOODMAN into New York's Waldorf-Astoria Hotel is off, and BOB CROSBY returns to Chicago's Blackhawk Cafe January 4 . . . trumpet bugler YANK LAWSON is going back to the Bobcats, leaving TOMMY DORSEY, which reminds that songbird JACK LEONARD is back with the sentimental slider after a burying-the-hatch act . . . when PHIL LEVANT gets back to Chicago December 2 for an indefinite at Trianon Ballroom, there will be GALE ROBBINS singing the songs, replacing ESTHER TODD . . . following his Karzas stand, Levant heads east for an indef stretch at Bill Green's Casino, Pittsburgh.

Doings in Dixie

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

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

Eastern Round-Up

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

Rambles in Rhythm

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

Notes Off the Cuff

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

Norvo's Road Mgr. Loses Pay Claim

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

WATCH FOR

Christmas Number of
The Billboard dated
December 2

SPECIAL ARTICLES
SPECIAL FEATURES
SPECIAL INTEREST
including

The Trianon-Aragon Ballroom
Cavalcade, by Andrew Karas
(operator of the nation's leading ballrooms in Chicago).

The Songs of the Islands, by
Abc Olman (General Manager
of Robbins, Feist and Miller
music companies).

A Music Publisher Opens Shop,
by Lou Levy (head of Leeds
Music Co.).

So You Want To Write a Song!
by Milton Berle (who won't
even take his ASCAP seriously).

expenses for his services as road manager.

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

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

Jay Faggen Says:

"I have paid over one million dollars to musicians, but never have I paid an orchestra that has given me more satisfaction than

Teddy Wilson

The Peer of All Modern Pianists
And His Orchestra."

Over one hundred thousand dancers have thrilled to his new and sensational music in three weeks at the

"GOLDEN GATE BALL ROOM"

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★ COLUMBIA RECORDS EXCLUSIVELY

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Chauncey S. Olman

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C. C. Lexington, Ky. Broadcasting 10:00 P. M.
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NEW YORK CITY

UOS License Appeal Nixed

Philly agency sought to restore license — charged with malpractice

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

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

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

Miss Ella's \$750 Fine for Lincoln

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

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

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

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

With the booking of Lumeford, Ritz announces the booking of better-known bands, with Al Donahue on November 19 and Jimmy Dorsey on November 26 already set. Competition from the nearby Arena, in New Haven, Conn., has been temporarily eliminated, with that spot booking hockey games on Sundays instead of the previous band-vaude spectacles.

Orkdom's All-American

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

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

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

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

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

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

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

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

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

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

Hawkins' Three-in-One

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

Selling the Band

Exploitation, Promotion and Showmanship Ideas

Mailing Lists

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

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

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

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

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

"Swing Football" on Memphis Hotel Floor

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

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

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

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

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

to keep for themselves or to mail to a friend.

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

Telegrams

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

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

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

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

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

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 ★ BOB MOONAN
 AT THE HAMMOND ORGAN

VOCALION RECORDS
 NBC NETWORKS
 Dir.: William Morris Agency

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

A
Adkins, Pat: (Erie) NYC, nc.
Albers, (Belmont) NYC, nc.
Alcin, Jimmy: (Van & Hill's) Glens Falls, N. Y., to.

Alcin, Jimmy: (Van & Hill's) Glens Falls, N. Y., to.
Ambassadors: (Note) Scranton, Pa., 23.
Ambassadors: (Note) (Hook-Cadillac) Detroit, Mich., to.

Angelos, Bertolotti's NYC, nc.
Angularo, Ed: (Earl Carroll) Los Angeles, nc.
Arias, Don Ramon: (Ambassador Club) NYC, nc.
Baker, Bobby: (Van Dyke) Albany, N. Y., h.

Baker, Bobby: (Van Dyke) Albany, N. Y., h.
Barnes, Charlie: (New Lincoln) NYC, h.
Baron, Jackie: (Oasis W. Palm Beach, Fla., h.

Barrie, Dick: (Bill Green's Casino) Pittsburgh, h.
Barton, Elmer: (Edison) NYC, h.
Bartel, Gene: (Pecanillo) NYC, h.

Bass, Paul: (Chateau Moderne) NYC, nc.
Bass, Charles: (St. Regis) NYC, nc.
Bass, Howard: (Edison) NYC, nc.

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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—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; s—showboat t—theater.

Fisher, Freddie: (Old Vienna) Cincinnati, h.
Fisher, Jack: (Vienna Room) Boston, re.
Fisher, Jack: (Vienna Room) Boston, re.
Fisher, Mark: (Royale Frolics) Chi., h.

Fisher, Mark: (Royale Frolics) Chi., h.
Fisher, Buddy: (Trocadero) Kewanee, Ind., h.
Fisher, Dwyight: (Kavanaugh Plaza) NYC, h.
Fisher, Basil: (Belmont-Plaza) NYC, h.

Fisher, Basil: (Belmont-Plaza) NYC, h.
Fisher, Chuck: (Billmore Bowl) Los Angeles, h.
Fisher, Larry: (Willow Grove) Phila., p.
Fisher, Fred: (Marian) NYC, nc.

Fisher, Fred: (Marian) NYC, nc.
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Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

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Music Items

Publishers and People

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

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

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

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

Songs and Such

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

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

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

More of the Same

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

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

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

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

'39 DREAM BAND

(Continued from page 10)

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

Sheet-Music Leaders

(Week Ending November 18)

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

Position	Last Wk.	This Wk.
1	1.	South of the Border
2	2.	Streptococcus
3	3.	My Prayer
4	4.	Blug Orchids
5	5.	Over the Rainbow
6	6.	Man With the Mandolin
7	7.	Lilacs in the Rain
8	8.	In an 18th Century Drawing Room
12	10.	Good Morning
14	11.	Beer Barrel Polka
—	12.	Oh, Johnny, Oh
—	13.	It's a Wonderful World
11	14.	Last Night
10	15.	An Apple for the Teacher

Kinney Hangs Up Longevity Record

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

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

CRA Execs Visit Branches

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

Songs With Most Radio Plugs

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

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

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

Contact Men and Publishers Reach Agreement on Contract

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

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

Jurist Hits Madison, Wis., Dance Hall Law

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

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

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

MUSICAL ACES

(Continued from page 10)

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

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

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

George Mario, until recently union head, said the org's chief reason d'être was to prevent incompetents from entering the field via friendships with or relationships to music pubs, restricting the field therefore to those qualified to work in it. "But however, it is regarded as hardly a reason of sufficient strength to warrant formation of a union, as is the pluggers' claim that they are hopeful the union will be able to establish more "cordial" relations between publishers and contact men. Most recent pluggers' problem, according to latest reports, is what to do about the old Professional Music Men's Association, which is still in existence with a reported treasury of \$100,000.

While a merger has been bruited, P.M.M. constitution stymies this somewhat, one clause stating the org must remain in existence if 10 men want it to exist. It is related and aimed here some union members would like to grab this fund, thru a merger or other means, in order to make their own positions more secure. Additional puzzling point is the exact status of pubs themselves, who as heads of their firms are employers but who are also active in contacting work. One view toward clarification of this point is that they are similar to band leaders, who technically are employers but who also are union members, subject to union rules.

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

ASCAP WINS

(Continued from page 10)

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

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

(Continued from page 3)

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

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

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

Payoff Blues

But in the final analysis it's the payoff that worries most p. a.'s. When the pay isn't forthcoming on time the average p. a. is afraid to sue in court, figuring other cafe owners will hear of it and consider him a troublemaker. Not only that, but the usual known snags of both small clubs to know he couldn't collect a judgment anyway.

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

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

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

Pittsburgh Clubs Seek Change in Law

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

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

Tic Toc, Milwaukee, Raises Talent Budget

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

According to Associated, business conditions at the Tic Toc now top the 18 months of the spot's existence. This contrasts with reports that Milwaukee entertainment budgets had hit a new low.

Wait Until She Gets To the Bagel Song

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

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

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

Philly Union Plans To Set Salaries, Clear Commissions

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

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

Brazil Hopeful; Will Use More Outside Talent

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

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

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

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

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

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

Seattle Clubs In License Mess

SEATTLE, Nov. 18.—Campaign to force local night clubs to secure city licenses was put into execution with raids on the Bagdad, the Blue Rose and the 413 Maynard Avenue club. The raids were told they would have to pay \$500 for the city license.

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

the Broadway Beat

By GEORGE SPELVIN

THE friendly spirit that the government is trying to establish with South America is certainly helped along by the Enoch Light musical segregation at the Taft; of the 12 men in the band, two are from Buenos Aires, one is from Central America, vocalist George Hines spent five years singing in South America, and George Cole is the leading arranger for Samba music in the country today. . . . The shuttering of Dave's Blue Room marks the passing of another Broadway institution; and it should recall to many of the boys and girls on the street that it was this spot that used to stake them during the lean months between shows. . . . The closing of accounts recently became a dependable money they probably amount to a comfortable down payment on the Casa Manana. . . . Lou Levy, passing out introductions at his Leeds Music office recently, tagged his guests with the names of their companies—this is So-and-So of such-and-such—until he came to a Stern press agent. "This," he said, "is Joe Doskas, of Lidyca."

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

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

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

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

May Reopen Midnight Sun; Snyder at IC

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

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

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

Chi Clubs Hold Down Budgets Until Holidays

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

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

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

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

Nitery Graphologist Pinched On Vagrancy Charge; Freed

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

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

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

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

GASTON LAURYSSEN

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

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

Club Talent

New York:

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

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

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

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

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

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

Chicago:

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

Here and There:

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

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

Night Club Reviews.

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

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

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

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

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

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

Paul Denis.

Greenwich Village Casino, New York

An old standby in the Village section, Jim Kelly's 200-seater has reopened for the fall and winter and is doing nicely. It draws a middle-aged, business man crowd that spends quite liberally and that enjoys a lively, eye-filling and spacy show and good dance music. Alton Cook, an established favorite here, takes care of the spice, dishing out saucy double entendre ditties on such vital subjects as *Get Me a Man Like That, Getting Them What They Give Me, Do They Love in Range for My Body* and *She Can Broad-A Me in the Broad Daylight*. She has the right delivery down pat.

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

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

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

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

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

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

Paul Denis.

Glass Hat, Congress Hotel, Chicago

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

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

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

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

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

Sam Hoinisberg.

La Conga, New York

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

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

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

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

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

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

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

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

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

The club as a whole certainly pleases.

Paul Denis.

Boulevard Tavern, Elmhurst, New York

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

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

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

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

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

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

Food good considering price range. Service excellent. Sugar.

Kit Cat Club, Seranton, Pa.

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

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

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

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

Robert E. Mang.

Century Room, Hotel Commodore, New York

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

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

MADE IN U.S.A.
"THE GOLDEN CODINA"

Loew's State, New York

(Reviewed Thursday Evening, Nov. 17)

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

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

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

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

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

Vaudeville Reviews

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

Pic, Thunder Afloat.

Paul Ackerman.

State-Lake, Chicago

(Reviewed Friday Afternoon, Nov. 17)

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

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

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

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

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

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

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

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

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

Orpheum, Los Angeles

(Reviewed Friday Afternoon, Nov. 19)

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

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

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

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

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

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

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

Stanley, Pittsburgh

(Reviewed Friday Evening, November 17)

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

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

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

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

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

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

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

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Fin Olsen

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ARKO THEATRES

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Hayford, Kathryn (Capitol) Washington, D. C. l.
 Mercedes, Eileen (Whirling Top) NYC, ne.
 Meyer, Lottie, Watergate Revue (Oriental) Chl.
 Michel, Mitchell (Russian Kretschma) NYC, ne.
 Miller, Susan (Earl Carroll's) Hollywood, ne.
 Miller & Steadman (Oriental) Chl. ne.
 Moore, Socrates (El Monaco) NYC, ne.
 Moranda, Carmen (Waldor-Astoria) NYC, ne.
 Moore, Nadia (Russian Kretschma) NYC, ne.
 Mott, Mack & Riverside (McKibbin) NYC, ne.
 Mott, Jean (Harry's New Yorker) Chl. ne.
 Moderns, Four (Rainbow Room) NYC, ne.
 Moore, Adelaide (Versailles) NYC, ne.
 Mosebach Ambassadors (Philadelphia) Phila, h.
 Mott, Marie (Earl Carroll's) Chl. ne.
 Mott, Ella (Earl Carroll's) Hollywood, ne.
 Mott, Jeanne (Nippo Gardens) Chl. ne.
 Mott, Mollie (Waldor-Astoria) NYC, ne.
 Mott, Peggy (Harry's New Yorker) Chl. ne.
 Mott, Consuelo (Cuban Casino) NYC, ne.
 Morgan, Helen (Mayfield) Boston, ne.
 Morris, Will & Bobby (Mithler) Altoona, Pa., 23-23; (Cathedral) New Castle 23; (Strand) Cumberland, Md., ne.
 Moran, Faye (Pierre) NYC, h.
 Moray, Jimmy & Mildred (Minnesota) Minneapolis.
 Morse, Jackson, Octet (Old Heidelberg) Chl. ne.
 Murray, Alice (Barrel of Fun) NYC, ne.
 Murray, Elizabeth (Diamond Horseshoe) NYC, ne.

N

Nadia (Paddock) Chl. ne.
 Nadeau, Mary (Gay Terrace) Chl. ne.
 Nadin, Koko (Casino Russe) NYC, ne.
 Nadeau, George (Black Cat) Burlington, Vt., ne.
 Nadeau, Bob (Casino Russe) NYC, ne.
 Nadeau, Yasha (Casino Russe) NYC, ne.
 Nadeau, Gypsy (St. Morris) NYC, h.
 Nadeau, John (Casino Russe) NYC, ne.
 Nadeau, Wita (Casino Russe) NYC, ne.
 Newman, Camille (Swingland) Chl. ne.
 Nelson, Faye (604 Club) Chl. ne.
 Nelson, Mary & Jack Reyzenda (Mother Kelly's) Miami, ne.
 Nelson, Ray (Ambassador) NYC, h.
 Nelson, Barry (Nebloze's) Detroit, e.
 Nelson, The (Grand Terrace) Chl. ne.
 Nero Revue (Coliseum) Chl. ne.

O

O'Brien, George (Jimmy Kelly's) NYC, ne.
 O'Day, Anita (Off-Beat Club) Chl. ne.
 O'Dell, Del (Warwick) NYC, ne.
 O'Neil, Mack & Captain Washington, D. C. l.
 Olivette & Dimitri (Queens Terrace) Woodbridge, N. J.
 O'Malley, Pat (Drake) Chl. h.
 O'Neil, Miss (Whirling Top) NYC, ne.
 O'Neil, Nedra (Jefferson) St. Louis, h.
 O'Neil, Les (Cuban Casino) NYC, ne.
 O'Neil, Princess & Co. (Cotton Club) NYC, ne.
 O'Neil, Elva (Havana-Madrid) NYC, ne.
 O'Neil, Julie (Maxim's) Bronx, ne.
 Owen & Parker (Mother Kelly's) Miami, Fla., ne.

P

Padden, Lily (El Regis) NYC, h.
 Page, Grant (Grand Terrace) Chl. ne.
 Palma, La (Marquise) NYC, ne.
 Palmer, Barney (Barney's) NYC, ne.
 Palmer, Ann (Barney Gallant's) NYC, ne.
 Palmer, Helen (Paradise) NYC, ne.
 Pank, Jack (Coliseum) Chl. ne.
 Parker, Pat (Billmore) NYC, h.
 Park, Emily (Geo. Washington) Jackson, W. Va.
 Parsons, Kay (International Casino) NYC, ne.
 Partridge, Tom (Diamond Horseshoe) NYC, ne.
 Paul & Paulette (Topsy's) South Gate, Calif., ne.
 Peck, & Luis (Tower) Kansas City, Mo. l.
 Peck, Jerry (Shubert) Cincinnati, O.
 Perry, Kathryn (Grand Terrace) Chl. ne.
 Petch & Desaville (Chicago) Chl. l.
 Peterson, Dick (El Regis) NYC, ne.
 Peterson, Don (Marie's) Chl. ne.
 Petros, Bobby (Grace Hayes Lodge) Hollywood, ne.
 Petros, Nastia (Russian Kretschma) NYC, ne.
 Pfeiffer, Glen (St. Morris) NYC, h.
 Pops & Lute (Swingland) Chl. ne.
 Powell, Dick (Paramount) NYC, l.
 Power, Jack (Coliseum) Chl. ne.
 Princess Red Rock (Ye Old Cellar) Chl. ne.
 Prunau, Marie A. (Eden Garden) Worcester, Mass., ne.

Q

Queens, The Four (Overy Wolf) Sharon, Pa., ne.
 Quinn, Katherine (Cinderella Club) NYC, ne.
 Quinn, Kathryn (La Belle) Chl. h.
 Randall, Jack (El Chico) Phila, ne.
 Randall, Betty (Rainbow Room) NYC, ne.
 Randall, Sisters, The (Minnesota) Minneapolis, l.
 Randall, Amanda (Black Cat) NYC, ne.
 Randall, Betty (New Russian Art) NYC, ne.
 Ray, Shirley (Paddock) Chl. ne.
 Ray, Lucille (604 Club) Chl. ne.
 Ray, Fama (St. Morris) NYC, ne.
 Reardon, Lute (El Monaco) NYC, Chl. h.
 Reardon, Dolly (Greenwich Village Casino) NYC, ne.
 Reedings, The Three (Minnesota) Minneapolis, l.
 Reed, Betty (Grand Terrace) Chl. ne.
 Reed, George (Silver Lake Inn) Silver Lake, N. J., ne.
 Reed, Betty (Royal Box) NYC, ne.
 Reed, Rita (Casino Comique) NYC, ne.
 Reilly, Roberta, Twenty (Capitol) Washington, D. C. l.
 Reilly, Hambers, The (La Belle) Kirkland Lake, Ont., l.
 Reilly, (Havana-Madrid) NYC, ne.
 Reilly, Nivra (La Martinique) NYC, ne.
 Reilly, Pasquita (Casino Comique) NYC, ne.
 Reilly, (Pastor's) NYC, ne.
 Reilly, & White (McKibbin) NYC, ne.
 Reilly, Twins (Mayflower) Akron, O.
 Reilly, Ted (Honey Club) NYC, ne.
 Reilly & Morris (The Bowery) Detroit, ne.
 Reilly, The (Cinderella Club) NYC, ne.
 Reilly, The (El Regis) NYC, ne.
 Reilly, The (Pat) (Tower) Kansas City, Mo., l.
 Reilly, The (El Monaco) NYC, ne.
 Reilly, Jeanie (Royal Deyzer's) NYC, ne.
 Reilly, Paul (Comedians) Detroit, h.
 Reilly, Geraldine (Blumark) Chl. h.

Reilly & Edwards (Oriental) Chl. l.
 Reilly, Greta (Eagan's) Schenectady, N. Y., ne.
 Reilly, Pat (Pastor's) NYC, ne.
 Reilly, Helen (Century Room) Kansas City, Mo., ne.
 Reilly, (Brown Derby) NYC, ne.
 Reilly, Machovia (Havana-Madrid) NYC, ne.
 Reilly, Bob (Waldor) Phila, h.
 Reilly, & Malcolm (Philadelphia) Phila, h.
 Reilly, Sue & Co. (Buffalo) Buffalo, l.

S

Samuels, Brod. & Hayes (Buffalo) Buffalo, l.
 Santos & Elvira (Cuban Casino) NYC, ne.
 Santos, Rito (Rainbow Room) NYC, ne.
 Sato, Raito (Leah & Co.) NYC, ne.
 Sava, Marusia (Casino Russe) NYC, ne.
 Savid, Jan (Paramount) NYC, l.
 Scharf, Fritz (Diamond Horseshoe) NYC, ne.
 Scott, Hazel (Cafe Society) NYC, ne.
 Scott, Claire (Diamond Horseshoe) NYC, ne.
 Scott, Monroe (Boysland Tavern) Jamaica, L. I., ne.
 Shanghai Wing Troupe (Webber's Hofbrau) Camden, N. J., ne.
 Sharratt, Bailey (Old Heidelberg) Chl. re.
 Shaw, Esther (Leighton) NYC, h.
 Shaw, Rita (Ambassador) NYC, ne.
 Shelvin, John (St. George) Brooklyn, h.
 Sherwin, Julie (Black Cat) NYC, ne.
 Shere, Willie (El Regis) Chl. ne.
 Shins & Bailey (State) NYC, l.
 Shins & Bailey (State-Lab) Chl. l.
 Six & Co. (Village Vanguard) NYC, ne.
 Sippelstein, Stephan (Casino Russe) NYC, ne.
 Sisk, Richard (Black Cat) NYC, ne.
 Smith, John (International Casino) NYC, ne.
 Smith, Helen (Black Cat) NYC, ne.
 Sogdis, Max (Royal) (Continental Club) Kansas City, Mo., ne.
 Spalding, Marie (Pierre) NYC, h.
 Spalding, Paul (Paramount) Cedar Rapids, 21-23; (Paramount) Omaha 24-26, l.
 Sprinkle, Geraldine (Felix's Monte Carlo) NYC, ne.
 Stanley, Eddie (Troy) NYC, ne.
 Stanolone, The (Oleg Paros) Chl. ne.
 Starbuck, Fred (Felix's) New York, ne.
 Steele, John (Brown Derby) NYC, ne.
 Stefanesco, George (Casino Russe) NYC, ne.
 Steingold, Polly (Black Cat) NYC, ne.
 Sternson, Emily (Gay '90s) NYC, ne.
 Stewart, Bernice (El Regis) NYC, ne.
 Stewart, Helen (Black Cat) NYC, ne.
 Stoker, Brod. (Elks) Huntington Pa., ne.
 Stone, Bebe (Grand Terrace) Chl. ne.
 Stone, Charles (Grand Terrace) Chl. ne.
 Stuart & Lee (Loverly) St. Paul, h.
 Sumner, Helen (Nippo Gardens) Chl. ne.
 Sweeney, Bud (Lobby) NYC, ne.
 Sweeney, Bud (Lobby House) Covington, La., ne.
 Sweeney, Bud (Lobby House) Covington, La., ne.
 Sweeney, Bud (Lobby House) Covington, La., ne.
 Sylvia & Melba (La Conga) NYC, ne.

T

Taft, Ted & Mary (Shubert) Cincinnati, l.
 Tait, Fred (Black Cat) NYC, ne.
 Tanner Sisters (Billmore) NYC, h.
 Tanya (Jimmy Kelly's) NYC, ne.
 Tardiff, Helen (Havana-Madrid) NYC, ne.
 Tapp, George (La Martinique) NYC, ne.
 Tatars & Masters (Forbidden City) San Francisco, ne.
 Taylor, Leo (Club Maxim) Bronx, N. Y., ne.
 Tompkins, Jack (Lyric) Indianapolis, l.
 Tompkins & Jarin (Queens Terrace) Woodside, L. I., ne.
 Torrell, Billy, & Co. (Princess) Decatur, Ala., ne.
 Toss, L. I., ne.
 Terry & Walker (Drake) Chl. h.
 Thomas, Pat (Grazemere) Chl. h.
 Thomas, Dorothy & Gene (Broad-Mont) Chl. ne.
 Timbers, Jr., Herman (Tower) Kansas City, Mo., ne.
 Tisdale Trio (Coo Rouge) NYC, re.
 Tobin, Al (Grand Terrace) Chl. ne.
 Tolan, Helen (Black Cat) NYC, ne.
 Towner Sisters (Kaufman's) Buffalo, ne.
 Tracy, Elmer (Paradise) NYC, ne.
 Tracy & Jean (El Regis) NYC, ne.
 Tung Pin (So Schroeder) Milwaukee, h.

U

Uncle Willie & Patsy (Pappy's 66 Club) Dallas, ne.
 Underoff, Misha (Russian Kretschma) NYC, ne.

V

Valentine, Ann (604 Club) Chl. ne.
 Valentinoff, Val (Paradise) NYC, ne.
 Valladares, Elva (Havana-Madrid) NYC, ne.
 Van, Co. (Hi-Hal) Chl. ne.
 Van Sickle, Margaret (Palmer House) Chl. h.
 Vanden, Ray (Orleans) Chl. l.
 Wahl, Walter Dare (International Casino) NYC, ne.
 Waldron, Jack (Paradise) NYC, ne.
 Waldron, Mildred (Jimmy Kelly's) NYC, ne.
 Wallace, Beryl (Earl Carroll's) Hollywood, ne.
 Walker, Pat (Howard) Washington, D. C., 24-24.
 Walters, Gene (Jimmy Kelly's) NYC, ne.
 Ward, Will J. (Ambassador) NYC, ne.
 Ward, Dick (El Regis) NYC, ne.
 Washington, George Dewey (1509 Club) Chl. ne.
 Wayne, Mills (Kaufman's) Buffalo, ne.
 Webb, Fred (El Monaco) Boston, Va., 23-23; (Granny) Norfolk 24-24.
 Webb, Ted & Nancy (Chicago) Chl. l.
 Welch, Robert (Berkeley) NYC, ne.
 Welch, Jack (18 NYC) NYC, ne.
 Welch, Jerry (Village Brokers) NYC, ne.
 White, Rita (Cotton Club) NYC, ne.
 White, Eddie (Royale Playhouse) Chl. ne.
 White, Hal C. (Palace) Buffalo, N. Y., l.
 Whitney, Ray (New York) NYC, ne.
 Whitney, Dorothy (Gay '90s) NYC, ne.
 Wickes, Guy (Gay Nineties) NYC, ne.
 Wickes, Leo (New York) NYC, ne.
 Wilkins, Lucille (Grand Terrace) Chl. ne.
 Willard, Harold (Gay '90s) NYC, ne.
 Willard, Bob & Red Dast (Riverside) Milwaukee, l.
 Williams, Leo (Queen Mary) NYC, ne.
 Williams, Rosa (Elks) NYC, ne.
 Wilson, Tommy (Sherman) Chl. h.
 Winchell, Paul (Strand) NYC, l.
 Winchell, Paul (Strand) NYC, l.
 Winchell, Paul (Strand) NYC, l.
 Woods & Gray (Coburn Grove) Boston, ne.
 Worthy, Mildred (Diamond Horseshoe) NYC, ne.
 Wright, Charlie (Elks House) NYC, h.

Ygor & Tanya (Earl Carroll's) Hollywood, ne.

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. 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

BILLY DE WOLFE—young and handsome emcee, singer—performs now at the Village Cafe, New York. An American who acquired a British accent when he spent several years in revue and vaude abroad, he is smart and who is vastly amusing without going off-color. Can sing adequately, and is also an excellent acrobatic dancer. Versatility would make him invaluable to a legit show.

PALOMA—South American singer now at La Marquis, New York night spot. A vivid, sparkling, vital and very attractive bringer of standard saucy songs, folk tunes and standard Latin numbers in swing tempo—in Spanish, Mexican and Cuban, but all fitted out with introductions and humorous interpolations in English. A small night club entertainer, she should be perfect for a revue, where she can handle lines, sing and give out with her ebullient personality.

Yost Men, Four (Diamond Horseshoe) NYC, ne.
 Yost, Ben, Variety Eight (Ambassador) NYC, h.
 Young, Missa Bros., Three (Riverside) Milwaukee, ne.
 Youngman, Henry (International Casino) NYC, ne.
 Yon, Helen, (Coo Rouge) NYC, ne.

Zalus, Hazel (Silver Cloud) Chl. ne.
 Zandra (Maynard) Seattle, ne.
 (See ROUTES on page 59)

Para, Omaha, Trying Names

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

Organization usually books stage shows into its Orpheum, also a 3,000-seater, but has just opened long-dark Paramount on a trial basis. Prices will go to 55-cent top, with 35-cent matinee, says Manager Bill Miskel.

House opened with an A. B. Marcus show, to be followed by Phil Spitalny's unit for week of November 24 and Cab Galloway and band week of December 1.

Tri-States ordinarily books about eight or nine stage shows a year into Orpheum. Miskel is a flesh booster and has tried in every way possible to get locals interested. Policy has been for high-class shows through.

Paramount's large stage, disappearing orchestra and pipe organ make it a dandy for stage attractions.

Names Touring The Southeast

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

T. D. Kemp Jr., manager, announced that Ralph Byrd, Dick Tracy of the screen, will begin a string of Southern dates in Wilby-Kinney houses opening in Goldboro, N. C., November 20. Lum 'n' Abner, from radio, opened a limited Southern tour with the Lyric, Birmingham, Ala., on November 17.

Mildred Harris Chaplin, ex-wife of Charlie Chaplin, is currently playing Southern houses with her Hollywood Starlets Revue. The seven-week tour will end in Richmond, Va., December 9.

Shooting High, with Oswald, opened a 10-week tour at the Granby, Norfolk, Va., November 23 with a unit of 30 persons.

Russ Morgan and band still are playing dates in South for Kemp.

Pro Auditions At Boston RKO

BOSTON, Nov. 18.—Professional auditions at the last Friday night show were resumed last week at the RKO Boston Theater. In addition to the regular vaude, three or four acts will be given a tryout each week. Shows were started out by Manager Ben Domingo, and over half a dozen acts ultimately returned as part of the regular weekly vaude show.

Acts are booked thru C. S. (Doc) Broad, of the RKO Vaude Exchange. Show is not an amateur affair. Performers are paid union scale.

Jeff, Portland, 3 Days

PORTLAND, Ore., Nov. 18.—Three-day vaude has been inaugurated at the Jackson Theater. Just off the downtown business section. The revue is offered in addition to the regular double screen bill on Thursdays to Saturdays. First show had Toby Leitch, teamed with Bill Miller, emcee, and a line of girls.

Wheeling Band One-Dayers

WHEELING, W. Va., Nov. 18.—Capitol Theater has inaugurated Wednesday name-band presentations, with big reported okeh. Al Donahue came in October 25, and Gray Gordon November 1.

House is using a union stand-by band, with a different local name doing the overture with every attraction.

Ballads Get the Nod

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

What's New? and My Prayer are the latest additions to the country's top-rated phonograph hits, and for further information on these and other numbers turn to the "Record Buying Guide" on page 70 of this issue of The Billboard.

JACK SHEA'S RADIO ROUNDUP booked into the Community Theater, Toms River, N. J., for one showing, was given the rest of the Walter Reade houses. Has the Paramount, Long Branch, and Savoy, Asbury Park, N. J.; the Kingston, Kingston, and the Community Hudson, N. Y. Unit now carries the N. Y. World's Fair Cowboy Band, Blacky Spencer, Wally Rosnell, Midgie Thomas, Billy Berger, Helen West, Tom Sawyer, Tom Bell and Elaine Star, and Cactus Pete and Dusty.

New Units Set Out for Hirst

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

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

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

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

Bridgeport Burly Opener Is Jammed; Cops Called Out

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

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

Burly Stock Company's 31st Week in Houston

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

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

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

Patron Sues Club Owner; Shouldn't Have Served Drunk

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

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

Magic

By BILL SACHS
(Communications to Cincinnati Office)

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

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

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

Burlesque Review Grand, Youngstown, O.

(Reviewed Sunday Afternoon, Nov. 12)

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

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

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

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

House has undergone some renovation. Res McCounsell.

Burly for Youngstown, O.

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

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

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

N. Y. Para Bookings

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

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

Godelle, Hildegard Set

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

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

Burlesque Notes

(Communications to New York Office)

NEW YORK:

JACKIE WHALEN, six-foot four-inch tall and five-footed, 32 inches, a midgelet are newcomers on the First Wheel with the *Black and White Revue*. Come from niteries. Besides a comedy specialty in which the midgelet is the singer and Jackie the tapster, the team is also competent in dance repertoire. Team now two years in formation. . . . RED BUTTONS, comic, for his regular specialty at the Gaiety employs a new monolog every week, using invariably the interpretation of pop songs lyrics for the theme.

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

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

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

CHICAGO:

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

From All Around:

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

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

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Winstead Tenter Winds Up Season

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

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

Mighty Alvin Shows End 32-Week Trek

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

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

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

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Your Will

Rep Ripples

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

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

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

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

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

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

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

San Antonio Group Organizes To Tour Texas Communities

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

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

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

New Walkie Org Stymied

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

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

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

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

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

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

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

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

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

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

Bryants End 10th Season in Cinco

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

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

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

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

Hayworth Has No. 2 Unit Touring Virginia, Carolinas

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

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

Memphis Fire Laws Bar Dixie Queen

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

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

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

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

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

16mm movies in Night Clubs, New Field for Roadshowmen

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

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

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

War Movies Click

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

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

Asset to Spot

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

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

Questions and Answers

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

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

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

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

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

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

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

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

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

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

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

Silents, Talkies Used

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

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

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

The experiment at The Place has

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Circulator Dept., 25 Opera Plaza, Cincinnati, O.
E. E. SUGARMAN, Editor
Indoor Dept., 1564 Broadway, New York, N. Y.
Male Office—Printing Works, The Billboard Building, 25-27 Opera Plaza, Cincinnati, O.
Phone, MA 5506. Cable Address, "Billboard," Cincinnati, O.

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Vol. 51 NOVEMBER 25, 1939 No. 47

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

BAREFOOT BOY, released by Walter O. Gutlin. A father's honor hangs in the balance when a red-blooded American polo player discovers the "haunted horse" hideout of a racketeer mob. With Jackie Moran, Marcia Mae Jones, Ralph Morgan and Claire Windsor. Running time, 80 minutes.

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

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

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New and Recent Releases

(Running times are approximate)

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

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

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

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

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

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

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

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

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

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

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

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The Final Curtain

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

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

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

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

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

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

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

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

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

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

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

BERNOWER—John Gus, 79, pioneer theater man of Canton, O., November 14 at his home, 1101 E. 14th St., 11 years ago. He married with an associate, built the building for years housing the Albemarle Theater, now Warner's Ohio, in Canton. He retired several years ago. His widow and son survive. Burial in Grandale.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

HLNES—Samuel E. 58, stage and screen actor, at a rest home in Los Angeles November 18. Before going to Hollywood, where he appeared in Hal Roach comedies, Hlnes had appeared in the David Belasco production, *Shore Lane*, on the New York stage. He also appeared in New York in 1927 in the play *Where's Your Husband?*

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

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

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

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

Sydney Spier

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

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

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

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

In Memoriam



GEORGE E. ROBINSON

Our Partner and Pal

Died Nov. 22, 1933

BECKMANN & GERETY'S WORLD'S BEST SHOWS

Downie To Go Back to Old Macon Quarters

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

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

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

Mme. Medrano To Open Indoor Show, Despite Handicaps

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

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

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

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

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

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

Closing Week's Biz Up For Blackpool Circus

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

113 Circuses of Soviet State To Celebrate Nationalization

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

The Soviet State Circus today possesses



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

Ringling Quarters Opened Earlier; Press Dept. Larger

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

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

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

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

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

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

89 stationary circuses, 14 traveling circuses touring urban areas, 10 collective-farm circuses, and 20 circuses serving the outlying regions of the Union. Before the circus was nationalized in 1919 by Lenin, there were some 30 circuses in Russia, the larger of which were foreign owned and used foreign performers.

Indoors in the Money

By BILLY PAPE

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

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

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

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

Better Type of Promoters

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

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

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

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

Has Advantages

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

No Leakage at Box Office

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

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

Cirque Royal's Opening in Doubt

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

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

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

Seventeen in Scandinavia

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

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

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

The Norwegian circuses, Continental and Berry, are quartered in Oslo.

In general business was none too good the past season in the Scandinavian countries, altho a few of the bigger circuses did fairly well.

Polack Has Turnaway At Wichita Shrine Date

WICHITA, Kan., Nov. 18.—Polack Bros. Circus played to several turnaways for the Midjan Shrine Temple Indoor Circus at the Forum here week of November 6. Long before the performance began Wednesday night the Forum was filled with 5,000 spectators and more than 200 were turned away. These hundred more seats were added the following night.

After Friday night's show, Mickey Lund, formerly of Downie Bros.' Circus, entertained a motion picture of the Downie show of 1937-'38 at the home of Mr. and Mrs. A. L. Bernard. Those present were Mr. and Mrs. Polack, Mr. and Mrs. Felix Morales and son, Mr. and Mrs. Barth, Mr. and Mrs. Howard Bell, Captain Snyder, Mr. and Mrs. Fred K. Leonard and Mr. Charley Cuff and Buddy Bernard and wife.

Question:

Does Air-Conditioning the Circus Pay?

For the answer see special article by Nat S. Green in the

Christmas Number Of The Billboard Dated December 2

With the Circus Fans

By THE RINGMASTER
CFA

President: WILLIAM H. JUDD
Secretary: W. M. BUCKINGHAM
Treasurer: H. H. HANCOCK
New Britain, Conn.

(Conducted by WALTER HOENENBAUM, Editor
"The White Tents" and the Hoening Printing
Company, Rochelle, Ill.)

ROCHELLE, Ill., Nov. 18.—Ed M. Hillyer states that he was on one of the general admission boxes during the run of the Shrine Circus in Baltimore, and had a grand time renewing old acquaintances and making new ones.

Justus Edwards and Dwight Peppie, of Russell Bros. Circus, spent an evening recently with Col. C. G. Sturtevant at his home in San Antonio, Tex. The Colonel writes that they had a very enjoyable evening going over the past, present and future of the circus.

Mr. and Mrs. Rudy Rudyoff were recent callers at the Cushman and Tormey homes in Milton, Wis.

Circus fans regret to learn of the death of Leroy D. Butler, of Madison, Wis., on November 9, and extend their sympathy to Mrs. Butler. The Butlers were real lovers of the circus and could well be found on the lot when a show was within a couple hundred miles of their home.

F. E. Loxley, Cranston, R. I., attended the World's Championship Rodéo at the Boston Garden on Armistice Day.

Leon Spahr, former circus agent, informs that he is at the Metropolitan store, Rockford, Ill., where he is working Mexican games and jewelry displays for the American Operating Corp.; Cliff Forshes and "Red" O'Connor, on a State-federal bridge project in Danville, Ill.; Von Binkler, coal company; Frank Ward, official of the Oakdale Corp.; Earl McGlain, downtown paint store; Eddie Miller and John Riley on a federal project; Johnny (Pony Boy) Lowery, custodian of an apartment house; Buddy Rothwell, smee at Blakely Circus Club. Placing of circus troupers is due to the marring efforts of Jack Walton.

Peru Pick-Ups

Circus folk fortunate enough to have winter employment include John Boucrot, representing National Wending and John Operating Corp.; Cliff Forshes and "Red" O'Connor, on a State-federal bridge project in Danville, Ill.; Von Binkler, coal company; Frank Ward, official of the Oakdale Corp.; Earl McGlain, downtown paint store; Eddie Miller and John Riley on a federal project; Johnny (Pony Boy) Lowery, custodian of an apartment house; Buddy Rothwell, smee at Blakely Circus Club. Placing of circus troupers is due to the marring efforts of Jack Walton.

This is first time in years that no foreign troupes are wintering here.

Art Johns, circus scenic artist, is credited with originating one of the best American Day displays ever seen here. He had a large downtown store window packed with German machine guns, sauers, helmets and medals. Background of the display was American Legion insignia and creeds done in oils. Johns, a Legionnaire, has been decorated for work overseas.

The greatest winter season gathering of circus troupers from Rochester and Peru was here recently when Marx Brothers in a downtown paint store; Eddie Miller and John Riley on a federal project; Johnny (Pony Boy) Lowery, custodian of an apartment house; Buddy Rothwell, smee at Blakely Circus Club. Placing of circus troupers is due to the marring efforts of Jack Walton.

Earl Lindsay, secretary in charge white wagon on Cole Bros., is spending the winter at home in Houston.

Seen on grounds at Chester were H. A. Brunner and H. C. Burswell, Kokomo, Ind., Circus Fans. Many years ago both were on the advance cars of the Big One on other shows, and with Park Terkington Outdoor Advertising Co. Now they are retired and living a life of ease at Kokomo Elks' Club.

Albert Fleet, seal breaker and worker with Cole in past seasons, has extensive farm holdings in Fulton County and is connected during the winter with a Logansport business concern.

Ernie Sylvester and wife, Pauline, are wintering with the Beattys at Ft. Lauderdale, Fla.

BILL and BARE WOODCOCK closed their third season with Burnett Bros. Circus and will winter in York, S. C.

AMERIC ORTONS

Americ's Finest Double Trapeze Act
The Aerial Perfectionists
HAMID-MORTON CIRCUS, BOSTON

Favorite Outdoor Performer Contest

A few performers in the top-point brackets have not as yet supplied biographical material to the Contest Editor. In case any doubt exists in a performer's mind as to whether this data is needed in connection with the final standings, the editor will be glad to respond to inquiries on the subject. The following information is desired:

1. Permanent address or where owner or manager may be reached. 2. Names and birthplace of each member (date of birth may be included). 3. Billing style. 4. Shows on which act appeared this year—free act at parks, fairs, etc., state so. 5. Booking agency, if any. 6. How long act has been intact with present personnel. 7. How act prefers to be classified in divisional program. (The Billboard reserves the right to deny such preference where doubt exists as to exact classification.) 8. History of act in brief. 9. Head or shoulders or full-length photo—action photos not desirable, but may be sent for illustrative purposes.

Results of the 44 weeks of polling will appear in a special section of the Holiday Greetings Number, dated December 30. This section will also contain the citations, description of awards, photos of major winners and a complete breakdown into divisions of artists.

Readers are asked not to write in or phone for information on standings, as these will not be in a complete stage until shortly before the Greetings Number goes to the press. Other information will be given on request, however, but no point scores can be disclosed for the reason given.

Los Angeles

LOS ANGELES, Nov. 18.—Ralph J. Clawson has a number of Hollywood Wallace elephants working in the picture *Safari*, starring Madeline Carroll and Douglas Fairbanks Jr. Jo Youngman is director. Clawson seems popular with the studio heads and is busy looking up animal rentals.

Chestnut Pelkie came in from the Ramona Club for a short stop. Stated the new spot was proving popular.

Jack Joyce is breaking home acts at the Fontana Ranch.

Frank Cintarelli and Skinny Matlock are noncommittal on future plans.

Dr. George W. T. Boyd is in from Monrovia, Calif. He was legal adviser on the Ham and Eggs Circus.

S. L. Cronin is back from a trip East and is noncommittal on future plans.

Carl Knudsen, Murray Penneck, Jack Beach, Harry Levy, Al Onken, Art Windecker, George Tipton and Curly Phillips form the "Keep Alive the Circus Spirit" troupe at downtown hotel.

Val Vino is at Bedford City, Va., very happily situated and in good health.

Pat Murphy and George Booth, from Cole Bros., are working novelties downtown.

Jack Newman will be back with Cole Bros. next season.

Show World Blessing

God bless the show world thru the years, Make it a place immune to tears; Make every season a day and a hour, Within this world be as a flower— A beautiful thing, a lasting joy— A gift of gold without alloy. Grant us, oh Lord, succorance from care, And answer this most earnest prayer: Let us the rustic of your robes before, Hear thru this tangled tent and shode.

—Dr. Edward James Irvine, D.D.

ENRICO MASCHINO, of the Seven Maschinos, arrived in Brooklyn November 10 from Norway for a visit with his wife and young son. He had never before seen his son, as he left America two months before his boy was born to fulfill some European contracts. The Seven Maschinos (now six) are playing in Copenhagen. They recently finished a season with the Circus Benny in Norway. Nina Maschino has been playing night clubs in New York and is doing well with her acrobatic dancing.

Circus Saints AND Sinners' Club

By FRED P. PITZER
(National Secretary)

Fred P. Pitzer, National Secretary

NEW YORK, Nov. 18.—The luncheon on November 8, when Uncle Don Carney was the fall guy, was a huge success. Nearly 600 members and guests attended. Uncle Don was led into the dining room by the club's circus band, of which Sharon Stephens is director. Uncle Don was dressed as Little Lord Fauntleroy. After bringing him to the platform, he was seated on a kiddie car and wheeled to the center of the room. Dismounting, he was taken over to a stand and a huge bowl placed in front of him labeled with the name of one of his sponsors. Then Tex O'Rourke, dressed as a nursemaid or cook or something feminine, brought in a bowl of something that was a cross between mush and mortar. Uncle Don didn't know whether to eat it with a spoon or a trowel. However, he was forced to sit there in his wig of blond curls and made to eat the stuff he always insists that youngsters should eat. After he was taken to the table, a couple of actors from the Lambs Club played in their makeshift nursery, making big building blocks read all sorts of naughty things, and when, over the radio in the room, it was announced that Uncle Don was coming on, one of the actors arose and with an ax in hand splintered the radio into bits. Then there were all sorts of burlesque parodies in song and prose. Governor Hoffman, president of the club, was at his best in repartee. Jolly Bill Steinke had the crowd in stitches in his ad lib. remarks and Tex O'Rourke's burlesque biography of the fall guy created many belly laughs. Uncle Don was finally dressed up as Donald Duck. When relieved of this, he was made to sit at his piano and then he gave a broadcast just as he does it in the studio. This pleased everyone. He was then presented with his medal on which was printed "Dispy-Plinarion."

We have discovered a new item which the collectors of circusiana ought to know about. It is a throwaway in the form of a \$50 bill, gotten out by the W. C. Coup Circus in 1881. On one side it shows the picture of Coup in the center and a description of him around him and the numerals of his circus. On the other side, more description with an interior of the tent showing a few of the acts working. This is a very rare item.

Edward D. Thornburgh has resigned as treasurer of the Dexter Horses Tent on account of stress of business. He is succeeded by John J. Mulcahy, who heads up the Port Authority of New York.

Indoor Circus News

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

More H-W Property Sold; Ralph Clawson Going East

LOS ANGELES, Nov. 18.—Further sales of Hagenbeck-Wallace Circus property, disposal of which is being handled by Ralph J. Clawson, include five coaches to El Paso (Tex) Iron Grating Co.; all harness and ponies to German Horse and Mule Market, Glendale, Calif.; a dog to Ben Wallace for Jack Joyce; all chairs to Abbey Chair Rental Co., Los Angeles; grand stand and bleacher seats to United Tent and Awning Co.; 15 wagons and dens, three tableau wagons, two camels and two tigers to Louis Geibel, of Geobel's Lion Farm, Thousand Oaks, Calif. Efforts are being made to sell 10 elephants to Tobias

WANT LEGITIMATE CONCESSIONS

Pat Shows, Side Shows for all winter's work under his circus top with strong appeal. Opening early in December, Little Rio Grande Valley, heart of fruit and vegetable season, last until March 15th. Write or wire. No collect wires accepted.

RUSSELL BROS.' CIRCUS

ALL ADDRESSES: LAREDO, TEX.

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Quality Reproductions
Straight Reproductions of any Photograph or Drawing. One copy Negative made per lot. Gloss "Mirror" finish only.
100, \$2.25; 250, \$4.25; 500, \$7.50; 1,000, \$14.25.
Send 50¢ Club with Order, Hal. C. D. Originals returned unaltered. RATERFACE TON AT ALL TIMES.
SPECIALY DESIGNED GROUPINGS AND GREETING CARDS TO ORDER.

CIRCU POST CARD ART. 700 November 9, 1939. DAWSON, W.

ELECTRIC LIGHT
FOR ROAD SHOWS AND CONCESSIONS.
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Light Plants
Portable lighting units, all sizes to handle from 10 to 5,000 bulbs. Furnish electric current from any city rates. Write for information. Ask for Catalog B-11.
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NEW USED TENTS
FOR SALE OR RENT
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WANT AT ONCE HIGH WIRE PERFORMERS
Understanders, Topmounters and Middle Man capable of performing three high wire. State all in first letter, age, weight, height, experience, former connections. Salary expected. Johnny Risko, answer. Booked solid for winter.

EDDIE BILLETTI
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THE AERIAL ROMAS
World's Premier Double Trapeze Artists
HAMID-MORTON CIRCUS
BOSTON GARDEN • MASS. (NOV. 20-25)

Bros., of Denver, and two to Everett W. (George) Coe, Los Angeles.

The quarters at Baldwin Park, Calif., are closed. All unused property was sent to Geobel's farm. Clawson said he expected to go East November 20.

Under the Marquee

By CIRCUS SOLLY

FLOYD KING is in Texas handling a sex picture called *Mad Youth*.

AL CLARKSON has a mentalist making fair thru the Southwest.

NATE LEON, past season with Richard Bros.' Circus, is enjoying the baths at Majestic Hotel, Hot Springs, Ark.

CHARLEY MATSUMOTO has rejoined his parents at the home of his brother in Mexico.

LOU LENNY and her comedy mules joined Bertram Mills' stage circus at Finsbury Park Empire, London, October 25.

TWO OLDTIMERS on Ringling-Barnum left the show before its season ended—Herb Duval at Shreveport, La., and John Brice at Waco, Tex.

LORD JOHN SANGER CIRCUS, London, is planning a stage tour, and coincides with practice of most winters since the last World War.

AL G. KELLY & MILLER BROS. closed November 5 at Wister, Okla., with season's business a third better than last year's.

ACTS of the J. E. Malloy Circus on the program of the Elks' Indoor Circus, Schenectady, N. Y., last week, included Tucker Toys and his Pals, dog and pony team; Ruth and Jack, Roman rings, and Nancy Darnell, aerialist.

J. ALLAN E. OAKHAM, of Ringling-Barnum circus, is at his home in Newburgh, N. Y., will work winter dates and will be with the Big One again next season.

HUGHIE FITZ AND CO., a man, girl and trick dog, presented their novelty acrobatic act and tap dancing at Sing Sing (N. Y.) Prison for the inmates November 5.

HARRY LLOYD, formerly with many circuses, dropped into *The Billboard* office, Cincinnati, November 13 while en route from Erie, Pa., to Louisville. He made several fair this season.

JOHN S. MAURER, concessioner, formerly with Richard Bros., Silver Bros., Milken Bros. and Cole & Rogers circuses, was elected Justice of the Peace in Ashland, Pa., November 7.

ART LARUE, clown cop, the past season with the Great American Circus of Los Angeles, is spending a few days in Chicago before returning to the West Coast around November 25 to play winter dates.

HOWARD W. HOFFMAN, former showman, was elected Justice of the Peace in Atlantic City, November 7. He says his place will be headquarters for all show people when they visit Atlantic City.

F. W. BURNS, brother of J. Tommy Burns, who died in Cincinnati October 4, thanks friends and members of Barnett Bros.' Circus and of the Conley Attractions for their letters and flowers.

STERLING (DUKE) DRUKENBROD is acting in an advisory capacity to the committee in charge of arranging the annual Shrine Indoor Circus in the City Auditorium, Canton, O.

E. J. RUMBELL suffered serious injury to his right leg in a bus accident recently and was taken to the Army and Navy Hospital, Hot Springs, Ark., where he will be confined for several weeks.

JOE SIEGRIST and wife are playing indoor circus dates thru New England. Joe reports that so far all of Frank Wirth's indoor dates have been successful.

CHARLEY DRYDEN has returned to Wichita, Kan., after a season with Bud Anderson's Jungle Oddities. Says Bud has purchased four baby elephants and two pandas and a new Buick car.

HAROLD J. CONN has been contracted for six weeks as clown in the J. W. Knapp department store, Lansing, Mich. He has clowned in Vanderweert's Land of Toys, Battle Creek, Mich., for the last five years.

WILLIAM H. STEPHENS, traveling representative of the American Federa-

tion of Musicians, has been visiting L. Claude Myers at South Ft. Smith, Ark. Stephens attended the closing of Downie Bros.' Circus in Little Rock.

BILLY and ROSALIE SIEGRIST, whose flying act recently concluded several weeks of fairs, are visiting with relatives in Canton, O. They plan to go to Florida later this month before starting their indoor dates.

HUBERT CASTLE, slack-wire performer with Ringling-Barnum circus the past season, is playing the opening show at the Royal Palm Club, Miami, Fla., on a three-week contract with options. Show got started November 16.

HENRY KYES, former band leader with Hagenbeck-Wallace Circus, and this season with Merle Evans' Band on the Ringling show, has returned to his diamond appraising job at Hathorne, Mass., for the winter.

ART REIS, who has played air calliope on the Tom Mix, Ringling-Barnum and Cole Bros.' circuses, the past season with the last named show, opened with an orchestra November 6 at the Black Forest Club, St. Louis.

EDDIE DELOY, Bob McLean, Margie McLain and Johnnie Ward visited Russell Bros. Circus at Corpus Christi, Texas, November 9 and say the show presented an excellent performance, even though a little short handed.

AERIAL BROOKS, after closing with Downie Bros.' Circus at Little Rock, Ark., went to their home in Huntington, W. Va. They will play the Shrine Circus at Houston, Tex., under the banner of W. M. Moore.

RUBY WOOD, aerialist of Gentry Bros.' Circus, suffered a dislocated elbow and a broken ankle in a fall from her trapeze November 1 at Taft, Calif. She was taken to Taft Community Hospital and is reported doing well.

MR. AND MRS. W. A. KLEINPETER, former circus troupers, last with Howe's Great London Circus in 1921, are doing well in the oil fields at Taft, Calif. They caught Gentry Bros.' Circus there November 1 and say that it did big business.

HERBERT E. SAIER says he has worked steadily since July 5 with his new calliope and light plant mounted on a truck. He is in Hot Springs, Ark., enjoying the baths. Later he will go to Kansas City, then back home to Madison, Wis.

FOLLOWING the close of Silver Bros.' Circus November 17, Earl Anson, J. F. Childers and Guy Glasscock went to Clarkburg, W. Va.; H. R. Brisson, to Reading, Pa.; Ernest Biggestaff, to Anderson, S. C.; and Bob Russell, to Franklin, Va.

E. N. WORKMAN is en route East from California. At Colorado Springs, Colo., he reminisced with Professor Brant, who managed the Barnett show with him. He says Prescott is active and very successful there, and that his mother and sister live in Colorado Springs.

SIX-YEAR-OLD SON of Rev. J. W. E. Airey, director of the Arabia Shrine Circus, Houston, had both bones in his left leg fractured just above the ankle and his back skinned November 3, when he ran into the street after the dog and was struck by an auto. He will be laid up for several months and is anxious to hear from friends.

FRANK B. HUBIN, showman of Atlantic City, advises that he will be connected with the Cologne, N. J., auction market, where a fair will be presented during the summer, spring and fall seasons. He says a half-mile race track will be built and that many vaudeville and circus acts will be booked.

DOROTHY HERBERT, equestrienne, reports that her truck, filled with equipment and three horses, was all but demolished by an oncoming car recently while en route to Little Rock, Ark., for a date. Damage was done to cab of truck, but driver was uninjured and horses escaped even a scratch due to completely padded stalls. Equip-

ment, however, including trunks, was damaged with little or no salvage. Miss Herbert states that the driver and passengers of the other car were removed to a hospital and that the driver pleaded guilty to driving while drunk. She was in her car at the time and escaped injury. After repairing damage, Miss Herbert will fill indoor engagements, she says.

MARION WALLICK took first prize in a Halloween parade at Dover, O., with a float 32 feet long and 15 feet high, on which he did his knife-throwing act with 12 persons. Wallick has reopened his dance school in Dover since closing with Parker & Watts Circus. He and his partner, Arette Pierre, will be with Jack Malloy's circus unit this winter.

TOM MORAY, former trick and fancy rider and rodeo contestant, and later a producer and director of outdoor stadium shows, who has recently been connected with the Johnny Mack Brown series of Western pictures at Universal Studios, is in Denver making a trip into Colorado to complete final arrangements for the forming of a new motion picture studio in Hollywood.

MR. AND MRS. BERT COLE were hosts to Joe and Bebe Siegrist at their home in Totterville, Staten Island, N. Y., November 12, when the Siegrists celebrated their 12th wedding anniversary. Bessie Castello, Bebe Siegrist's mother and an intimate friend of the Coles, and Joanne Siegrist, daughter of the Siegrists, were present. After a turkey dinner, interesting hours were spent examining Bert's collection of old-time circus material.

PAULINE B. LORETTA writes from Los Angeles: "My partner, George Novikoff, after burial of his wife on January 17, kept his job at a furniture factory here, and we are in perfect shape on all fronts. I was catching my double somewhat as if I had never been away from (See UNDER THE MARQUEE on page 58)

The Corral

By ROWDY WADY

TOM KING writes that he's with the Panhandle Donkey Ball Co. doing trick roping and whip cracking. He says Ralph Godfrey has several of these units on the road, all from Western Oklahoma.

EARL SELLERS, Del Rio, Tex., directed the three-day rodeo at Third Annual Livestock Show, Beeville, Tex., November 9-11. Event featured an old-time western parade and was expanded to include all of South Texas.

LEE LIVINGSTONE, who has been a member of the Canadian Army Service Corps in Calgary since September 8, has rejoined the ranks of Alberta rodeo performers. A rider for the past nine years, Livingstone recently received his discharge to return to the rodeo field.

GEORGE ADAMS RODEO Co. produced the first annual Elks Rodeo, in Bismarck, N. D., October 15-21, with night performances and matinees on the 18th and 19th. Among contracted performers were Alice Sisty and jumping horses: Pearl Biron, Estelle Clark, Pee Wee Morris, Tom Shipman, Steve Dallas, Brad and his Cops, McEggenne, and Sammy Stewart. Over 400 head of stock were supplied the Adams Co.

A \$25,000 RODEO CHARTER has been granted to the Capital City Round-up Co. a Kissimmee (Fla.) rodeo corporation, by Secretary of State R. A. Gray. P. E. Williams, president Florida Cattleman's Association, was named president, and Gordon E. Wood, secretary and general manager. General Manager Wood has been purchased by the corporation in Kissimmee and a large crew of workmen are laying a foundation for a rodeo arena grand stand and bleachers, which will seat 10,000. General Manager Wood stated the rodeo will be an annual event.

ALL-LOUISIANA'S first rodeo, in conjunction with All-Louisiana Livestock Show, November 8-12 in Louisiana State Agricultural Center, Baton Rouge, drew 25,500. There were plenty of spills and several slight injuries. Contestants drew purses totaling about \$6,000. Clear weather prevailed all five days. W. M. Babin was general manager of the rodeo. Winning barrel race bronk busting and steer riding and placing in other events gave Glenn Lawrence, Ruston, title of all-around champ of the State, with silver belt and buckle as added awards. Contract per-

Hub Rodeo Beats

'37 Gate by 20%

BOSTON, Nov. 15.—Boston's Champion City Rodeo, staged this year by the Garden itself, November 11, under Managing Director Walter W. Brown, drew 108,432 for the 14 shows, an attendance boost of about 20 per cent over last year's held over two years ago. Manager Brown said plans to stage the event again next year. No serious injuries were recorded. However, Fred Alvord, arena secretary, sustained a couple of broken ribs the second night of the show when an angry bull knocked over a barricade.

Event was marked by the acquittal of one of the cowboys, who had been charged with manslaughter, following the accidental death of a rodeo employee in a cocktail bar. The Clements, Robinson and Knight combine furnished the stock.

One of the features was the ride made by Fritz Trapp on the so-called "unridable" Helly's Angel. Champions crowned were: calf roping, Harry Hart; Saddle Bronk Riding, Fritz Truan; Bareback Bronk Riding, Paul Carney; Girls' Bronk Riding, Vivian White; Brahma Bull Riding, Ed Fletcher; Steer Wrestling, Tom Hogan.

Fastest times were: Bud Sibley, bulldogging, 5.8 seconds; De Ruse, calf roping, 16.3 seconds; and Juan Salinas, cow milking, 2.6 seconds. Governor Lewis Stationall, of Massachusetts, was an interested spectator.

formers, only ones in arena from out of town included Alice Sisty, Wagon and Juanita Gray, Lloyd McGee and Shory Gragan, clown. Results: Bulldogging, Buck Lucas, Nick Dixon, Joe Goodman, Floyd Peterson, Calf Roping, A. J. West, L. P. Easterly, Glenn Lawrence, Mack O'Brien, Bob Brown, Ed Brown, Glenn Lawrence, Nick Dixon, Jess Moffet Jr., John McWiggins, Saddle Bronk Busting, Joe Goodman, John McWiggins, Norris Garborno, Glenn Lawrence.

PAUL HILL, rodeo producer, presented the 14th annual rodeo at Great Western Live Stock Show, Los Angeles, October 28-29. Show drew 6,000 on Saturday and more than 11,000 Sunday. Andy Juaregui, assistant arena director, furnished the stock. Edson Prock was announcer. Joe Hadfield was seriously injured Sunday when kicked by a bronk, and Phil Selby sustained a serious eye injury in a fall from a rodeo bull.

Contestants included: Harold Jackson, Joe Lomax, Jess Cornelius, Bill Richardson, Jackie Fredericks, Al Ray, Johnnie Gardner, Hugh Strickland, Archie Butler, Jim Horn, Loren Fredericks, Frank Costello, Harold Jackson, Joe Hadfield, Gordon Davis, Trent Paxton, Gene Rambo, Allen Jespersen, Bill McFarlan, Bud Hunter, Worth Crouch, Ted Bessing, Don Mitchell, Bob Cunningham, Harry Lott, Fred Lott, John Lott, Bud Cook, Frank Mendez, Carl Mendez, Holloway Grace, Earwin Collins, Glenn Tyler, Carol Henry, Richie Brown, Asbury Schell, Len Perkins, Tom Wood, Fox O'Callahan, Chick Hammon, Fred Brown, Pete Travis, Joe Edwards, F. M. Cornett, Charley Shields, Andy Juaregui, Harry Logue, Blundy Brunzell, Buster of Weston, Vidal Garcia, Weldon Boscom, Jerry Littrell, Ed Osborne, Joe Mendez, Oscar Warren, Wil Barrett, John Mendez, Carl Warren, M. W. DeRe, Cleve Kelly, Bill Lyon, John Traylor, John McFarlan, Harold Mueller, Pat Woods, Ray Hunter, Al Garrett, Henry Thode, Homer Brown, Ed Juaregui, Ernest G. Hill, Dan Durnell, Johnnie Montana.

Results: Bareback Bronk Riding—first day, Frank Schneider and Pete Travis split first, Howard Brown, Frank Mendez, Calf Roping—first day, Clay Carr, Andy Juaregui, Len Perkins, Joe Hadfield, Second day, Andy Juaregui, Fox O'Callahan, Hugh Strickland, John McFarlan, Finals, Andy Juaregui, Hugh Strickland, Clay Carr, Tom Wood.

Saddle Bronk Riding—first day, Pat Woods, Frank Schneider, Doff Aber, Jackie Cooper, Second day, Doff Aber, Jackie Cooper, Frankie Schneider, Harry Logue, Steer Roping—first day, Jack Gardner, Asbury Schell, Willie O'Brien, Fred Lott, John Mendez, Oscar Warren, Gordon Davis, Andy Juaregui, Trent Paxton, Finals, Asbury Schell, Frank Cornett, Harold Jackson, Bill McFarlan, Steer Wrestling—first day, Joe Mendez, Oscar Warren, Al Barrett, John Mendez, Al Garrett, Holloway Grace, Finals, John Mendez, Al Garrett, Joe Mendez, Worth Crouch, Brahma Steer Riding—first day, Ed Osborne, Weldon Boscom, Homer Brown, Loren Fredericks.

Rinks and Skaters Club Activities

By CLAUDE R. ELLIS (Cincinnati Office)

DE LUXE Roller Palace in Mammoth Garden, Denver, opened on October 20 to a large crowd, officials reported. Rink has a 12-by-18-foot floor which will accommodate 1,500 skaters, and spectators' section will seat 4,000. Music is furnished by a Hammond organ. Staff includes Joe Mohama, manager; Al Yobe, assistant manager; Jack Reeves, bookkeeper; Glenn Brindline and Jimmy McFarland, skateroom; Frank Carragher, Duke Van, Rich Richardson, Lee Winland and Skip Swanson, floor men; Dean Sogard and Harold Harkey, instructors; Mr. Miller, building superintendent; Cassie Foger and Eddie Richardson, concessioners.

TRIO WOO-DOO number, winners to receive a pair of Chicago skates attached to Earl Van Horn skating shoes, was scheduled for Earl Van Horn's Mineola (L. I.) Rink on November 16 and 18 turkeys were to be given as door prizes at a Thanksgiving party on November 20. Initial rehearsal for the first edition of the Mineola Roller Polies was held on November 12. Manager Van Horn has obtained services of Francois Le Maire, pro ice skater, to aid him in teaching the Sunday figure skating class.

MANAGEMENT of Riverside Roller Rink, Indianapolis, has renewed for one year the contract of Lester Huff, organist.

OSCAR VAN PAEMEL, manager of Chain O' Lakes Roller Rink, Mishawaka, Ind., reports he has opened Dixie Roller Rink in Desmoyne Dance Hall, Mishawaka. Rink operates six nights weekly, with matinees on Sunday. Roster includes Winifred Minne, cashier; Julian Minne, floor man, and Bill Dewire, skateroom.

MISSOURI State circle-waltz championship in Arena Rink, St. Louis, on November 12 was the first State championship held in that city in the past 10 years, reported Manager E. I. Schaffer, of Arena Rink. He said it

was sanctioned and conducted under rules of the Roller Skating Rink Operators' Association of the United States and was well received by skaters, a capacity attendance being drawn. Judges were Rodney Peters, president of the RRBOA; Ted Young, president of the Amateur Skating Union of the United States; Art Willow, secretary-treasurer of the ASU; Henry Kemper, past president, and Grace Roan, Contest directors were Ekel Schaffer, Jimmy Hatton and Jack Davis. Music was by Hal Edede at the Hammond organ. Winners were Lois and Lynn Kennedy; Barbara Halksmeier and Dick Rose, second; Lee Fischel and Elmer Travis, third.

ROBERT D. (BOB) MARTIN is now head professional of Detroit Figure-Skating Club as well as the Strathcona Club, Toronto. He is dividing his time in about two-week stints between the two cities. His father, Fred A. Martin, is active as head of Arena Gardens Rink, Detroit, and as secretary-treasurer of the Roller Skating Rink Operators' Association of the United States at Detroit; Jess Dell, also with Arena, is organizing Detroit Speed Skating Club, rather than figure skating, as was implied in a recent report.

ROLLER skating has been introduced in West End Hall, Halifax, N. S., with nightly door prizes and novelties offered. Costume parties have become popular. Music is furnished by automatic machine.

OKLAHOMA CITY is experiencing sudden revival of interest in roller skating, as a new rink was opened recently in Municipal Auditorium by Dan and Herb Garlock, who operated rinks in Iowa thru the summer. Masonite has been placed over the concrete basement floor, giving a 132-by-56-foot skating surface and 35 by 35-foot concession space, which is arranged so that skaters may occupy chairs and tables without removing skates. Music is provided by a Hammond organ. Business is improving daily. On opening night 24 attended. Women's matinees are held on Wednesdays and children skate on Saturday afternoons. Rink operates nightly except on Sundays. A 15-minute radio program is broadcast nightly from the rink.

DANCELAND Roller Rink Club, Decatur, Ill., observed its first anniversary on October 25 by staging a party in the rink, 400 members attending, in addition to visitors from Moonlight Gardens Warts Club, Springfield, Ill., reports Noble Chligge, club manager. Refreshments were served by members of the two clubs and refreshments were served. Club has membership of 600. Officers are Paul McDaniel, president; Harry Harding, secretary, and Fred Seiler, treasurer.

SAXTON'S portable rink has been operating to good business in Calbarone County, Miss. for several weeks. Rink, managed by Johnny Hood, is 40 by 100 feet. Recent visitor was Charles (Skeeter) White, former instructor with O. Shepherd, who has stored his equipment and opened a bowling alley in Natchez, Miss. He expects to reopen his rink soon.

Michigan Showmen's Association

156 Temple Street, Detroit

DETROIT, Nov. 18.—Monday night's meeting was called to order by Vice-President Edward McMillan. President Stahl being out of the city on business. Other officers present were Secretary Robbins, Treasurer Pop Baker, Harry Ross and Myrtle Stone. Several new points of interest, including bingo games in the clubrooms each Friday night, were brought to the floor. Chairman and Myrtle and Isidore Sobie. Several members returned from the South, including Ed Horowitz and George Harris. Committee also was appointed for the annual Showmen's Ball. It includes Vic Horowitz, Irving Barker, Sammy Soloff, Lester and Hay Davis, Oscar Margolis and Myrtle and Isidore Sobie. Several members returned from the South, including Ed Horowitz and George Harris. (See MICHIGAN SHOWMEN on page 39)

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Nov. 18.—Thursday's meeting convened, with President J. C. McCaffery presiding. With him at the table were Treasurer A. L. Rosman, Secretary Joe Streibich, Past President C. R. Fisher and Ernie A. Young. Ned Torti came in for the meeting and reported on membership committee activities. Relief committee reported that Brother R. F. Trevellick is still in the hospital and Brothers Owens, Vollmer, Lydick, Delgarian and Rankine still confined in their homes. Brother Tom Rankine returned from his summer cottage. Bill Carkey is getting real activity from his president's party committee. Better be on hand for the big doings. Nat Green has been getting some good publicity for the banquet and ball and promises some radio broadcasts in the next few days.

Sam Levy reports real progress on the banquet and ball. Brother Doolan has plans about completed for the Memorial Service. Lease committee will make its report at next meeting. Funeral committee arranged for burial of Brother John D. Starkey last week and presented a letter from Mrs. Starkey expressing thanks for prompt co-operation. Arrangements have been made to have Thanksgiving dinner in the league rooms November 23 for the boys who are in town with no place to spend the day.

Brother William M. Young, of Goodman Wonder Shows, attended his first meeting. Brother Orville Harris returned from the New York World's Fair and (See SHOWMEN'S LEAGUE on page 31)

Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Nov. 18.—Club's regular weekly meeting drew the largest attendance of the year, necessitating extra seats. Second Vice-President Mel Vaught presided in the absence of President Mellor. G. C. McGinnis, secretary, and Harry Altshuler, treasurer, also attended. Reading of last meeting's minutes approved, this was followed by a lengthy discussion of the allotment of the \$125 for advertising the convention and New Year's Eve Banquet, which was finally voted out upon motion of George Howk, seconded by Bridgie Weber. After Toronto Meeting, exhibited copies of (See HEART OF AMERICA on page 39)



Palace Theater Building, New York.

NEW YORK, Nov. 18.—Tonight—the second annual banquet and entertainment! On the eve of the great festivities clubrooms were literally swamped with local and out-of-town visitors. Among them were Jake Linderman, Art Lewis, Frank Miller, Matthew J. Riley, George Traver, Bill Itabkin, Max Schaffer, Sidney Kahn, Jack Greenapoon, Max Hornmann, Bill Groud, Irving and Sam Berk, Max Kasow, Al Katzor, Arthur Campfield, Sam Taffett, William Bloch, Ben Williams, Lew Dufour, Tom Brady, Jesse Kaye, Nate Eagle, Sam Rothstein, George Hirschberg, Ted Miller, Paul Miller, Sam (See NATIONAL SHOWMEN on page 37)

Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire Los Angeles

LOS ANGELES, Nov. 18.—Monday night's meeting smashed fall attendance records with 143 in attendance. Past president C. E. Zeiger was induced to appear in the official line-up, but past presidents, Harry Fink, Theo Forstall, Orville Craft and Eddie Brown remained on the side lines. Officers present were Harry Hargrave, Joe Glacey, Pat Armstrong, John E. Ward, Ross Davis, Eben Dobbert and Lou Johnson. Announcement was given over to a meeting of the board of governors for the purpose of selecting a nominating committee to name an (See PCSA on page 39)

Missouri Show Women's Club

Maryland Hotel

ST. LOUIS, Nov. 18.—Club held its regular business meeting in the clubrooms on November 9. President Anna Jane Pearson was unable to attend, so Past President Nell Allen, assisted by Secretary Grace Goss and Treasurer Gertrude Lang, presided. Sick com- (See MO. SHOW WOMEN on page 31)



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N. MONT. YEAR BEST

Rise Climaxed In Great Falls

Manager DePue re-elected for tenth term as tribute to outstanding success

GREAT FALLS, Mont., Nov. 18.—Climaxing the most successful year in history of North Montana State Fair here, directors unanimously re-elected Harold F. DePue, secretary-manager, under an arrangement which provides an appreciable increase in salary.

Arrangement insures that Secretary DePue, who was at the helm when the fair gates first opened in the depression year of 1931, will round out a decade as manager of an outstandingly successful fair, success of which is the more unique when it is considered that it is in a section of the United States which has virtually no population, in comparison with Eastern districts.

Fair was started in 1931 with little more than rosy hopes and a belief that Manager DePue, who had been successful in conduct of Richland County Fair, Sidney, Mont., would bring his opera hat and rabbits with him and somehow pull some success out of thin air. How he succeeded was revealed in the annual statement which directors considered before offering him his latest contract. It shows a plant valued in excess of \$700,000, including some of the finest display buildings in the nation, against which there is not a single cent of indebtedness.

Improvements during the past year totaled more than \$100,000, despite which the fair has a treasury balance of \$27,468.32, with only negligible current bills. Net operating revenue for 1939 was \$150,998.08, against net operating (See N. Mont. Year Best on opposite page)



WHEN THERE WAS ACTUAL PAID ATTENDANCE OF 50,324 on the final day, Saturday, August 12, this aerial view of grounds of North Montana State Fair, Great Falls, August 7-12, was taken. Total paid attendance of 263,940 was registered, making the best year in history of the fair. Secretary-Manager Harold F. DePue has just been unanimously re-elected and next year he will round out a decade in the post, having assumed the reins at inception of the annual in 1931.

Augusta Gate Goes Up 10,000 for New Mark; Tip 15 Cents

AUGUSTA, Ga., Nov. 18.—Exchange Club Fair here on November 6-11 had paid attendance reported at about 50,000 and total attendance of 100,000, largely accounted for by children's days for colored and white schools, which saw 45,000 admitted to grounds.

Attendance, 10,000 above last year's for a new record, was reached despite a 15-cent gate instead of 10 cents charged previously, said President George H. Simerault, Exchange Club.

Free acts were flying Comets, booked thru George A. Hamid, and Al Michie, as "Popeye."

World of Mirth Shows were on the midway. Next year's contract has not been let, officials said. Fair added a new building this year for live stock, which is being featured in this section now. It is hoped in a year or two to adopt the requirement that live stock shown must be bred in Georgia or South Carolina.

SUPERIOR, Wis.—Altho the 1939 Tri-State Fair here grossed \$43,654.63 against expenditures of \$38,023.36, current liabilities of \$11,774.27 leave the association with a deficit of \$4,141.98. Receipts included \$2,273.40 at gate and \$7,108.40 at grand stand. Paul Whiteman's Band was the feature attraction.

Ionia Gross Is Second Largest; Grand-Stand Receipts Hit Peak

IONIA, Mich., Nov. 18.—The 1939 Ionia Free Fair here had estimated attendance of 296,960, compared with 290,448 in 1938, an increase of 6,512. It was announced in the annual report to the board of directors on November 8. Net cash profit was \$45,229, compared with \$320.07 last year. Total cash receipts amounted to \$65,947.72, compared with \$59,314.10 for 1938, an increase of \$6,633.62. This is the largest gross in history of the fair, with the exception of 1929, when receipts were \$66,902.51.

This year the fair spent for improvements and parking lots \$8,899.02, and for repairs to grand stand, bleachers and buildings \$5,419.70, a total of \$13,318.72. Last year \$7,855.03 was spent for improvements and repairs, an increase of \$5,267.74. Horse races cost \$1,244.30 (net) more than last year. Gross profit for this year is \$14,499.22; last year, \$8,728.02, an increase of \$5,771.20.

Improvements and additions in 1939 included payments on real estate purchased, \$1,000; cement walk around race

Weather Turn Hits Finale in Beaumont

BEAUMONT, Tex., Nov. 18.—As final check of figures progresses, verdict is that the 33d annual South Texas State Fair here on October 26-November 4, under Secretary-Manager L. B. Herring Jr., was the best from an amusement and educational standpoint.

A turn of unseasonably cold weather curbed the gate somewhat and held down what should have been the three biggest nights. A. E. Selden, "The Stratosphere Man," was received with greater acclaim than any other free act ever to show at the fair. During the last two days he presented his act daily despite terrific north winds. Midway of Rubin & Cherry Exposition was emptied by cold nights before 11 p.m.

At the feature spot, the Harvest Club, the opening two nights had the reverse of extreme cold, when high humidity affected the response. Cold hurt in the later days. Happy Felton and his 18-piece orchestra, featuring as soloists Louise Dunne, Loris Lee, Ken Nealy and Billy Galbraith, played for dancing. Dorothy Byrd, Dancers, featuring two Beaumonters, Chas. Cassin, pianist, and Jordan Skating Trio composed the floor show.

Outstanding was a live-stock program which saw the return of a competitive stock show after a six-year absence.

track, 65 new sections of steel fence, shut-off boxes, new water lines, storm sewer, catch basins and cover, east side north of grand stand, repairing old steel fence, painting all-steel fence, grading around race track, new sheep shed for 4-H Club, black-topped midway, considerable grading and sodding on grounds, new flags around race track, repairs to buildings, grand stand and bleachers, 1,500 yards of gravel on midway, 6,000 yards of dirt removed.

Practically all departments had considerably more exhibits and paid out more for premiums this year than last. In addition to regular advertising in local newspapers and surrounding towns, 32 24-sheet boards were used on the main highways and 5,000 circulars, 10,000 more than last year.

Paid attendance to shows and rides was 223,576, compared with 205,424 for 1938, an increase of 17,152. Receipts in the grand stand surpassed any in history of the fair, including 1929, the banner year.

Better in Ohio

DELEFONTAINE, O., Nov. 18.—Ohio fairs as a whole had another very successful season. The number of fairs equaling or smashing all-time attendance records was large. A great percentage increased the number of exhibits and exhibitors. Night fairs were without doubt the best attended and most successful, financially and otherwise, in Buckeye State history. Financially, a great majority of the fairs at least broke even and made good profits. In most of the comparatively few cases where there was financial loss, it can be attributed to unseasonably weather. The fairs were unquestionably better balanced, more attractive and worthwhile than ever before.—MRS. DON A. DETRICK, executive secretary, Ohio Fair Managers' Association.

Gains Scored In Macon; May Revert to Week

MACON, Ga., Nov. 18.—Gains in attendance and receipts were reported for Georgia State Fair and Exposition, here on October 30-November 8, despite cold weather. For many years the fair was held the third week in October. While the extended run was termed profitable, it was indicated by Secretary-Manager E. Ross Jordan that the 1940 fair will probably be held on the first or second dates and for only one week. There were nine showing days, no attempt being made to operate on Sunday, November 5.

Attendance was announced as 157,000. Duration of one-week fair it has been from 100,000 to 125,000. Heaviest attendance was reported on Thursday, Friday and Saturday of the first week. Crowds were smallest on final three days. Thrill arrangement with Georgia department of Future Farmers of America a special FFA live-stock show was held. Thousands of farm boys, representing practically all 159 counties, participated. Other departments were as formerly, except poultry which was in a large tent, due to heavy overflow of exhibits in the eight buildings.

For the first time in many years a program of free acts was given on the grounds and this helped the gates. Acts included Four Comets, first act; Virginia Senior, Sky-High Girl; Eva May, aerialist; Joe Lewis, and Suicide Zorki and Cramer. Elaborate displays were given after the acts by Ohio Display Erector Co. Another innovation was leasing of all independent midway concession space, excepting lunch stands. (See Gains Scored in Macon on opp. page)

Sun Office for Des Moines

SPRINGFIELD, O., Nov. 18.—General Manager Bob Shaw, Ohio Sun Booking Agency here, announced opening of a new Sun office, 401 Plymouth Building, in Des Moines, Ia., to be under management of Irving H. Grossman, formerly with Artists Bureau of W.H.O. Des Moines. Mr. Grossman, who will remain as manager of Riverview Park, Des Moines, will also book Sun attractions for fairs and special events in the Midwest district under supervision of Boyle Westbrook, manager of the Sun agency in Chicago, who will work with the Des Moines offices. General Manager Shaw, W. C. (Billy) Senior, Boyle Woolfolk, Irving Grossman, Bill Blomberg, George E. Flint, Mort Ingle and Lou West of the Sun office will attend the December meetings in Chicago.

European Expos in Making

PARIS, Nov. 11.—French government, noting a proposal for cancellation, requested the expo committee to resume its efforts to hold the 21st annual International Paris Fair on the grounds here in 1940. This is the first time since outbreak of the war that the government has sanctioned an event that would permit people to attend in unlimited numbers. Work is progressing on air-raid shelters for 20,000. In Rome Mussolini has broken the first clip on the site for the Rome International Exposition 1942. Site is a long stretch bordering Mussolini Autostrada and leading to the sea.

Question:

ARE FAIRS "BIG BUSINESS"?

For the answer see special article in the

Christmas Number Of The Billboard Dated December 2

Fair Elections

MINERAL POINT, Wis.—Southwestern Wisconsin Fair Association here re-elected Roy Parkinson, president; Will Grange, vice-president; G. H. Shepard, treasurer; Roy Winn, secretary.

CHIPPewa FALLS, Wis.—L. J. Tauder was re-elected president of Northern Wisconsin District Fair Association here; H. A. White, vice-president; C. E. Stiles, treasurer; A. L. Putnam, secretary-manager.

AMHERST, N. S.—Mrs. Carrie L. Mills was named secretary-treasurer of Maritime Winter Fair here, and the sponsoring body, Maritime Stock Breeders' Association, succeeding Major Arthur W. MacKenzie, in the post and now in an army unit in Truro, N. S. She had been office manager for the fair and association as assistant to Major MacKenzie. Winter fair was canceled for 1939.

YORKTON, Sask.—Yorkton Exhibition Association elected: President, O. B. Bull; vice-president, J. Sherwin; honorary president, R. J. Beatty; solicitor, W. H. Morrison.

IONIA, Mich.—Ionia Free Fair elected O. B. Wardle, honorary president; Howard C. Lawrence, president; Fred T. Wortman, vice-president; Ross Sarlo, secretary; Leo McLary, treasurer; Nels Strand, John Todd, L. D. Swanson, N. J. Ogilvie, Harry Gemuend, Allan M. Williams.

GLADSTONE, Man.—Gladstone Agricultural Society elected A. Hart, president; D. Oliver, vice-president; J. F. Broadfoot, secretary.

RUSSELL, Man.—James Beavers re-elected president of Russell Agricultural Society for the 11th consecutive term; vice-presidents, John Peddie, Mervyn Colter; secretary, H. R. Barry.

WARSAW, Ind.—Kosciusko County Fair Association here re-elected Mike Malox, president, and Floyd Stevens, vice-president. Willard Cain was elected secretary to succeed O. B. Kilmer, resigned; Mrs. Willard Cain, treasurer.

KERROBERT, Sask.—Kerrobot Agricultural Society elected: President, J. Irvin Bell; vice-presidents, J. W. Whetter, W. Noblitt; secretary, D. J. Hartley.

Grand-Stand Shows

S. M. RANKIN, stunter with Flash Williams and his Thrill Drivers, recently visited his home town of Devils Lake, N. D. and was subject of a feature article giving his biography and description of his act in *The Devils Lake Daily Journal*.

CAROLYN ERIKSSON, juvenile scuba, recently completed her second season's fair work for Barnes-Carruthers, playing dates in Illinois and Michigan, including return appearances at Ionia (Mich.) Free Fair and Michigan State Fair, Detroit, reports Mrs. Rupert A. Erickson.

RUBE CURTIS, clown, reports that after closing at Golden Gate International Exposition, San Francisco, he went to Mountain View, Mo., where he bought a 30-acre farm. He plans to resume trouping next spring.

AFTER spending a few months in Tampa, Fla., Mr. and Mrs. J. Lamont, of Cockrocks and Macaws, report they will go to Mexico to fill an engagement for remainder of the winter. They were featured six months in Frank Mack's Jungleland show at the New York World's Fair and expect to play a return date in 1940.

Fair Grounds

CEDAR RAPIDS, Ia.—New \$30,000 exhibition hall has been completed at Hawkeye Downs for the 1940 All-Iowa Fair. Structure, 108 by 210 feet, will house 100 exhibits. Floor is concrete and remainder of the one-story structure firm.

MIDDLEPORT, O.—Certification has been granted now Meigs County Fair thru A. J. Swain, inspector of the State Department of Agriculture, following the season of 1939 or here. Certification will make the fair group eligible for some \$2,400 in funds from county commissioners and other sources. Fair was the first in history of Middleport. Perma-

Fair Meetings

Canadian Association of Exhibitions, November 29 and 30, Ottawa, Ont. W. D. Jackson, secretary, London, Ont.

Middle-West Fair Circuit, December 4, Hotel Sherman, Chicago, Charles W. Green, president, Sedalia, Mo.

International Motor Contest Association, December 4, Hotel Sherman, Chicago, A. R. Corey, secretary, Des Moines, Ia.

International Association of Fairs and Expositions, December 5 and 6, Hotel Sherman, Chicago, Frank H. Kingman, secretary, Brockton, Mass.

Fair Managers' Association of Iowa, December 11 and 12, Savery Hotel, Des Moines, E. W. Williams, secretary, Manchester.

Iowa State Fair Board, December 13, Savery Hotel, Des Moines, A. R. Corey, secretary, Des Moines.

Wisconsin Association of Fairs, January 3-5, Hotel Schroeder, Milwaukee, J. F. Malone, secretary, Beaver Dam.

Western Fairs Association, January 4-7, Hotel Skilton, Stockton, Calif. Tevis Paulin, secretary, Sacramento, Calif.

Kansas Fairs Association, January 9 and 10, Hotel Jayhawk, Topeka, R. M. Sawhill, secretary, Glasgow, Mo.

Minnesota Federation of County Fairs, January 9-12, Lowry Hotel, St. Paul, L. O. Jacob, secretary, Anoka.

Ohio Fair Managers' Association, January 10 and 11, Desler-Wallick Hotel, Columbus, Mrs. Don A. Detrick, secretary, Bellefontaine.

Western Canada Association of Exhibitions, January 15-17, Royal Alexandra Hotel, Winnipeg, Man. Sid W. Johns, secretary, Saskatoon, Sask.

Massachusetts Agricultural Fairs Association, January 18 and 19, Hotel Kimball, Springfield, A. W. Lombard, secretary, 138 State House, Boston.

Virginia Association of Fairs, January 22 and 23, Hotel Marlborough Hotel, Richmond, Charles B. Balston, secretary, Staunton.

Michigan Association of Fairs, January 23 and 24, Hotel Port Shelby, Detroit, Chester M. Howell, secretary, Cheesing.

Pennsylvania State Association of County Fairs, January 25 and 26, Reading, Charles W. Swoyer, secretary, Reading.

Rocky Mountain Association of Fairs, January 25 and 26, Olive Hotel, Miles City, Mont. J. M. Sucktorff, secretary, Sidney, Mont.

Texas Association of Fairs, February 1-12, Hotel Marlborough Hotel, Pote H. Smith, secretary, Plainville.

Association of Tennessee Fairs, February 6, Noel Hotel, Nashville, O. D. Massa, secretary, Cookeville.

New York State Association of County Agricultural Societies, February 20, Ten Eyck Hotel, Albany, G. W. Harrison, secretary, Albany.

SECRETARIES of associations should send their dates, as inquiries are being made.

new buildings for 1940 are planned and probably will be located on old Rocky Springs grounds.

BATON ROUGE, La.—All-Louisiana Livestock Show and Bodee here on November 8-12. In LSU Agricultural Center crowd about 25,000. Of this gate about 10,000 was paper, but Manager W. M. Babin declared the event a success. More than \$10,000 in prizes was awarded to 300 exhibitors and 75 rodeo performers. Features were a rodeo and first auction of Aberdeen Angus cattle ever held in the State. There were also an auto show, opening-day pageant and midway with Parks Amusement Co.

\$40,000 Improvement Plan Is Indorsed for California

SACRAMENTO, Calif., Nov. 18.—Directors of California State Fair have voted a \$40,000 improvement program for the State Fair grounds here, subject to approval of WPA and State finance department. It would provide additional horse racing bars, steel floodlight poles, landscaping and curbing, steel fences and other improvements. If money becomes available for another major structure, it will be an education building, directors decided.

Secretary-Manager Robert H. Mueckler submitted a 64-page report on recommendations for improving the fair, based

on a two-year study. One was that grand-stand revue should be ended at 9:30 p.m. instead of 10:30, and buildings be left open until 11 p.m. instead of 10, to give patrons more opportunity to visit buildings and concessions after the grand-stand show.

Attendance fell off 18 per cent and concession revenue 26 per cent at the 1939 fair. Board has under advisement Manager Mueckler's plan for a 20-cent "Everybody-Pays" gate at future fairs.

IAIE Reservations Come In

CHICAGO, Nov. 18.—Reservations at the Hotel Sherman continue for the annual meeting of the International Association of Fairs and Expositions on December 5 and 6. Secretary Frank H. Kingman, Brockton, Mass., will arrive on December 2, as will Robert Mueckler, secretary of California State Fair, Sacramento. President Sid W. Johns, Saskatoon, Sask., will be first of the Canadian contingent to arrive, and from Tampa, Fla., and Beaumont, Tex., respectively, will come Mr. and Mrs. P. T. Strieder and L. B. Herring Jr. Others to be on hand on Saturday in time for the president's party of the Showa League of America will be Fred Beckmann; Max Cohen, American Carnivals Association; Mr. and Mrs. Noble C. Fairly, Mr. and Mrs. Charles Ooss, L. S. Hogan, A. R. Corey, Mr. and Mrs. Deane Lang, Art Lewis, Harry Henkle, Pat Purcell, Dr. and Mrs. W. W. Simonds, A. E. Selden, Lee A. Sullivan, Louis and Ned Torti.

N. MONT. YEAR BEST

(Continued from opposite page)
cost of \$118,952.94. Due to increase in paid attendance, which totaled 264,940, 1939 was the best year in the fair's history, the report shows. Since less than 90,000 persons live within a radius of 150 miles of the fair gates, a large portion of attendance was of the repeat variety, drawn by the large array of educational and amusement features.

Stock Shows Repeat

Car registrations this year showed attendance from 11 Montana's 56 counties, from 45 States, from three Canadian provinces and from Mexico and Hawaii. California topped the list of visitors from outside States, with 376 car licenses registered from there. Exhibitors and displays were each several thousand greater in number than in any past year.

Entertainment features which drew included Henries Bros.' Shows on the midway, Theasre - Duffield fireworks night, Barnes-Carruthers night shows and acts, Leo Crumer rodeo, 45 thoroughbred races with pari-mutuel, and a Thrill Day program featured with Dick Graner, stunt flyer. Live-stock show topped educational features, with more than 2,000 head entered in such events as the National Hereford Show, at the fair for the fifth successive year; North-west Ayrahle Show, at the fair for the sixth successive year, State 4-H Club Show, and WPA Show. Main change planned for next year is enlargement of the entertainment program, Manager DePue said.

GAINS SCORED IN MACON

(Continued from opposite page)
to Johnny J. Jones Exposition, Commissions, operated under supervision of Harold (Buddy) Paddock and Morris Jordan, also secretary-manager, complied with rigid rules of fair operation and not a complaint was registered.

President Jacobs Ill

A familiar figure and leading spirit of the fair, President Ed G. Jacobs, was absent for the first time in more than 20 years. In failing health for several months, he was confined to bed in his home but kept in communication with administration headquarters by telephone. Additional responsibilities were shouldered by Secretary-Manager Jordan, who often arrived at his office at 8 a.m. and remained until 3 a.m. the next day. Jordan, also secretary-manager of Duval-Jacksonville (Fla.) Fair, for several weeks he had been dividing his time between Macon and Jacksonville.

Numerous visitors included Norman Y. Chambliss, general-manager of North Carolina Exposition; Co. John E. Frenkel, secretary-manager, Pensacola (Fla.) Tri-State Fair, and Mrs. Frenkel; Mike Benton and J. N. Armour, officials of Southeastern Fair, Atlanta; Charles Sparks, retired circus owner; Jack B. Clark, retired circus owner; W. E. Franks, Franks Greater Shows; Mr. and Mrs. W. R. Harris, Model Shows; and Commission Manager Bill Martin, of Tampa



Selden
THE STRATOSPHERE MAN
WORLD'S HIGHEST AERIAL ACT!
NOW BOOKING 1940 DATES
See Me at the Chicago Meetings of White Today.
Permanent Address: Care of The Billboard, Cincinnati, O.

(Fla) Fair; R. L. Millican, Jacksonville Fair; Dinty Moore, ride and digger operator, and Gordon S. Chapman, secretary, Sandersville (Ga.) Fair.

Press Day Repeated

Midway grosses showed a gain, it was announced. Johnny J. Jones Exposition played the annual for the fourth consecutive year. Press Day was repeated. Annual of the fair, Newspaper and radio publicity was extended, publicity being placed in 20 daily newspapers and more than 100 weeklies in every section of the State for three weeks prior to opening and original advertising being used in 62 papers. Paul M. Conaway, in his ninth year as publicity director; Frank Cross and Sidney Slappey handled most of the radio programs from the grounds. For the second year a Press Day was observed, visiting editors touring the grounds and at night being guests at a banquet, with Publicity Director Conaway as toastmaster.

Fair used two sound trucks, one belonging to Jones Exposition, Harry Mackel of Downie Bros. Circus, announced the free acts. A band of 15 Macon musicians, directed by W. F. Walker, played downtown concerts at noon and 6 p.m. and on grounds after-noon and evening. One band, who had a doc concession annually more than 20 years, did not operate a concession this year but came from New York and spent several days visiting friends. Thousands of orphans, schoolboy patrols and other organized organizations were entertained by the fair association and Jones Exposition.

NATIONAL SHOWMEN

(Continued from page 35)
Wagner, Morris Levy, Sidney Goodwait, Red Hicks, Al McKee, Isaac Cellin, Jack Wilson, Jack Gilbert, Speedy Merrill, Charlie Lawrence, Murray Zand, Orest Devany, Andy Diamond, Mack Barria, Irving Udowitz, George Dieffenbach, Ben Ross, Jake Shapiro, Harry Witt and of course, the regulars.

Last pre-banquet meeting last Thursday was an open house at which members of the showmen and their wives had a bonhos. There were refreshments and unrivaled enthusiasm for tonight's Commodore Hotel function. Frank Miller did noble work in connection with supplying beverages, sandwiches and even cups and utensils.

President George A. Hamid could not preside at Thursday's meeting, having been called away to Boston and Philadelphia, where his organization is operating indoor dates. Leadership was divided between E. Rosenthal, secretary, and the "other half" of the "elder" act, Irving Rosenthal, banquet chairman. Details of the deaths of brother-in-law and mother-in-law of John M. Liddy, executive secretary, will be found in the Fair-Circus section.

Pressure of meetings and banquet activities have made club negligent of birthday felicitations of late. However, on the theory of better late than never, names and dates follow.

Harry Jordan and Eddie Viera, November 3; Joseph Engel, 4; Law Lang, G. H. Messmore and Guy R. Markly, 6; Lawrence Neumann, Alex Brown, William Ricardo, 9; Joseph Ceida, 10; Andre Dumont, 12; Dr. Frank Fisher, 13; George P. Smith, Jr., 15; Emil Lussner and Joe Pallio, 16.

Ladies' Auxiliary
All members are pulling for the speedy recovery of Sister Lillian Faber. New members are Anna Higgins, Margaret White, Myrtle Campfield and Ruth Grubbs. Club is hoped to have been active in complementing efforts of the NSA in putting the banquet over with a great big bang.

B. N. Y. MEET FORESEEN

NAAPPB Execs Expect Largest Pool Turnout; Affiliates To Join

Program complete for 21st annual conclave and trade show in Hotel New Yorker—New England and Pennsylvania organizations to participate in all sessions

CHICAGO, Nov. 18.—Consensus of execs is that attendance of pool operators will be largest in history at the 21st annual convention and trade show of the National Association of Amusement Parks, Pools and Beaches in the Hotel New Yorker, New York, on December 4-8, and a big outpouring of other delegates is looked for, it was announced from offices of Executive Secretary A. R. Hodge here. Attendance will be augmented by members of the New England Section of the NAAPPB and Pennsylvania Amusement Parks Association. President George A. Hamid, American Recreational Equipment Association, has announced that his organization, which comprises the manufacturing and sales end of the industry, will hold annual meeting and program session at 1:30 Monday afternoon, December 4. This organization will be extensively represented among the more than 100 exhibits which will constitute the big annual trade show, officials said.

President W. St. O. Jones, New England Section of the NAAPPB, and Secretary Fred L. Markey are assembling the membership to participate with the parent organization in its numerous activities. While no special program is scheduled by the New England men for fear of conflict with NAAPPB program sessions, numerous executive and committee meetings of the New England Section are contemplated. Pennsylvania Amusement Parks Association will also be represented. Meanwhile, President E. K. Foehl has not announced plans for the meeting. It is expected that they will follow the same procedure as the New England group.

Program Chairman Harry J. Batt announced the program complete will be featured in *The Billboard's* next week's issue. Paul H. Huedepohl, member of the general program committee and chairman of the pool section of the program, announced that in addition to pool subjects on the general program, three lively round-table discussion periods, starting at 12:30 and continuing until 2 p.m. for each of three days, have been arranged and promise to prove the most valuable in the history of the organization.

Secretary Hodge said all convention plans are practically complete, although few booths are still available, due to cancellations made necessary by the change in dates which interferes with the plans of certain exhibitors.

Drome for Seaside Heights

SEASIDE HEIGHTS, N. J., Nov. 18.—Manager J. Ernest Moberg, Seaside Heights Casino, Inc., reported he has contracted Ralph Penley's Motordrome, featuring eight-year-old Harvey Penley, trick rider, for next season.

MOOSE JAW, Sask.—Latest addition to Moose Jaw Wild Animal Park is a mule deer, gift of the Industrial Home, Regina, Sask.

Question:

Can an Amusement Pier Draw 2,000,000 People in a Season?

For the answer see special article by Frank P. Gravatt in the

Christmas Number Of The Billboard Dated December 2

Acts Drew Big in Sweden; Novel Danish Ride Feature

STOCKHOLM, Nov. 18.—Popularity of circus-vaude bills in Swedish amusement parks is attested by last summer's record of the Cabaret-Hall in Liseberg Amusement Park, Gothenburg. From opening of the season on May 16 until September 1 the SBO sign was up at all except three performances. Outbreak of the war caused a drop in attendance during the first week in September, but 55,000 spectators viewed closing performances on September 9 and 10.

During the season the Cabaret-Hall uses many good American acts. Few, if any, American acts are in Sweden at present, but many other foreign acts are stranded in Sweden and Norway, having been unable to return to their countries at close of the park season.

Percy Platt, English showman associated with the Danish amusement park operators, the Stefansen brothers, has



WALLACE ST. CLAIR JONES, Boston, president of New England Section, National Association of Amusement Parks, Pools and Beaches, has urged large attendance of the NE group at convention sessions of the NAAPPB and American Recreational Equipment Association in the Hotel New Yorker, New York, on December 4-8. Eastern locale of the meeting has caused officers to expect a big turnout of pool operators and device and accessory dealers. President Jones headed the Manufacturers and Dealers Section, predecessor to the AREA, in 1931-32.

decorated his Octopus ride in Bakken Amusement Park, Copenhagen, in novel fashion. Center of the device is covered with the replica of a huge body of an octopus with blinking electric eyes and the eight arms are covered with long tentacles. Effect is striking.

Every Employer and Employee Should Know When Eviction Is Lawful

It is very unpleasant to become involved in a damage suit when eviction is concerned, but it is still more unpleasant when the chances of winning such a suit are nil.

Be on the safe side by thoroughly familiarizing not only yourself but your employees with the right and the wrong way of evicting a patron.

Reprints of the article, *When Eviction Is Lawful*, which appeared in *The Billboard* of October 28, can be had by sending postage to cover the cost of mailing.

Address requests to Editorial Department, *The Billboard*, 25-27 Opera Place, Cincinnati, O. Be sure to state the number of copies desired, and if you do not have a permanent address, give your route a week or two in advance. Three cents postage will pay the mailing charge for each five copies. If more copies are desired the postage should be figured proportionately.

When sending 9 cents in postage for 15 copies of the reprint, Leo G. Spitzbart, manager of the Oregon State Fair, Salem, said: "I have read the article and wish to compliment you on publishing it. It is something that every fair secretary and showman should have."

Altman To Build New Dance Pavilion For Williamsville

WILLIAMSVILLE, N. Y., Nov. 18.—Remodeling work and erection of a large open-air dance pavilion in Glen Park here is expected by Owner-Manager Harry Altman to bring back in 1940 a considerable amount of lost dance trade. Casino dance hall reported a drop in receipts of about 25 per cent this year, but since conversion into a night club, featuring good bands and acts, the spot has been pulling and a portion of the loss, incurred during a season that was generally spotty, has been erased.

Park business was slightly below 1938 figures. Six large rides, in addition to kiddie rides, operated at a deficit, only the Merry-Go-Round showing profit. Business for 10 concessions was fair, shooting gallery, ball game, funhouse and refreshment stand reporting a good season. Penny arcade, generally a big winner, and candy sales were off. Glen Barr, seating 800, did consistently good business and was the most profitable feature of the park, due largely to good entertainment bills. Manager Altman plans enlargement of the building this winter to seat 1,200.

An advertised attraction of the park is a large lot for free parking under park police supervision, headed by Art Radka. Other park officials are Earl Reader, superintendent; Al Reading, chief electrician, and Irving Fox, Casino manager.

Long Island

By ALFRED FRIEDMAN

Federal government's previous interest in development and protection of the shore front in the South Shore section is becoming intensified, much to the gratification of resort men, whose interests have been imperiled repeatedly by ocean storms.

Amusement property has suffered damage running into hundreds of thousands of dollars during the past 20 or 30 years as the result of storms. Now it is learned that the purpose behind the government's added interest in protecting the shore is twofold; not only to protect property but also with a thought to its importance as a fortification.

The zone in question is an area extending some 40 miles. Should the government harness the sea in certain zones it isn't unlikely that new amusement regions will spring up.



AMONG SPEAKERS AT POOL SESSIONS AND ROUND-TABLE DISCUSSIONS tentatively scheduled for the 21st annual meeting of the National Association of Parks, Pools and Beaches in the Hotel New Yorker, New York, on December 4-8 are these widely known figures in pool biz. Left to right: Harry A. Aokley, engineering firm member and former park manager, Pittsburgh; Sol Pincus, past president of the former American Association of Pools and Beaches and head of Cascades Operating Co., who is expected to extend greetings as deputy health commissioner of New York City, and Arthur E. French, vice-president of Joseph P. Day, Inc., operator of Manhattan and Brighton Beaches, Coney Island, N. Y.

Conducted by CLAUDE R. ELLIS, ROBERT DOEPKER, Associate, Communications to 25 Opera Place, Cincinnati, O.

Coe Chairman Of PCSA Ball

LOS ANGELES, Nov. 18.—Everett W. (George) Coe, recently named chairman of the Pacific Coast Showmen's Association's annual banquet and ball in the Hotel Biltmore here on January 16, will have John Alexander Pollitt, Harry Chipman and Ross Ogilvie as his assistants. It was announced this week.

A splendid exploitation job is being done and Chairman Coe, who already has effected several innovative ideas, said the annual event would eclipse any former banquet and ball staged by the club. Plans call for a big-name orchestra and floor show to furnish the dance and entertainment program.

Aiken Finale Gives Page a Winner; Map '40 Building Plans

JOHNSON CITY, Tenn., Nov. 18.—Making the longest jump of the season, J. V. Page Showmen's Association here last week after a successful closing at Aiken (S. C.) District Fair, October 30-November 4. B. E. Savage said the organization wound up on the right side despite a poor start because of inclement weather. Thirty-week tour saw shows travel 3,459 miles, appear in seven states and play 12 fairs and eight celebrations. Remaining stands were still dates. Although organization got off to a good start at the closing stand, frigid weather marred attendance the latter part of the week. Week was a winner, however, Savage said.

Two school days were presented and Merry-Go-Round, Twin Ferris Wheels and Tilt-a-Whirl led the rides. Minstrel Show was best among shows, with the Hollywood Revue and Monkeyland trailing. Mr. King, owner of the local paper, gave shows much space. Joining for the date were S. O. Baustelle, Allen J. Little, W. E. Ransley, Harrison H. Guston. (See PAGE CLOSES on page 51)

Zeiger To Winter In Tucson Quarters

TUCSON, Ariz., Nov. 18.—Closing their tour at H. H. Poplin Celebration, Buckeye, Ariz., on October 28, C. F. Zeiger United Shows moved into quarters in two large warehouses here. One of the buildings comprises a large workshop where repair and rebuilding work began immediately on arrival. Efforts will be made to have organization ready to open in February, 1940.

Superintendent and Mrs. H. J. Brazier have rented a house and will winter here, as also will Hugh Green, in charge of quarters. Other members, after storing their property, gave the following destinations: Mr. and Mrs. Paul Stumm, Leland Garland, Mr. and Mrs. Carl Martin, General Agent Frank and Mrs. Ward, Los Angeles, and Mrs. T. Jay O'Brien, Corpus Christi, Tex. Mr. and Mrs. G. E. Montgomery and concessions, Yuma, Ariz.; Mr. and Mrs. Ralph Schafer. (See ZEIGER IN QUARTERS on page 51)

Heth Closes Okeh; Season Satisfies

ROANOKE, Ala., Nov. 18.—Despite a near-blizzard, L. J. Heth Shows wound up the 1939 tour at Randolph County Fair here on November 11 with two days of excellent business. Wednesday, Children's Day, and Saturday were best days. Rural and city schools co-operated. Shows closed with all reporting a good season. Organization was out 27 weeks, played seven states and four Sunday dates. Only four nights were lost, although spring dates resulted in poor business, fairs were winners.

Equipment was shipped to quarters in North Birmingham. Jessie, Dorothy and Jimmie Sparks and William Farmer, of Sparks Shows, visited. Jimmy and Irene Clifton left for Columbus, Ga., where Jimmy will be engaged by a local bus line during the winter. Howard and Mrs. Ward, Los Angeles, and Mrs. T. Jay O'Brien have a road job with merchandise house. Joe and Pody Sparks went to Joe's farm in Florida. Joe and Jean. (See HETH CLOSES on page 50)



MRS. C. E. (PEARL) BARFIELD (center), wife of the owner of Barfield's Cosmopolitan Shows, was hostess to her nieces, the Warner Sisters, who spent a week on the shows during the organization's stand in Donaldsonville, Ga. The girls were en route from the East to open a winter engagement in Miami, Fla., and are well-known radio and night club performers. Photo furnished by W. R. Johnson, The Billboard agent.

Simpson Rejoins Jones Expo Staff

JACKSONVILLE, Fla., Nov. 18.—Owner E. Lawrence Phillips, Johnny J. Jones Exposition, announced here that J. C. (Jimmie) Simpson had rejoined the Jones organization as traffic manager and associate agent. He will work with J. C. (Tommy) Thomas, show's general agent.

Simpson was with the Johnny J. Jones Exposition as general agent from the fall of 1934 until latter part of the 1938 season, when he resigned, and mostly since then he has been living in temporary retirement at his new home in Powderly, Ala. Thomas succeeded him as general agent. Thomas, Simpson and other staff members will attend the December meetings in Chicago.

ISA Changes Banquet, Ball Date; Supports HASC Party

ST. LOUIS, Nov. 18.—International Showmen's Association, at a meeting here on November 9, unanimously voted to postpone the banquet and ball set last spring for New-Year's Eve until the 1940 season. (See BANQUET CHANGED on page 50)

Abbott Quits as Marks G. A.

LYNCHBURG, Va., Nov. 18.—Charles A. Abbott said here this week that he had resigned as general agent of John H. Marks Shows after two pleasant seasons and would accept a similar position with another show about December 1. He was en route to New York and Chicago to attend the December meetings.

Sheesley in Texas Wind-Up; To Winter In Galveston Barn

GALVESTON, Tex., Nov. 18.—Mighty Sheesley Midway closed here on November 4 and all equipment was placed in quarters at the old electric car barns, with Harry Cramer in charge. Several members will winter here. Art Eldridge and wife are in charge of all animals. No work will be done until after January 1, however.

Mrs. Charles H. Pounds, cookhouse owner, was called to California a week. (See SHEESLEY CLOSES on page 50)

Motor City Chalks Good Biz in Mich.

DETROIT, Nov. 18.—Vic Horwitz's Motor City Shows' 1939 tour of Michigan proved highly successful, is the report. Shows, which are in quarters 10 miles from here, opened early in April on local lots and despite poor weather managed to do par business. During middle of the season they had a break in weather, being rained out only twice. Shows played some of the best still spots in the state. (See MOTOR CITY SHOWS on page 50)

R. C. Edwards To Direct Eastern Amusements, Inc.

MACON, Ga., Nov. 18.—Robert C. (Bob) Edwards, who operates International Casino with Johnny J. Jones Exposition, is planning an expansion of the show. (See EDWARDS TO DIRECT on page 50)

Gorgeous Show Is Being Laid Out for SLA Banquet-Ball

CHICAGO, Nov. 18.—A gorgeous show is being planned for the 27th annual banquet and ball of the Showmen's League of America in the Hotel Sherman here on December 6. Frank P. Dumbold, chairman of the entertainment committee, is lining up talent and expects to have a show that will surpass anything in recent years.

Recognizing that the league conducts its banquet and ball for a worthy cause, artists of stage, radio, night clubs and screen have always willingly co-operated to the fullest extent. This year more than the usual number of widely known artists will be playing Chicago at the time and many have promised to lend their support.

Secretary Joseph E. Streiblich reports that reservations are coming in at a rapid rate. Several groups of 20 or more. (See SLA BANQUET on page 50)

Fuzzell Tour Ends Well in Crossett

CROSSETT, Ark., Nov. 18.—Winding up a profitable season with a good stand here last week, Fuzzell's United Shows went into quarters on a large farm at the edge of North Little Rock, Ark., where a crew of six will be retained. Management plans a number of improvements. Manager C. A. Fuzzell and General Agent C. S. Noel will leave soon to attend the December Chicago meetings. City and officials of a lumber company, which sponsored the show's stand here, co-operated well.

Roy Goldstone reports the concession department chalked a good year and. (See FUZZELL TOUR ENDS on page 50)

Elements Mar Kaus Closer in Tarboro

TARBORO, N. C., Nov. 18.—Rain and cold most of the week resulted in poor business for Kaus Exposition Shows at their final stand of the season here, under Wake Up and Live suspense. Equipment left November 4 for quarters in New Bern, N. C. Manager A. J. Kaus plans to winter in quarters and make several business trips during the off season.

Mr. and Mrs. James Burnis plan a short vacation in Florida before returning to. (See KAUS SHOWS CLOSES on page 50)

Pooler Aided by Showfolks In Ga. Auto Collision Case

MACON, Ga., Nov. 18.—Thru aid from showfolks, Charlie E. Pooler, concessioner, was enabled to get hospital treatment and later his release on bail, it has been learned here. Pooler, an operator with L. J. Heth Shows, who was jailed on a manslaughter charge after an auto collision near Covington, Ga., early last month, was badly injured in the same accident.

Although penniless, he obtained legal aid. (See POOLER AIDED on page 51)



TWO VETS IN CARNIVALDOM who have returned to the field after having apparently deserted the ranks in which they were notable figures for many seasons. Left to right: James C. (Jimmie) Simpson, who has been made traffic manager and associate agent of Johnny J. Jones Exposition, working with General Agent J. C. (Tommy) Thomas, and William C. (Bill) Fleming, new general agent of James E. Strates Shows, who took up his duties at close of the show's road season.

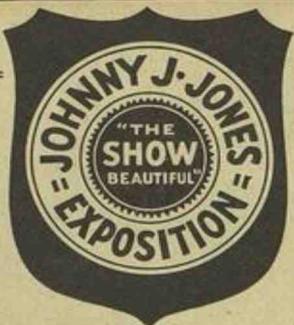
Question:

Is Latin America Good Territory Now for Amusements and Merchandise?

For the answer see special article by Rob and Teresa Ortiz de Seyfer in the

Christmas Number Of The Billboard Dated December 2

**1939'S
REVIEW**
19 weeks of
'still' dates.
13 great fairs!!



Thanks to the many committees and fair executives who have signified their willingness to contract the Johnny J. Jones Exposition for 1940!!

CARNIVALDOM'S GREATEST 'NAME' ADDS NEW LAURELS to ITS ANNALS of PROGRESS!

As the curtain descends upon another tented season it finds the JOHNNY J. JONES EXPOSITION safely entrenched in its rank as "leader" as well as having added new distinction to an illustrious career. The JOHNNY J. JONES EXPOSITION again established midway grosses at our 1939 fair engagements. Many of them repeat dates for the J. J. "name" but not repeat dates for our midway, where we presented a more brilliantly new show than heretofore seen, for we ever seek "the new and the novel."

We want to thank the many "still date" committees and fair executives who so kindly co-operated with us in making our 1939 tour such a successful one. But for your help and confidence our organization could not have achieved such a history-making mark in the amusement field.

FOR OUR 1940 SEASON

We will not be content to even "pause" at the stage where our organization now rests. On the contrary we are already busy formulating plans to introduce innovations not heretofore seen in the portable amusement field. Nothing will be left undone to make the Johnny J. Jones Exposition a midway of satisfying quality . . . creating a new era in the outdoor amusement world. Add to this the most famous of all carnival "names" . . . one that has earned the public's confidence and respect after 40 years of meritorious offerings and square dealings and you have the one incomparable midway!!

The Johnny J. Jones Exposition has no entangling alliances and makes no effort towards furthering the cause of forcing "collective bargaining" on fair managers and committees whose honorable dealings have made possible our existence and progress.

Our finances are as strong as any similar organization or any "group" of shows. Behind all our dealings stands steadfastly this secure financial responsibility.

Independently Operated . . . Ask the Fair Manager Who Has Played Us!

JOHNNY J. JONES EXPOSITION

PERMANENT ADDRESS
511 C STREET, N. E., WASHINGTON, D. C.

WINTER QUARTERS
DE LAND, FLORIDA

"The Mighty Monarch of the Tented World"
ANNUALLY SINCE 1899

Sessions of ACA To Formulate Policy

ROCHESTER, N. Y., Nov. 18.—From his offices here, Max Cohen, general counsel and secretary-treasurer of the American Carnivals Association, Inc. in announcing that the sixth annual meeting

of the association will be held in the Hotel Sherman (room 118), Chicago, starting on Monday, December 4 at 11 p.m. Chicago time, said it is contemplated that the meeting will be held in two or possibly three sessions, continuing at night until business is completed, subject to action of membership and directors.

No session is contemplated for Tuesday, December 5, to avoid any interference with the annual Showmen's League of America banquet and ball that evening. Detailed program of the annual meeting will be announced in advance of the opening, but it is generally understood that the initial session will be devoted to a review of the activities of the association for the past year, and subsequent sessions will be devoted to consideration and adoption of a 1940 program, election of directors and officers for the ensuing year and formulation of the association's legislative policy for 1940, many of the items of which have been previously mentioned in the columns of the association in *The Billboard*.

Secretary Cohen said the association is

not sending individual invitations to the meeting in accordance with a plan which had been in operation some years ago, but that a general invitation is extended thru *The Billboard*. Out of respect to the memorial services to be conducted by the Showmen's League of America Sunday afternoon, December 3, it is the policy of the association not to open its sessions until Monday, although its members are in attendance at convention headquarters from and after Saturday preceding the opening of the meeting. Shows expecting to be represented at Chicago are requested to notify the ACA offices to that effect, fourth floor, Central Trust Building, Rochester, N. Y.

"We are pleased to acknowledge full co-operation on the part of Frank H. Kingman, secretary of the International Association of Fairs and Expositions, and are sure that all of our members will appreciate the courtesies and co-operation extended by him to our association. We wish to express our appreciation of the inclusion in the program of the IAFFE of data pertaining to this association," said Secretary Cohen.

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UNITED STATES TENT & AWNING CO.
701 North Sangamon Street, Chicago, Ill.

1940 CHEVROLETS

—TRUCKS AND PASSENGER CARS—
Immediate Deliveries

Write CHAS. T. GOSS

With STANDARD CHEVROLET CO.,
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YOUR BEST MONEY MAKER



THE 7-CAR PORTABLE

TILT-A-WHIRL

The popular idol of America's Midway Public Constant Winner in Ell Bridge Co. Annual July 4th Gross Receipts Contest. More Quality—More Style—More Labor-Saving Features Year after Year keep the TILT-A-WHIRL in the front rank of popularity and profit. A most efficient ride at a reasonable price to you.

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WINDOW CARDS

Specials Thanksgiving Dance Designs, 2 and 3 colors, \$4.50 per 100. Roller Skating Designs, 3 and 4 colors, \$4.50 per 100. These prices for limited time only. Send Your Copy Today.
BOWER SHOW PRINT CO., FOWLER, IND.

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DeBELLE

Recount, Tex.
Week ended Nov. 18, 1939.

Dear Mixer:

It has been definitely settled that the show will troupe this winter. The matter was put up to the personnel and was settled at the polls. The two parties, the Anti-Winter Troupers, made up of all employees, and the Year-Arounds, made up of employees, held a caucus Monday night to decide upon a policy. The Anti-Troupers finally agreed to vote proposal down by buying votes with bonuses payable in 1940. The Year-Arounds agreed on a co-operative policy whereby they would all promise to take it on the chin with their employers, rather than take it on the chin solo all winter.

Electioneering reached fever heat on Tuesday. Speakers for both parties moved their loud-speakers into the cookhouse and continued to outloud each other until closing time. From midnight till daylight the dining car became a political hotbed. After counting the number of employees and then the number of employees, the show's betting fraternity started making book with odds of 3 to 1 in favor of the Rounders.

Promptly at 10 a. m. (Cookhouse Time) the polls opened. By 4 p. m., with every vote cast, the ballot boxes were carried to the G-top and seven honest as well as responsible sticks started the count. At 7 p. m. the bosses announced, "The show will stay out." The election was

a landslide for the Year-Arounders with the ballots running 100 per cent in favor of a winter's work. The stick-holders claimed that not one vote had been cast against staying out, or at least, during the count they hadn't found one. This proved that everyone with it wasn't holding.

Followed by every man, woman and child on the show, our minstrel band paraded to the office wagon playing, "Hail! Hail! The Gong's All Here and the show's theme song, *Whoo, Red!* Our five bosses stepped out to accept the applause and cheers of the multitude. Big Boss Pete Ballyhoo, after removing his hat, thanked the entire personnel for their loyalty and added, "The beauty of not putting a show in the barn in the fall is that you don't have to take it out in the spring."

When the glad tidings hit General Agent Lem Trucklow's horse trailer he at once sent word to the manager asking for the loan of their albums. Long before midnight he had confiscated enough photographs of fronts and rides taken on other midways to use as a booking flash and had started due south. Our bill car followed close behind, with our special agent and his roll of sign cloth, thumping his way in the rear.

Run following ad: Ballyhoo Bros. can place for long and prosperous winter tour. Two more cookhouses. No ex on winter trouping. Will guarantee privilege in meat tickets. Want staff physician for our medical unit. State whether you have any ride experience. A doctor who can drive semi-trailer given preference. Can place tuba player who wears size 48 coat and 46 in the waist. Cornet player who can wear 38 coat and pants 32 in waist. Sax player who will fit 34 coat and 30-waist pants. Drummer who wears 40 coat and 36 in waist pants. We are not buying any new uniforms; we are filling the old. State whether you have blankets and mattresses; we furnish berths. **MAJOR PRIVILEGE.**

More About That Leakville Arrest

New Bern, N. C., November 13.
Editor, *The Billboard*:

During the Kaus Exposition Shows' engagement at Rockingham County Fair, Leakville, N. C., September 11-16, 1939, a ticket seller appropriated the complete day-and-night receipts of the girl show and departed for an unannounced destination. The following week *The Billboard* carried an item on this, including details of the thief's apprehension etc., in which my name was mentioned as having been instrumental in and assisting in the arrest. *The Billboard* account was correct in detail. I read it and thought nothing more of it or of the occurrence.

Since that time, however, I have been the subject of severe criticism from many members of the carnival fraternity. As recently as yesterday one chap, who I know well and who I do not see in this season, sent word thru another fellow stating what he thought of my conduct in the matter. I regret not having read *The Billboard* item so that I might direct the cause these people so much consternation. To get the record straight, I should like to give my critics and would-be critics additional facts.

The thief is not a trouper but is known as a hardened criminal, altho only 20 years of age. The day on which he stole the funds was his first day of employment on this or any other carnival and investigation showed that at the age of 12 years he had been committed to West Virginia State Reformatory at Pruntytown, and since that time has never enjoyed liberty for a period longer than three months. At time of arrest he was wanted by Ohio State Reformatory at Chillicothe for violation of parole.

The manager of the girl show was ill and confined to bed that day. That is why the money had accumulated to a substantial amount. Merits that I see in the arrest are that the personnel of the girl show, who are real and worthy troupers, got paid. The arrest served as due warning to floaters that, while carnivals are good people, they are not rank suckers. So, beware! And a

With the Ladies

By VIRGINIA KLINE

SALEM, Ore., Nov. 18.—Mr. and Mrs. Chester Levin, of Midwest Novelty Co., Kansas City, Mo., stopped for a day with us here while en route to the New York World's Fair after visiting Gooch Gals International Exposition, San Francisco. We took them on a trip to the ocean and enjoyed a dinner of fresh clams and crabs. Mr. and Mrs. Harry Mason and son, Billie, who have been in Canada all summer with a Canadian circus, also stopped for a few hours while en route to Los Angeles, where they expect to take up work in connection with the public schools.

Mr. and Mrs. Harry J. B. Mr. and Mrs. Richard Batt, Pontchartrain Beach, New Orleans, and Dick Lusse, of Lusa Bros.' Co., visited on October 31, after a trip to the G. O. I. E. San Francisco. We took them to Portland, Ore., where Paul and Huodephol, of Pontchartrain Beach, joined us and we all drove to Timberline Lodge atop Mt. Hood and spent the night. We arose at an early hour and saw the sun rise over Mt. Hood, and the Portland River highway. Huodephol took over then and escorted us thru the Jantzen Knitting Mills, where we saw everything, except bathing girls, in the newsprint suits. After dinner with him, the party took the train to Chicago, where they will pick up their car, and the New Orleans folks will go home. Dick Lusse also will go to his home in Pennsylvania.

Ally and I expect to motor to Kansas City soon and, after a few days there, go on to Chicago until the meetings there are over. Then we'll return to Kansas City for the Christmas and New Year's festivities.

Zacchini Re-Signs With C.W.

PETERSBURG, Va., Nov. 18.—Before leaving Cetlin & Wilson Shows' quarters here for his home in Tampa, Fla., Edwendo Zacchini was signed to present his cannon on the organization again in 1940. During winter he plans to build a larger cannon which will shoot him over three Ferris Wheels, it was said.

timely service was rendered the carnival world, the cause of common justice and decency and society in general. I have been in the carnival business 20 years, during which I have never knowingly forfeited an opportunity to co-operate, elevate, protect or fraternize with any constructive interest of the carnival world as a whole or with any individual member who really has been my privilege to associate. I have a keen sense of justice and sufficient intelligence to define the distinction between the words, trouper and sucker. And I don't feel that I have committed any breach of the carnival world's code of ethics.

Had any of my critics been on the losing end, as was the girl show manager, they would be more flexible in their viewpoint, I am certain. I am a member in good standing of the Showmen's League of America and the National Showmen's Association and shall in the future as in the past always be "with it and for it" and I can say the same thing for my good friend, Rex Jentham, the deputy sheriff who arrested the fellow in this case. Rex is a former circus and carnival member and, the now engaged in law enforcement, remains a loyal friend of carnival people. Thank you for your attention and for the tireless, concerted guardianship and stewardship that your publication extends in the interests of showfolk.

GEORGE F. WHITEHEAD, Business Manager, Kaus Exposition Shows, Inc.

SHOWMEN'S LEAGUE AND HOSPITALIZATION

By BOB HICKEY

Watch for this article in the

Christmas Number
Of The Billboard
Dated December 2

Carnival Owners

SECURE THE CREAM OF BOOKINGS FOR 1940

Use Aggressive, Result-Producing Advertising in the

CHRISTMAS NUMBER

AND

CONVENTIONS ISSUE

This issue will be distributed at the IAFE Convention and other Outdoor Meetings in Chicago and New York. Special Mailings will also be made to Fair Secretaries throuth the country.

You can also secure the best of attractions and help for 1940 by advertising in this important edition.

MAIL YOUR COPY SPECIAL DELIVERY TODAY
LAST FORMS CLOSE SATURDAY, NOV. 25

The
Billboard

25 OPERA PLACE

CINCINNATI, O.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Nov. 18.—In a recent column we called attention to the fact that a pari-mutual amendment to the New York State Constitution was voted on by the electorate at the general election in November. Contrary to the prediction of many, the amendment was passed by a record vote of about two to one. Size of the vote in its favor indicates, to this writer at least, that there appears to be widespread interest in the subject.

We have often felt that the general temper of the people of the Empire State on the subjects of betting, games, etc., was considerably more liberal than the statutes of the State would indicate, and the vote on the pari-mutual amendment would appear to justify our opinion. Already there is considerable discussion of additional racing plants being installed throughout the state, although the amendment does not become effective until June 1, 1940, and thereafter the Legislature will be required to adopt the necessary statutes for operation and control of pari-mutual betting.

We think that the general trend indicated by these facts is in favor, so far as the majority of the people are concerned, of honestly conducted legitimate games of chance. It is obvious that in accordance with our usual rule, we are not expressing personal opinions but are merely endeavoring to gauge public opinion.

We have received this invitation from Secretary A. R. Hodge, National Association of Amusement Parks, Pools and Beaches: "Permit me on behalf of this association and the American Recreational Equipment Association, which has joined with us in sponsoring the 21st annual trade show of the outdoor amusement industry, to extend, thru you, to your members in charge in Chicago, a most cordial invitation to visit this big annual event as guests of the two organizations sponsoring it. We recognize a conflict in dates and that perhaps many of your members cannot avail themselves of this invitation. However, we understand that your convention will adjourn on December 7. Our show will continue until Friday afternoon, December 8, and inasmuch as all of the latest types of equipment and supplies used in the outdoor amusement industry are on display, we know that many of your members will find the numerous exhibits most interesting and helpful. We shall hope therefore to have the pleasure of a cordial representation of your membership in New York at the Hotel New Yorker. Our dates are December 4-8."

CW Showfolk Scatter

KINSTON, N. C., Nov. 18.—Close of Cetlin & Wilson Shows' tour at Lenoir County Fair here on November 18. Staff members, including Mr. and Mrs. John W. Wilson, Mr. and Mrs. I. Cetlin, George Hirschberg, Harry Dunkel, Mr. and Mrs. Fred Utter, Mr. and Mrs. Tony Lewis, Frank Massick, Neil Hunter, Bert Miller, Bill Cogley and Mr. and Mrs. Charles Cohen leave for quarters on the fairgrounds in Petersburg, Va. Mr. and Mrs. Duke Jeannette, after a visit to the North Carolina winter in Mr. and Mrs. Leo Carrell left for Florida, and Mr. and Mrs. Speedy Merrill will remain in Petersburg. Art Parent and his boys joined a revue playing theaters. They are in Bowling, Ky. Mr. and Mrs. George Hirschberg, after visiting New York, will go to the latter's home in Hendersonville, N. C., and then winter in Florida.

J. W. Wilson, I. Cetlin and Harry Dunkel will start on a booking tour. Eddie Eger is staging an indoor circus in Beaufort, N. C. Mr. and Mrs. C. A. Dunn left for their home in Miami, and Mr. and Mrs. Johnny O'Rean, Boots Brown, Ed Wark, and others in North Carolina. The Zachins left for their home in Tampa, Fla., but will work several circuses this winter.

Tassell Winds Up in Black

CHARGE CITY, Va., Nov. 18.—Barney Tassell's Unit Shows closed a long and excellent season here November 11 and left for quarters in Florida where equipment will be reconditioned preparatory to opening in the Southern State about the middle of March, reports W. E. Sinnott. Opening will be two weeks earlier than usual.

Truck and Trailer Legislation

LA CROSSE, Wis., Nov. 18.—As the result of a four-hour conference November 13 at the Hotel Lincoln here between representatives of Wisconsin and Minnesota a license war, raging for several weeks along the States' borders, was terminated and motor vehicle and enforcement departments began operating under terms of a new reciprocity agreement covering all interstate automobile, truck and bus activity.

It was said that both States would like to amend a section of the agreement which limits trucks operating as private carriers to 8,000 pounds. Wisconsin law, however, precludes any such amendment at this time.

Philadelphia

PHILADELPHIA, Nov. 18.—Business at museums was fair this week. Eighth Street Museum has Sims, juggler; Herbert Moran, ventriloquist; Ed Callahan, human enigma; Poses Plasticque; Headless Woman and Mysteria Illusions in the main hall. Dancing girls are in annex. In South Street Museum's main hall are Julius Young's Colored Revue, Major O. Sattiday, skin expansionist; Jesse Hughey, armless wonder; Mme. Camille, mentalist. In the annex are dancing girls.

Carl Lautner was here for several days but left for Jacksonville, Fla. E. K. Johnson arrived from the South and reported a fair season. He plans to attend the Chicago meetings. Visitors during the week were Jack Looper, Max Gruber, Ralph Decker, Bob Lavern and China Red.

Stevens' Oddities Open Well in Bloomington, Ill.

BLOOMINGTON, Ill., Nov. 18.—International Congress of Oddities opened a week's stand at 109 Main street here last week to best business of the five engagements played so far, reported Jack Byran. This came in here from Decatur, Ill., where it chalked exceptional business. Visitors there included Uncle John and Aunt Mary Francis and Harold Van Orman, who tendered members of the museum staff a party. Among local visitors were Gene Jones, Doc Byrdwell and wife, Bob Fisher and troupe, and Bill De Berry and wife, Hilda.

Earl and Marion Meyers and son, Earl Jr., returned after a pleasant season with the Gooding Shows. Also joining here were Bam Ecola, dwarf fire-eater; Elmer and Henry Meyers, ticket department, all from the Bud Anderson Shows; Herald, magician; Lyle, Swiss bellringer; Robert Edinger, human snake, and Clementine Moore, Lee Daniels and wife are expected soon. Mrs. Daniels to work her birds and Lee to handle candy sales. Annex, featuring Irene Parrel, is clicking, as are Jean Janette's pythons. Madame Zyeeda is doing well and Pete Jones installed two new neon signs over stage and has several more under construction. Owner J. J. Stevens reports he's satisfied with the business done. Adjuvater Willard Backenstoe was busy greeting officials.

General Agent Ray Brydon has left on another booking trip.

Barfields Return to Macon

MACON, Ga., Nov. 18.—Barfield's Cosmopolitan Shows, operated by C. E. Barfield, have been granted use of quarters in Central City Park, here. A large building, formerly used by Downie Bros. Circus, and an office building and other structures have been given rent-free for shows' use by the city of Macon. Years ago when Barfield operated the Metropolitan Shows, Macon was used as quarters. Two years ago organization wintered at the old Miller Airport. Shows are slated to arrive after their final season in Valdosta today.

Betty-John's Oddities in Good Opener at Jonesboro

LITTLE ROCK, Ark., Nov. 18.—Betty-John's People Who Make the News Oddities last week came in here for a two-week stand at 211 West Capitol street, under Young Business Men's Association auspices. After a successful opening stand in Jonesboro, Ark. Local theaters, says Betty-John, are co-operating and the manager of the Pulaski Theater had the building in which the unit is showing cleaned and placed a number of props at the organization's disposal.

Jonesboro and local papers were liberal with space. Juanita Hansen, former motion picture star, is clicking as lecturer on narcotics and as publicity agent. Others on the roster are Betty-John, emcee and manager; Moody Cook, tickets; Frisco Kid, human pin cushion; Harjo and Marie, impalement; Bob McCoy, Iron eyelids; Ruth Wright, burning of She; Sailor Ray Silvers, tattoo artist; Mrs. Ray Silvers, tickets; Yvonne Young, girl in gold fish bow; Viola Stepto, blues singer; James Ayres, comedian; Gut Taylor, drums, and Allen Beal, piano.

Jackson Barn for Sickels

JACKSON, Tenn., Nov. 18.—Sickels United Shows arrived in quarters here last week after winding up the 1939 season in Crawfordville, Ark., November 4. Sickels' unit, says the manager, with the exception of the last two weeks when cold weather held down attendance, said Secretary Clifford Matthews. Mike Vejrakas and wife left for their home in Oklahoma and Jerry Spillman went to Mt. Vernon, Ill. Mr. and Mrs. J. M. Belne-headed for Indianapolis and Bill Cushman and Bobby Sanders went to Greenville, Miss. for winter. Remainder of personnel joined Model Shows in Coahoma, Miss.

Miller's Freaks Under Way in North Carolina

WILSON, N. C., Nov. 18.—Morris Miller's European Congress of Freak-Oddities chalked an auspicious opening in the old Woolworth store at Nash and Tarboro streets in the downtown business section here on November 5. Show is one of the Miller amusement units, with the veteran manager directing bookings. Some freaks from the two world's fairs are being featured.

Joe (Doc) Seymour is handling inside and works with Lady Carmen, mentalist, and alternating with Dieck, mentalist and magician. Walter D. Nealand, who recently closed with John H. Marks Shows, is press agent and radio announcer in advance, his third year with the Miller interests.

Funland Closes in Georgia

FITZGERALD, Ga., Nov. 18.—Despite cold weather, Funland Shows concluded the season with good business at Ben Hill County Fair here on October 16-21. Leaving for Florida for the winter were Mrs. Bentley, Polly and Company, and Louis, Floyd and Mrs. Albert Heth. Some of the personnel joined Clark Shows' winter unit in Nashville, Ga. Ted C. Taylor left on a booking tour. Organization played 36 weeks in Georgia, Tennessee and Kentucky.

Tampa

TAMPA, Fla., Nov. 18.—Carl J. Sedinsky, general manager Royal American Shows, is off to Miami Beach for a vacation before show starts midwinter engagements. Curtis Velare, concession manager, is settled in his winter home on Crystal River. Elmer and Ruby Velare, business manager and treasurer, are remaining in Tampa.

Also of RAS, Larry Banthin and Bono, his chimpanzee, off to Cuba; Watercude girls touring the East and midgets taking time out to catch up on fishing.

RAS Secretary Walter DeVoyné and Publicity Director Jack Dadswell holding the fort. War up to his neck in income tax records and Jack still trying to beat deadlines.

Jim Malone is back on the job, lining up publicity for the Silver Jubilee of Florida Fair here.

Marjorie Kemp, of Marjorie's Thrill Arena, is convalescing from an attack of flu.

Pat Purcell, general manager of Jimmie Lynch's Death Dodgers, is here for "as much of the winter as he can possibly stay," recuperating from an operation.

A. J. Sproul, Red Fleming and Nath Nelson, of RAS, marking time until mid-winter dates at the Lafayette Hotel here. Also, same place, Willie Davis, of Max Gruber's World's Exposition.

Frank Winchell, former carnival press agent, who was married while attending World's Series games in Cincinnati, is still with Florida. Collier Coast Hotels here and playing genial host to many show people.

Zacchini Brothers, with their cannon and other equipment, are again settled in their Fountain boulevard home.

Thomas Amusements Show In '39 Season Is Successful

INDIANAPOLIS, Nov. 18.—Thomas Amusement Enterprises, which closed a successful season in Beech Grove, Ind., with rides and concessions, stored equipment in the poultry building on Indiana State Fair grounds here.

After attending the NAAAPP convention in New York, Owner-Manager Cliff Thomas will spend a few months in Florida before returning here to supervise work of getting equipment in shape for opening in Riverside Park here and on the road.

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WORLD'S FAIR MUSEUM WANTS
 For No. 2 Unit, opening New Orleans, La., first week in December. Pete Korcos, owner, Ray Cramer, mgr. Like to hear from Glass Blowers, Tattoo Artists, Obedient Man, good Mentalist or Scotch Bagpipers. For outstanding Freaks or Novelty Attractions suit for World's Fair. Could use few booking acts: Tumbler, Art Hubbard, Bill Millionaire, Walter Langouine (Man Who Smokes Through Nose), Fred, Gus, Dick and Harry; Alfred (Babe) Debus and McCord's Bagpipers. Lecturers who can talk to high-class audiences. Miss John, Jevender or Miss Workers or any small concession suitable for museum. All address:
PETER KORCOS or RAY CRAMER, 3rd and Nicollet Ave., Minneapolis, Minn.

For News of CLUB ACTIVITIES See Page 35

INSURANCE
 Carnivals, Parks, Concessioners
CLEM SCHMITZ Radio City, NEW YORK

IRISH JACK LYNCH, vet talker, cards from Marianna, Fla., that he spent closing week on Keystone Shows in Thomasville, Ga., with his old pal of 40 years ago, Doc Barnard. He adds that a number of vet showfolk are wintering in Marianna.

AFTER a pleasant season with Funland Shows in Fitzgerald, Ga., with his band, Joe M. March joined Mad Cody Fleming Shows and reports that business has been fair. As the shows never close, all seem to be getting their share of the lure.

A **FRESS AGENT** should boost those who will follow him in the news rooms. That one who was knocked may be first in some town where you must follow.—John O'Keefe, p. a., Gate 6 Banner Shows.

WHILE returning from an engagement in Illinois recently Rowenna, of Rantoon & Rowenna, side-show operators, sustained a severe scalp wound when she was struck with an iron stove leg by some unidentified person. She is in East St. Louis, Ill., recuperating.

RECENT arrivals on Southern Attractions, reports Charles (Bounding) Johnson, include Harry Besland; Baby Marion, side ride and two concessions; Smoke Trickland, Mystery Show; Curley Lewis; Sailor Ralph, Animal Show and Temple of Mystery, and Four-Legged Shorty, Illusion Show.

"JUST RETURNED from a hospital in St. Paul, Minn., where I had the cast on my leg removed after wearing it five months," pens Capt. George Webb from Kingsdale, Minn. "My doctors have advised me never to make another dive. I'm going to hang up my shoes. Plan to enter business in St. Paul in the spring."

CALLERS at offices of *The Billboard* on November 11 were Charles and Ed Woodruff, Kelly Knapp, refreshment concessioners of Conservaville, Ind., and Charles Jessop Jr., who were in Cincinnati to view the Armistice Day parade in which Kurman Dale Jessop, son of Charles, marched with the Ohio Military Institute contingent.

VISITING HIS sister in New Orleans Alfred Green, alligator-skin man, who closed his season recently with Tom Rankine's Show on the Rubin & Cherry Exposition. In the outdoor field since 1918, Green has appeared with such side-show impresarios as Slim Kelly, Dick Best, Doc Garfield, Lorrow Brothers, Cash Miller and Sam Gordon.

CANT blame the actresses for bawling in their street coats on cold fall nights. Warding the bawly artists with neat capes and velvet coats is just as essential as dressing the stage presentation to give the necessary professional appearance to the cast.—Lizzie Schmidt, native blonde Hawaiian.

E. J. CASEY, owner-manager of E. J. Casey Shows, scribes from his new quarters in Norwood, Mass., that several more members of his organization have entered the United States Army. Among them was Les Borland, who joined the Flying Corps and is now stationed at Toronto. Mrs. Borland, the former Lotte Jacobs, of Professor Valjean's Congress of Wonders, left him Wimpul to be with her husband while in training.

MR. AND MRS. C. D. SCOTT, Scott Bros' Shows, returned to quarters in Jackson, Tenn., after a shopping trip in Nashville, Tenn., where Scott purchased three new tops and Mrs. Scott acquired a new top. A crew of six is being fitted on rides, which are expected to be completed about December 1. Workmen then start on a new Crazy House and fronts. Recent arrivals include Bob Soltes, Mr. and Mrs. Phil Rocco and E. E. Baker.

SINCE CLOSING with Crafts Golden State Shows, Thomas H. Bailey has had his girl show and 10-in-1 on Martin's United Shows. Still with him are Peggy Lyons, featured dancer, Sunny Lee and Vivian Adams. Roster of the 10-in-1 includes Tiny Dollie and Tiny Dollie, midget twins; Don Eudale, half man, and Red Kelly and Smitty, canvas men. Bailey plans to remain on the road for the winter, with a two-week vacation during the holidays.

AERIAL CHAPPELLES (DeLisle Chappell and Eddie Knipschildt), who report from Iowa that this season they have been successful, opened on April 1 as free attraction with Dick's Paramount Shows

for a 15-week engagement in the New England States and closed an eight-week tour of fairs and celebrations in the Midwest at the Armistice Celebration, Iowa, on November 11. They add that they found Mr. and Mrs. Dick Ollsdorf swell people to work for.

ONE just can't tell who is who on midways nowadays. Remember, showmen are born. The humblest employee may have worth-while ideas. One often finds college-bred men working for everlast on the lot.—John Firstup, A.B., A.M., Ph.D., M.D., LL.D., and clutch man.

"HAVE both my road units of penny arcades in quarters here since closing a good tour of fairs in Ohio, Pennsylvania, Michigan and Indiana," letters Joe Frederick, of J. J. Frederick Attractions, from Detroit. "Have been building a new front for one unit and Joe Nelson, former scenic artist on the Gooding Greater Shows, will build new fronts for the Monkey Show and No. 2 Unit. Emil J. Zirbes, owner-manager of Greater Fairway Shows, visited here and left for Chicago. From there he heads for quarters in Bismarck, N. D."

KINSTON, N. C., marked close of the season for Fred Newman, concessioner who has been with Cetlin & Wilson Shows since closing with Model Shows five weeks ago. He and his wife, Claire, headed for Tryon, N. C., to inspect a remodeling job recently completed on the home they purchased there last spring. They will then go to Atlanta for a few weeks before continuing to Miami, Fla., where they have reserved trailer space in a large writers' colony. Altho Mrs. Newman



F. W. (WHITEY) PRATT, The Billboard agent with Fuzell's United Shows, and wife, Florence, as they appeared recently while taking a stroll in Hot Springs, Ark., where they plan to spend the winter. The Pratts also operate pop-corn stands. Photo furnished by Jake Reed.

hasn't forgotten carnivals and carnival folk, she says she's going to hobnob with her writer friends this winter.

I. J. CLARK SHOWS notes by Dus Coll: Stand in Abbeville, Ga., opened poorly, but the last day proved winner. Fair in Baxley, Ga., gave shows cool weather and poor crowds at opening and the following day was about the same. Latter part of the week, however, brought out good crowds and spenders. Dale Partish's girl show did well, as did Bob Martin's Athletic Show. Mr. and Mrs. Marvin Smith's bingo topped the midway and Lonnie Steadman's cookhouse checked. Operating their photo gallery here were Mr. and Mrs. Shinn. Pat Maginnis is working the bottle stand, and Brownie Clark is a concession agent.

"JUST closed our season with our Chinatown Dodge Show on World's Exposition Shows," pens Jack A. Montague from Riverview, Fla. "Our season was satisfactory and the personnel remained intact. Ira Hoberg left for Milwaukee and John Otis went to Haverhill, Mass., to open a museum. John Bernath will work stores with his robot act and J. A. Seleksi will winter in Philadelphia. Betty Bernath and Laura Hodge joined a dramatic stock company in Dallas and Betty Cheely will join a burlesque unit in Louisville. Iris Hayes goes to Hot Springs, Ark.; Evelyn Didolce to Glens Falls, N. Y., and Marie Norton will direct street plays in St. Louis. My wife and I will vacation

here a few months before returning to the Carolinas, where we will build a new show for 1940."

A SHOWMAN who had just lost his car to a finance company was trying to promote a ride to Florida. After several muffs a brother trooper agreed to give him a lift with the understanding that he take no baggage, as the car was overloaded. Next morning at time for departure the carless trooper arrived and with him was another man. Surprised to see the new, the good Samaritan said, "Didn't I tell you I had room for you only and with no baggage? Now here you are with another man." "Well," replied the broken trooper, "you couldn't expect me to leave him behind. Hell, man! That's my chauffeur."

GENERAL MANAGER of Crafts 20 Big Shows, Roy E. Ludington, letters that he, Bill Holday and Owner O. N. Crafts recently returned to quarters in North Hollywood, Calif., from a successful deer hunt in the Pine Ridge Mountains of Southern Utah in which six deer were bagged, with each killing two. Kill was shipped back to quarters where it now rests in the mess hall ice box, by refrigerator trucks. The boys planned within 30 miles of their destination and then resorted to pack horses for the journey inland. Roy says it was great sport for a week, but "sorta tough for a softy" like him. Arriving home, they left by plane for Golden Gate International Exposition, San Francisco, where they visited friends on the Gayway and made a few purchases for the show. Ludington and Crafts plan to leave about November 16 for a week of duck hunting in Mexico. Roy says only a skeleton crew is in quarters and little work will be done until January 1.

NOTES from Capt. Jack O'Diamonds Thrill Show by M. J. Murphy, agent: "I recently completed a successful week stand in Duncan, Okla., under United Veterans of America Post auspices and is booked for five different cities under its sponsorship. Irish Daugherty, who is slightly injured doing his act recently, is recovering in the unit's quarters in Miner Hotel, Oklahoma City. Marco Truxas, former secretary and treasurer, has accepted a position demonstrating cosmetics with a large eastern concern for the winter. Mickey O'Brien purchased a new motorcycle and is booked for a number of stands with Capt. Jack O'Diamonds, doing crashes and rolls. Members of the unit will be signed out in new uniforms for 1940. O'Diamonds recently returned from Charlotte, N. C., where he participated in a benefit performance for Mary Gordon. Aerialists with the troupe include Betty and Jack, Paul LaJone and the Hopping Aristocrats, featuring Clyde McCroskey.

Los Angeles
 LOS ANGELES, Nov. 18.—Mr. and Mrs. E. O. Douglas, owners of E. O. Douglas Shows, are being shown around town by Joe DeMouchelle. Douglas said that he plans to add four rides to his shows. Mark's Greater Shows closed at Shafter, Calif., and are in quarters here. Mr. and Mrs. Archie Clark are at a downtown hotel for the winter. Mr. and Mrs. Harold J. Webber are at the Bristol Hotel. J. Miller and Harry Horowitz, of Clark's Shows, are here for the winter, as is Al Fisher, shows' general agent. Mr. and Mrs. C. P. Zeiger and Rosemary Loomis, C. P. Zeiger United Shows, came in from Tucson, Ariz., and will winter here. Mabel Stark, who had her tiger group on Zeiger Shows, also is in for the winter, as is Frank Ward, general agent. George L. Morgan, of Hilderbrand's, is at the Bristol. J. L. Christensen, of Krekos' West Coast Amusement Co., came in from Porterville, Calif., and will winter in Lodi, Calif. J. J. Bidde Brown is greatly improved in health. He and Mrs. Brown came down from San Francisco for a short stay and returned November 14. Frank Murphy came in from

the Foley & Burk Shows and joined The Los Angeles Examiner.

Harry Wooding is here from Huntington Beach for the winter. Jimmie Dunn and Sam Brown are working on concessions at Ocean Park Pier. Doc Hall is back in General Hospital; his condition not improved. Benny Stone had novelties; Jack Linn, pop corn and peanuts; John Briely, ice cream, and Frank Ramirez, cats at the Santa Susanna Fiesta. Frank W. Babcock shows will make spots with rides here. Joe DeMouchelle is booking small animal acts for special events. Doc Cunningham has added several ponies, two mules and a new bird act to the unit he is booking for special events.

Mr. and Mrs. Elmer Hanson report a pleasant vacation in New York. Leo J. Haggerty is handling the Fontana (Calif.) Air Show promotion. Skip and Bob Fordyce and the Mexican Cossacks are back from the Porterville (Calif.) Fiesta. Mr. and Mrs. E. P. Walsh are reorganizing the Safari Club and plan a round of winter diversions. Jack Stratton left for Los Vegas, Nev., where he will do exploitation work for the proposed race track there. Cal Lelipa came in from Los Beach, Calif., for a short stop. Sam Steel is reported to be working out a plan of improvements for Ocean Park Pier. Candy Moore was sighted downtown for the first time this year.

World's Fair Freaks Click In Danville; Lewiston Hurt

DANVILLE, Va., Nov. 18.—Harry Lewiston's World's Fair Freaks closed a successful 10-day stand in the old Woolworth building in heart of the city here on November 4, to good business. Unit closed its doors early Saturday night because of the necessity of completing all loading by midnight, in accordance with a local law. Lewiston sustained a painful injury while unpacking a shipment of two large pythons. Visitors included William Glick and Mike Conit, owner and general agent, respectively, of Ideal Exposition Shows, and John Geocoma and Butch Blumenthal, also of the shows. Unit left here for Parkersburg, W. Va., where it opened to good results at 407 Market street.

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Hartmann's Broadcast

There would be a far better world to live in for carnival people if there were more laymen who understood carnivals and the important part they play in the entertainment of the masses like Jim Ballard, a citizen of Beaville, Tex., who he was formerly mayor and president of the Rotary Club and is now vice-president of the Beaville National Bank and columnist on *The Bee-Picayune*, local newspaper.

In his column called *Years Ago—The Fair, the Whole Fair and a But*, in *The Bee-Picayune* of November 2, Mr. Ballard sings praises for J. George Loos.

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RUSSELL BROS.' CIRCUS

November 21 Crystal City; 22 Eagle Pass; 23 Del Rio; 24 Uvalde; 25 Hondo; all Texas.

owner-manager of the Greater United Shows in particular and carnivals in general, and takes a good wallop at those who falsely claim that a carnival takes money out of town. It is so rarely that people of the carnival business are thus honored, especially in the daily press, that we are devoting the whole of this pillar this week to a reprint of Mr. Ballard's sentiments, as follows:

"MEET MR. LOOS
"Next week George Loos will be here with his carnival. Any fair in Beaville or Bee County without George Loos' shows would be incomplete. It goes without saying that any man who can play a town for 30 years in succession is bringing a good clean show.

"He has come here when the weather was so bad it would take three or four days to get his carnival on the fairgrounds. I remember once when the fair was about over, his last car was finally hauled in.

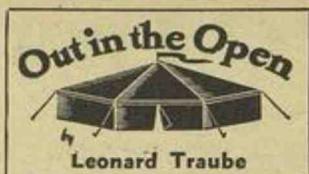
"He never has failed us even when he'd lose money. He has come here when it would be so dry we were soaking hogs in water to make 'em hold sloop. He has come here when times were so bad there wasn't enough money in town to buy a toy balloon. He has come here when it was so cold you could not have hired a carnival far away from the fireplace with a crowbar. He has come here when it took his last dollar to get here. Yes, and he has come here when he had to mortgage his carnival to get out of town.

"But he came, he went and he is coming again.
"Towns all around us have forfeited their contract with him. Some have waited until his show was being loaded before notifying him their fair would not be held. No town can truthfully say George Loos has ever failed them.

"I was president of one of our fairs many years ago and we had not booked a carnival. I knew no carnival people but I was busy trying to get acquainted with someone who knew someone who knew someone. I got hold of a copy of *The Billboard* and in it I saw where George Loos was showing in Waxahachie. I went to Waxahachie and met Loos. I liked him and his shows so much I tried to bring him home with me. It was several weeks prior to our fair and he had other towns to make. Anyway we both got on dotted lines. So, at least, I have the honor to have discovered him.

"If anybody tells you a carnival takes a lot of money away from town, you just tell him a carnival with several hundred people, each spending \$3 or \$4 a day, will also leave some money in town. Any money George Loos takes away with him will be clean money.
"I have known George Loos a long time. I knew him when he was rich enough to buy anything he wanted. I knew him when he was so poor that if Christmas turkeys were selling for 15 cents a piece he would not have had money enough to pay for a frizzling turkey.

"Rich or poor, up or down, inside and outside, George Loos is a gentleman. I know, too, that before George Loos lays his old level head down—whether it be on a pallet in a flat or on a pillow in a (See *Hartmann's Broadcast* on page 54)



Leonard Traube

Thrill Talk

Who originated those terrific box-office bangers known loosely as motorized dare-devil shows which have been cutting' up on the tracks in front of a multitude of grand strands for lo these many spring-summer-fall semesters? We don't know, so we're asking.

The thrills of which we speak is the type which dates back to about 1923. It was years and years before that, to be sure, that their forerunners made history and, while making it, made a cornucopia of showmen come out of the bush leagues into the fancy-gough bracket. Those were the days of the flying circuses, in which the new and as yet unpredictable birds on the wing hatched from the nimble hands of the Brothers Wright dominated the presentation. Around these up-in-the-air gadgets were thrown such types of salad dressing as motorcycle races and auto polo units, which served as augmentation or extra added attractions. They were also by way of giving the customers a break by permitting them to stop craning their necks skyward in order to level their eyes down to more normal pleasures—the horse show.

It's the modern thrill units on the tracks that we're concerned about at the moment. In the last 10 years or so close to three-score of these merchants of motor-mania have been presented under different titles. The great majority of them have passed out of the picture and only a mere half-dozen, more or less, remain as the top-notch up-and-at-'em trophies of deliberate destruction. It is probably the most important aspect of the sentimentalists, but who first presented the professional head-on collision done on a track with no mechanics inserted, with no rough-like tracks to guide the headlights on their errand of designed destruction? We mean head-ons where the drivers drove to the point of crash and then unloaded—provided they were in good physical condition for the same, which, of course, they generally were. Who first drove auto up ramps, did broad jumps and trick drives? Crashed thru walls of wood or glass or both with cars? What about rollover and somersaulting autos, built especially to withstand assault? Any of these have we had more care than anyone else as a producer of such delicately contrived specs?

A new face at convention of National Association of Amusement Parks, Pools and Beaches in New York will be Ernest B. Reed, general manager of Bannock's park-beach, N. J. Tip to NAAPP: He's ready to become a member. . . . Frank Mayer, publisher of Ringling-Barnum program, is headed West and will stop off in Cincinnati to make the fair-showmen powwow.

Radio City's newest sky-scraper, No. 10, will house the Ringling-Barnum corporation office and George A. Hamid, Inc., among other outdoors who are ogling the spot in New York's shifting address scenery. . . . Felix Adler, the clown, working on store dates. . . . Joe (Smallie) Short goes back to Wannamaker's for his 'tenth season without interruption. . . . William B. (Red) Hinkle, the former midday patcher now with Blue Ribbon Shows, eyed the town for a couple days. So did Rose Hicks. . . . Art Lewis looks like the world's strongest man in his newest symphony of tight-fitting indigo. . . . That was Elmer Harwood, of the Crafts show on the West Coast, sampling hurdy-gurdies, Mrs. H. along. . . . First contest in Atlantic City's ice hockey schedule was a charity. . . . Duncan were bought up groceries in lieu of cash, the victuals being passed along to local charity orgs for Thanksgiving dinners for the needy. A swell idea. . . . Mike Barnes, of Barber-Carruthers, in town chewing important fat with George Hamid. . . . Arthur (Baker-Lockwood) Campfield's latest gift to Tin Pan Alley is *Tenning Tonight—Renting Tonight*.

As timely as tomatoes with salt is the Canadian National Exhibition's broadside (and handsome it is) announcing its 1940 dates. Its early issuance is pegged around "the grim shadow of war," with the exhibition ready to "take on a more forceful role to focus the attention of the public on the national assets of Canada, on the work and problems of agriculture, industry, science, and the patriotic services." . . . Lucky Larabee, be of the bullwhips, worked at both the GGIE and New York fairs with Mrs. L. with Buck Jones at the former, at Merrie England in Flushing. . . . Al Fiosso, King of Kotian's at Kards, busy with clubs and schools. . . . And Frank (Booker) Wirth thought we had enough influence to persuade the office of which he is chief to permit him to extend his Florida stay a week. Now that he is back on time, he knows what an egg we laid in the influence division.

Notes From the Crossroads

By NAT GREEN

PROBABLY THREE times as many bands as were used in 1939 will be booked at fairs in 1940. While not every band booking of the past season was a success, the general opinion is that those which did not do as well as expected failed to click because of the way in which they were handled. They believe the fair-going public will "go for" them in a big way if they are properly presented. A tremendous interest in bands has been created among fair men. Not only the State fairs, which accounted for most of the 1939 season's bookings, but the better county fairs as well see in the bands a new attraction that can be counted on to boost attendance. This interest opens up a new market for many of the bands which, while not in the name class, are well known and popular in certain sections. For instance, the bands which confine their activities to one or two States and have built up enviable records in their particular territory. It is logical to assume that they would be a good bet for the fairs in the territory where they are known. And for the smaller fairs that cannot afford the higher prices asked by big name bands, these lesser known outfits will be a good bet. There is no doubt that the State fairs and some of the larger district fairs will continue to book big names, for those fairs have the attendance to justify the larger expenditure. And profiting by the mistakes of 1939, the bands will be presented in a manner that doubtless will greatly increase their drawing power.

In the opinion of a number of booking office men to whom we have talked, one mistake made this year was presenting the bands in front of grand strands for half-hour concerts, then moving them to the dance halls. They contend it would be much better to omit the concerts, as many of the people in the grand stand will say: "Well, we have seen Joe Bluch and heard his band; why go to the dance hall? Whether that is true we can't say. No doubt some further experimentation will be needed to determine the most satisfactory method of presentation.

Mrs. E. Kenneth Hoyt, whose husband is a well-known big game hunter, has a gorilla which she claims is the largest in captivity since the huge animals in the zoo at Berlin died. Mrs. Hoyt captured the gorilla when it was two months old (See *FROM CROSSROADS* on page 58)

WANT BARTLETT, TEXAS

Shows, Rides, Concessions and Free Acts. TEXAS STATE FAIR, FIVE DAYS FESTIVAL, Six Big Days and Nites, Dec. 4th to 8th. Billied, produced, sold, heart of town. \$2,000. trans. 2nd. Write or wire. TEXAS STATE TOY FAIR, Bartlett, Texas.

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FULL-DATE
CARNIVAL
SHOW LETTERS

Report From the Lots

BY THE SHOWS'
OWN NEWS
REPRESENTATIVES

Johnny J. Jones (Ballrood)

Mocon, Ga. Nine days ended November 5. Georgia State Exposition. Weather, extremely cold. Business, poor. Exceedingly cold weather throughout this stand marred daily grosses to some extent, but additional three days held up the take and gave fair association a larger percentage than last year. This year show controlled and sold all concession space with the mode of operation coming under officers' jurisdiction. Much favorable comment regarding the concessions was made by the fair management as well as the press. Fair was well publicized with much credit due Paul Bonway, publicity director. Feature stories, art, editorials and radio broadcasts were tendered show daily under Paul's guiding hand. Both ladies used the limit with space. Mrs. Rube Nixon joined the Order of Eastern Star and was presented with a diamond ring carrying the lodge's insignia. Alma Fleischman, sister of Mrs. Hody Jones, arrived from Tampa for a week's visit. A new station wagon was purchased by Manager E. Lawrence Phillips to be used for carrying different shop department men to and from the train. Visitors included: Charles Sparks, Norman Y. Chambliss, manager of Greenboro (N. C.) Fair; Mr. and Mrs. J. E. Frankel, Pensacola Fair; Mike Benton, president, and J. N. Armour, vice-president Atlanta Fair; Charles Underwood, Raynell Larow and George Golden, Royal American Shows, and Frank Mimick, Knoxville Fair; Mr. and Mrs. Fred Beckman, Mr. and Mrs. Ted Webb, Mr. and Mrs. Charles McDougal, Beckmann & Gerety Shows.

STARR DOBBLE.

Kaus Expo (Baggage cars)

Aspiter, N. C. Week ended October 28. Aspiter, Harnett County Fair. Weather, good. Business, good. Spot proved an agreeable surprise. It's a small community and no fair was held last year, leading all to believe that breaking even would be big money. Little business was done in the day, but people turned out well at night. As a result, everyone made some money. Weather, too, was ideal, excepting Saturday night when it turned cold. J. E. Kaus went to Georgia to purchase a portable skating rink. He plans to re-visit and operate it during the winter. H. M. Kirby bought a new car. Dick Mack, of World of Mirth Shows, visited.

LESTER KEIN.

World of Fun

Wheatmaster, S. C. Week ended November 4. Location, Main street. Weather, good. Business, fair. Free ride. Stand, as usual, was fairly good for shows, rides and concessions. Morris bingo had an unusually good week. Altogether were cool, patrons came out. City officials co-operated. Many visits were exchanged with members of World of Mirth Shows, who were at Greenville Fair. Manager J. E. Stebbler purchased a kiddie ride and aeroplane ride. Shows plan to winter in Greenville, S. C., again. Larger quarters have been obtained. Mrs. Shocks, S. C. Week ended October 28. Location, West End showgrounds. Weather, fair. Business, excellent. Free ride. All was up and ready on Sunday night after a short run from Greenville, S. C. Manager J. E. Stebbler was away on a business trip most of the week. Rides are kept in good shape by Ride Superintendent Whitey Davis, Harley Devine and John Jond with concessions, as did Jay Harlow. C. Burnett returned to his home in West Greenville, S. C. Secretary Vera Stebbler's pop-corn stand chalked a big week.

Greenville, S. C. Week ended October 21. Location, Oak Shoals road. Greenville County Colored Fair. Weather, fair. Business, good. Children's Day, Tuesday, and County Children's Day, Thursday, brought out good crowds. Manager Stebbler aimed to furnish midway again in 1940. Among visitors was J. T. Brown. Karl Smith joined here and added two shows. Merry-Go-Round topped rides for the first time, with Ferris Wheel second. City officials co-operated.

N. SHARPE.

Hilderbrand's (Motorized)

Huntington Beach, Calif. November 7-12. Location, opposite post office. Auspices, American Legion Post. Weather, cool at night. Business, fair. Pay gate, 10 cents.

Shows made a short jump in here and opened four days before the local Armistice Day activities. Little business was done until that day when show was advantageously located in the heart of town at the break-up point of the huge parade. After the parade throngs poured thru the gate and at the end of the day, receipts showed patronage had changed the week from a total blank to a fair one. Committee, headed by Commander H. L. Grant, chief of police, and town constable Ben Dulaney, chief of concession committee, co-operated, as did Bill Donnelly, who had charge of policing grounds. Numerous showfolk took advantage of the proximity to a local beach to go swimming, despite the cold waters. Among those enjoying a swim were Mr. and Mrs. Earl McCann, Athletic Arena owners and daughter, Carlene; Owner O. H. Hilderbrand; Jimmy White and wife, Rose; sound technician J. Emerson Mote and Harry Chernow. Ferris Wheels topped rides, with Merry-Go-Round second, and Betty Thumberg's Rollo-

a steady downpour. Texas Kidd Shows' equipment and Jack Hoxie with his company paraded with the Legion Saturday morning. Legion co-operated. Showfolk arriving from the North are daily visitors. Rides with the show include Swing, Ferris Wheel, Mix-Up, Kiddie Autos and pony ride. Shows are midget show, Jack Hoxie and Co. Jack Hoxie Jr. is training hard with his trick rope. Mrs. Texas Kidd spent Monday in Waco, Tex., on business.

H. B. ROWE.

Greater United

Robstown, Tex. Week ended October 28. Auspices, King Karnival Kotton Klub. Location, Main street. Weather, fine. Business, good.

Date was sponsored by business men members of King Kotton Klub and Chamber of Commerce. Manager of the Chamber of Commerce and Roy L. Swift, editor of The Robstown Record, co-operated. Since many show people are wintering in Corpus Christi, much visiting was done. Pete Bonway has three concessions, as has Joe Rosen. Johnson's candied apples and Kotton Kandy is clicking. Proctor's Monkeyland joined here and Billy Shaffer is the free attraction. Cook family with Little Edna, midget show, and a couple of concessions

chose this town in preference to several others and his judgment was good, as attractions and concessions did a good week's business. Many members of Bill Hames' Show, including Mrs. Preston and Marvin Smith visited Monday night. Carey Smith, publisher of The Daily Tribune, accompanied his newboys on Monday night, and praised the shows. Owner Loe was a guest at the Rotary Club meeting Monday. Elmer Cohen is manager of Giggie Alley and Mrs. Cohen sells tickets on front gate. Lonnie Jarvis handles the Kiddie Rides for C. N. (Pop) Hill, shows' secretary and superintendent, with Mrs. Hill handling the ticket box. Mrs. Jarvis is cookhouse cashier and Lonnie also handles the mail and is The Billboard agent.

Naravots, Tex. Week ended October 14. Auspices, Fire Department. Location, one block from Main street. Weather, fair, except two nights. Business, good.

With co-operation from Fire Chief E. P. Ayres, Secretary Don Lee and L. O. Wood, treasurer, shows, rides and concessions did well until the last two days, when cold weather prevailed. Mrs. Williams had the cookhouse, bingo and five other concessions here. Joe Williams is manager of the bingo stand. The Daily Examiner was liberal with space.

Sherman, Tex. Week ended October 7. Auspices, Red River Valley Fair Association. Weather, good. Business, good.

After four good fairs in Oklahoma, the first one in Texas turned out good, with President Will Leslie, of the fair board, and Manager Frank Thompson, Chamber of Commerce, co-operating. Charlie Howe and wife joined here. Bigler Stoffer, dare-devil motorcycle rider, clicked, and The Denton Daily Herald and The Sherman Daily Democrat, gave show plenty of space. Spot announcements over Station KRRV prior to opening by President Leslie and the writer and pickups by remote control from the midway helped business. FRANK J. LEE.



THAT WOMEN are playing bigger and better roles in outdoor show business is evidenced by this year's success of Mrs. Max (Doris) Kinover (left) and Mrs. Helen (Zilla) Reankine, with Robby & Cherry Exposition, a unit of Amusement Corp. of America. The former successfully handled the reptile show this season, while Helen, also featuring her work as a mentalist, played an important role in management of Rankine's World's Fair Freaks attraction. Both are seen here with pet puppies. Photo by Jack Dadswell.

plane third. Karl McKinley's Side Show topped the big shows and Fred Stewart's Temple of Mystery was second. E. E. Urtke's Baby Auto ride led the children's rides. Jimmy La Rue was placed in charge of the marquee entrance. Because of shows' proximity to Los Angeles there were numerous visitors, including Mr. and Mrs. Blackie Phipps and 10-day-old baby; Mr. and Mrs. George Van Der Hoff, Blackie Ford, Stanley Coe, Adam Phaff and wife, Louis Watts, Mr. and Mrs. Phil Henry, Lou Johnson, Earl Douglas and wife, Mr. and Mrs. Harry Mason, Joe De Mouchelle, Mr. and Mrs. Ben Dobbert, Harry Boydell and wife, and Hazel Fisher. Steve Bernard returned here and took up his duties on the John Cardwell concessions. A. J. Dreecher added his concession for the winter. Tommy Pierson, of Hoopla, called it a day and returned to his home in Los Angeles. Karl McKinley will take over the management of Fred Stewart's Temple of Mystery in El Monte, Calif.

JOHN H. HOBDAY.

Texas Kidd

Hillsboro, Tex. Week ended November 11. Weather, bad. Business, poor. Pay gate.

Stand at American Legion Post celebration was poor because of cold weather and rain the last two days. Shows tore down Saturday afternoon in

have been with it for the past two weeks. Buck McClanahan added his Hooloplane. Buck Owens never misses getting open on Monday night. Lee Miles keeps the front arch and Loop-o-Plane looking good.

Bay City, Tex. Week ended October 21. Location, Houston highway. Weather, good. Business, excellent.

With Wharton County Fair being held 25 miles distant, Owner J. George Leo

3000 BINGO

Heavy-weight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.00; 150 cards, \$5.25; 200 cards, \$5.50; 250 cards, \$5.75; 300 cards, \$6.00. Remaining cards, \$5.00 per 100. No. 100—One Heavy Green Both Sides. Per 100, \$8.50.

3000 KENO

Made in 20 sets or 100 cards each. Played in 2 rows across the card. 10-up and 20-up. Light-weight cards. Price per 100 cards, calling Markers, \$3.50.

All Bingo and Lotto sets are complete with wood markers, latex and director's ball, 50 sets.

Address: Bingo Shaker, Real Class ... \$12.50

per 1,000

Lightweight Lapcards, 616' Per 100 ... 1.25

2,000 Small White Envelopes, Bingo Sheets, 7 color, pack of 200 Size 4 1/2, per 1,000 ... 1.25

2,000 Flashweight Bingo sheets, 5 1/2 x 8 ... 1.25

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IS YOUR RESERVATION IN?

If Not—Send It NOW for the

SHOWMEN'S LEAGUE OF AMERICA BANQUET AND BALL

TUESDAY NIGHT, DECEMBER 5

In the Grand Ballroom, Hotel Sherman, Chicago

TICKETS \$5.00 PER PLATE

Banquet Committee, Showmen's League of America,

165 W. Madison St., Chicago, Ill.

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FORMS CLOSE (in Cincinnati) THURSDAY

FOR THE FOLLOWING WEEK'S ISSUE

Advertiser's Name and Address must

be counted when figuring total number of words in copy.

AGENTS AND DISTRIBUTORS WANTED

AGENTS — MEN'S SUITS, 84c; PANTS, 37c!
Dresses, 15c; Men's Overcoats, 73c; Ladies' Fur Trimmed, 52c. Other bargains. Catalog free. **ROOSEVELT MERCANTILE, 566-A Broadway, Buffalo, Chicago.**

AGENTS—100% PROFIT SELLING GOLD-LEAF METALLIC CO., 439 North Clark, Chicago. x

AGENTS AND SALESMEN—WRITE US FOR INFORMATION on a brand-new fast-selling item. Every man buys them. For information write the **REMARK MFG. CO.**, Dept. P, 106 N. Broadway, Butler, Ind. x

ATTENTION, SUBSCRIPTION SALESPERSON! If you work east of Rockies and north of Mason-Dixon, we have a proposition for you. **AMERICAN POULTRY JOURNAL**, 538 S. Clark, Chicago. x

BARGAINS — DRESSES, 10c; Suits, \$1.50; Coats, 50c; Shirts, 15c. Many other low-priced bargains. Catalogue free. **FAIRMOUNT, 164-B Monroe St., New York.** x

BIG MONEY APPLYING INITIALS ON AUTOMOBILES. Write immediately for particulars and free samples. **AMERICAN LETTER COMPANY, Dept. 20, Dunellen, N. J.** x

DISTRIBUTORS, SALESMEN, PREMIUM MEN—\$5.00 profit on each deal! Some of our men closing from two to five deals a day. Proven fast-selling Christmas items. Exclusive territory to producers; full credit on repeat orders. Write today for sample and particulars. **GLIDER COMPANY, 3128 W. 49th Place, Chicago.** x

DRESSES, 10c; Suits, \$1.50; COATS, 50c; Shirts, 15c. Many other low-priced bargains. Catalogue free. **FAIRMOUNT, 162-B Monroe St., New York.** x

EXPERIENCED SUBSCRIPTION MEN WANTED —Also Crew Managers. Attractive club-national magazines. Liberal proposition. **PUBLISHER, 630 Shukert Bldg., Kansas City, Mo.** x

LORDS PRAYER, TEN COMMANDMENTS, Crucifixion on Real Pennies — Individually mounted on Good Luck Cards, \$4.50 gross. Sample assortment, 50c. **PERKINS, 1109 Lawrence, Chicago.** x

MAGAZINE AGENTS AND CREW MANAGERS — Full time for new fast-selling \$2.95 premium and 2-pay offers. Rush qualifications to **DAVIES COMPANY, Box 119-L, Cheviots, Wash.** x

"NEW" — CAP AND HANDLE MAKES PITCHER out of milk bottle. Premium and home use. Sample free. **KASPI, 4611 S. Wabash, Chicago.** x

NO-KODOL BATTERY TERMINAL PROTECTOR — Big seller everywhere, 50c set. Your cost \$2.40 dozen. Sample, 35c. **NO-KODOL MFG. CO., 924 Fifth, N. W., Washington, D. C.** x

RED HOT SELLERS NOW! — DEMOCRAT and Republican Scarf First, 4 doz. 10c, Hurray, \$1.00. Trial doz. 35c. Sample, 10c. Sully, BLACK DIAMOND PRESS, Johnston, City, Ill. x

RESURRECTION PLANT — UNIQUE NOVELTY. Miracle of Nature. Costs below 2c; sells for 25c. **C. E. LOCKE, 7 Rio St., Mesilla, New Mexico.** x

SPARKLING TINSELED CHRISTMAS SIGNS — "11" x 14", 10c; 14" x 25c. Make Christmas money. Sample free. **LOWY, B-R West Broadway, New York.** x

TINSELED CHRISTMAS SIGNS — GUARANTEED fast sellers at 25c. Assorted 15, \$1.00; 10c. **S. D. Sampson, Inc., JOHNSON SERVICE, Morristown, Tenn.** x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. **WATWOOD B. PUBLISHERS, 137 Broadway, New York.** x

127 WAYS TO MAKE MONEY IN HOME OR Office. Business of your own. Full particulars free. **ELITE, 214 Grand St., New York.** x

ANIMALS, BIRDS AND PETS

ARMADILLO BASKETS, LAMPS, ETC. — THEY are different and distinctive. Also have live Armadillos. Write for our low interesting quotations. **APLET ARMADILLO FARM, Comfort, Tex.** x

LIONS, LEOPARDS, BEARS, HYENAS; BLACK, Silver Fox; Black, White, Red, Yellow, Racoon; Porcupine; Monkeys. — DETROIT PET SHOP, 1938 Michigan, Detroit. x

PLENTY SNAKES — ALLIGATORS, GILA MONSTERS, ARMADILLOS, AGOUTIS, MONKEYS, COSTUME PRIZES, Writing, Fox, Rums, Cubs, Perfumed, Ocelots, Parakeets, Racing Terrapins, Guinea Pigs, Ferrets, Rats, Mice, Wire **OTTO MARTIN LOCKE, New Braunfels, Tex.** x

WRITE FOR OUR CATALOGUE — IT COVERS THE ANIMAL KINGDOM — MEETS BOX 6 WARD, INC., Oceanville, N. Y. Direct importers from all over the world. x

BUSINESS OPPORTUNITIES

FOR SALE — LARGE ROLLER RINK ON PACIFIC Coast. Property, equipment and business done; good business. \$7,500 down, balance terms. Would sell business and equipment and lease you the property. **BOX C-332, Billboard, Cincinnati, O.** x

MEN - WOMEN — WE HELP YOU EARN. Own business. Dignified. No carwashing. Little or no investment. Mutual assistance. Free circulars. **PROFIT GUIDE SERVICE, 1585 Broadway, Dept. 3038, New York.** x

FITCHMENT SOLICITORS! — MAKE EXTRA money with new Stamping, Buffer, Stamp Checks, Plates, Etc. Catalog 69-B free. **C. H. HANSON, 303 W. Erie, Chicago.** x

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A COMPLETE STOCK OF REFRIGERATORS in vending machines of all kinds at real bargains. Send for list. **ASCO, 383 Hawthorne Ave., Newark, N. J.** x

A-1 PHONOGRAPHS WANTED — SEEBURG Regals and Gems and Wurlitzer 24 or 24-A. \$125.00. Credit basis only. \$25.00 cash balance over six months. Best references offered. **BOX C-331, Billboard, Cincinnati.** x

BALLY RESERVE, \$7.00; WATLING 1c DOUBLE Jackpot, \$15.00; 1c Q.T., \$20.00; 10c Q.T., \$25.00; 25c Slot, Serial No. 460899, \$40.00; 10c Mills War Eagle, \$17.00; Little Duke, Single Jackpot, \$10.00; Mills 25c Bias Front, Serial No. 38469, \$30.00; Hula-Hop, \$10.00; Around the World, \$7.00; Bally Derby Jumbos, \$5.00; Golden Wheel, \$5.00; Hit Parade, Double Feature, \$16.00; Liberty Bell, \$10.00; Prospector, \$5.00; Bank Note, \$5.00; Stop and Go, \$10.00; Sky High, \$10.00; Mad Cap, \$5.00; All Stars, \$10.00; Pamco Tuff, \$10.00; Rays Track, \$25.00; Hula-Hop, \$10.00; Rambler, \$10.00; Double Feature, \$10.00; Turf Champs, \$15.00. **O'BRIEN, 89 Thames, Newport, R. I. x**

COUNTER GAME BARGAINS — EXHIBIT 36 Games, \$4.00. **Box 24, Dept. 38, Croetchen Zephyr, \$8.50; Skill Draw, \$6.50; Deuces Wild, \$6.50; Kountar King, \$9.50; Gingers, \$14.50; Old Age Pension, \$4.50. Following 35¢ each: Matchem, Turf Time, Seven Eleven, Reef 21, Bell Slide, Tit Tat Toe, Cold Mine and Gem Vender, Mills 1-2-3 and Flashers, \$19.50; Exhibit Rotay Merchandisers, escalator, \$44.50; Blue Fronts, \$29.50; Melon Bells, \$49.50. 1/2 deposit required. **BOYLE AMUSEMENT CO., Oklahoma City, Okla.** x**

FOR SALE — MILLS HI BODY, SLIGHTLY USED. \$30.00. Floors, \$10.00. Bally Reserve, \$10.00; Daval Robin Hoods, \$10.00; Odd Ball, \$12.50; 50c coin, balance C. O. D. **HARRY WOOD, 121 Duane, Chicago.** x

FOR SALE — THREE USED BANG-A-DEERS. Exceptionally clean in appearance and mechanical condition, \$95.00 each. Crated. **KING PIN GAMES CO., 826 Mills, Kalamazoo, Mich.** x

IN THE BAG, \$10.00; 1c HOT PEANUT, \$5.00; 1c and 5c Northwestern Merchandiser, \$6.00. List. **EASTERN, 350 Mulberry, Newark, N. J. x**

JENNINGS DERBY DAY, CONSOLE, FLAT TOP, \$24.50; Pacific Deluxe Bell Console, \$14.50; Stables, \$21.00; Luck, \$12.00; Entry, with Booster Unit, \$18.00; Golden Wheel, Classic, Springtime, National, Carom, Heavyweight, Blue Top, \$8.00 each; Conical 3-Way Grips, \$8.75. **THE ATLAS, Wells, Minn.** x

MASTER 77, \$6.00; WURLITZER BOWLING, \$40.00; Radio Peanut, \$3.00; Erie Diggers, \$20.00; Exhibit Merchandisers, \$35.00. **LEOPOLD, Box 12, Devoe, Conn.** x

MIAMI, MAJOR, CHIEF, ST. MORITZ, HOOPS, \$15.00 each; Regatta, Bally Royal, Zeta, Peachy, Bally View, Buttons, Spinner, \$12.50 each; Request, Thunderbolt, World Fair, Jungle, Pine, Spring, Red, Blue, Red, Blue, Pine, Spring, Lightning, Nags, 39¢ each; Review, \$7.50; Ritz, \$14.50. Free Games: Gun Club, \$25.00; Victory, \$25.00; Major, \$25.00; Major, \$27.50 each. Send 1/2 deposit with order. **LEHIGH SPECIALTY CO., 2d and Green Sts., Philadelphia, Pa.** x

MILLS—NICKEL DIME QUARTER SLOT MA- chines, with Jackpots, \$20.00 each; Croetchen Zephyr, Cigarette Reels Gum Machine, \$7.50 each. **O'BRIEN, 89 Thames, Newport, R. I.** x

NEW TYPE FREE PLAY UNIT FOR SEEBURG Ray Guns—Never need attention. Install on location in 15 minutes. \$2.00 complete. Cash with order. **NALY SPECIALTY CO., 1065 Joseph, Rochester, N. Y.** x

Q.T., \$25.00; COLUMBIA, \$25.00; MILLS Scale, \$25.00; American Scale, \$20.00; Pace Scale, \$20.00; Watling Scale, \$35.00; Erie Jennings Scale, \$18.00; Wurlitzer P-10, \$37.50; No. 412, \$50.00; No. 312, \$60.00; No. 615, \$85.00; Early 24 Records, \$190.00; Late 24 Records, \$175.00; Mills; Cigarette Machine, \$50.00; National 9-Column Cigarette or Candy Machine, \$30.00; Stewart-McGuire 4-Column, \$20.00; Columbia Peanut Machine, Model 34, \$4.00; Carley Ball Gum Machine, three reels, \$10.00; Penny Packs, \$5.00; Mills Tyson Scale, \$48.00; Mills 1-2-3, \$15.00; Miss America, \$48.00; Erie Bumper, \$7.50. **O'BRIEN, 89 Thames, Newport, R. I.** x

SEE ME FIRST — PACES RACES, BAKERS Pacers, Pick-a-Packs, Mills Slots, \$5.00, **CHARLES FITTLE & CO., New Bedford, Mass.** x

SEND FOR LIST OF SLOT MACHINES AND Counter Games—All models for sale cheap. **A. L. KROPP, Tuscaloosa, Ala.** x

WANT 1c TO MERCURY, \$14.00; SPARKS, \$13.00; Large Base Gingers, \$10.00. State condition, number you have. **ROCKPORT NOVELTY CO., Rockport, Tex.** x

WANT USED A. B. T. CHALLENGERS, MODEL F Target Skills for cash; or will give good grades on Cash and Ticket Model One Bally Novelty and Free Games Machines. **TRI-STATE NOVELTY CO., 141 S. Elizabeth, Wichita, Kan.** x

WURLITZER 24, \$189.50; 6166, \$87.50; 412c, \$45.00; Mills 1-2-3, Automatic Reverse Reels, \$29.50; Galloping Dominos, \$29.50. **COLEMAN NOVELTY, Rockford, Ill.** x

YOUR 1940 POOL TABLE WILL BE WORTH 1/2 price 1945. Lowest depreciation any amusement game made. All sizes. Easy Terms. Operators, distributors, write **MASSENGILL, Kingston, N. C.** x

3 1/2" BALL GUM FACTORY FRESH, 12c BOX; 7 1/2" Ball, Midway Cocks, every Vending Game. **AMERICAN CHEWING, Mt. Pleasant, Newark, N. J.** x

6 SEEBURG GEMS, \$155.00 EACH; 2 REGALS, \$170.00 each; 1 Crown, \$175.00; 2 Rock-Operated, \$145.00 each. 1 Wurlitzer Model 34, \$60.00. All in A-1 condition. **CARL KING, Elwood, Ind.** x

TO COTTLEES THREE-WAY GRIP, \$9.00; 1 Centille Single Grip, \$4.50; 5" Vandalia Penny Tuff, \$8.50; 5" B.T.F. Model, \$11.00; 3 Skill Jumps, \$17.50; 2 Hoops, \$12.00; 3 Ad-Lee Gum Ball, \$3.50. All machines on location. 25¢ cash, C. O. D. **BOYER VENDING CO., 406 1/2 St., Champaign, Ill.** x

200 LIKE NEW TWO-COLUMN 1c VENDERS, \$1.00 each. Fourty \$18.00 each. **BURR & CO., Inc., 679 Orleans, Chicago, Ill.** x

500 TO SNACKS THREE COMPARTMENT VENDERS, like new, equipped with latest adjuster for merchandise compartment, \$11.95 each; 25 or more, \$10.95 each. **BURR & CO., INC., 679 Orleans, Chicago.** x

COSTUMES, UNIFORMS, WARDROBE

A-1 EVENING GOWNS, WRAPS, \$2.00; Shoes, 50c up. Furs, Costumes. Mixed Bundles, \$1.00. Street Wear. **CONLEY, 310 Wabash, New York.** x

OVERCOATS — FUR COATS, \$8.00; Orchestra Coats, Jackets, \$2.00; Scenery Curtains, \$10.00; Velvet Cuffs, Jeweled, \$100.00; Costumes. **WALLACE, 2416 N. Halsted, Chicago.** x

FORMULAS

EXPERT ANALYSIS, RESEARCH, INDUSTRIAL Development. Newest Guaranteed Formulas. Biggest catalog free. Nominal prices. **GRIBSON LABORATORY, Chemists, 81-117 Sunnyside, Chicago.** x

THAXLY FORMULAS FOR PERFECT PRO- ducts. Accurate analysis assured. Resultful research. Catalog free. **Y. THAXLY CO., Washington, D. C.** x

FOR SALE—SECOND-HAND GOODS

AUTOMATIC BASEBALL PITCHING MACHINE —Complete portable platform, costar and machine in perfect condition. Cost \$900.00; first \$400.00 takes it. **McMASTER, 315 Sidall Ave., Danville, Ill.** x

CARAMELCOON OUTFITS—COPPER KETTLES, Furnaces, Rotary Poppers, all electrical; Bureaus, Tanks, Stoves, Popping Kettles. Formulae free. **NORTHSHO CO., Indianapolis, Iowa, Ia. 1x** x

H-M WARDROBE TRUNK — COWBOY-COW- girl Costumes complete. Western Cyclorama. Sells all or part. Virginia, 9-2745. **FOSTER, 113-13 Atlantic Ave., Richmond Hill, L. I. N. Y.** x

PEEPHOLE REDUCING LENSES—GIVES FULL vision in small space. Measures 6x5 inches. Covers a wide angle of vision. Only \$1.00 each. Hurry. **CHICAGO SALVAGE, 509 S. State St., Chicago.** x

FOR SALE—SECOND-HAND SHOW PROPERTY

FOR SALE—THIRTY-FOOT "FLYING JENNY" Merry-Go-Round, also Hercules Power Unit, Sells all or part. Good condition. Write to **ALVA MERRIAM, Ogden, Ia.** x

FOR SALE — PORTABLE ROLLER RINK, COM- plete, 50x120 ft. Bargain for quick sale. Other interest. **GEORGE McDONALD, Benton, Ark.** x

PORTABLE SKATING RINKS FOR SALE OR Lease—One now operating in South. **MILLS, Tell City, Ind.** x

HELP WANTED

BEAUTIFUL DANDELION NIGHT CLUB — Want Entertainers, percentage. Building for show or lease. **MRS. WALTER L. MAH, Geneva, O.** x

FIRST TRUMPET AND TENOR—OPENING NO- vember 23. Must go. City Vocalist and Pathetic Tenor later. Write or visit **JACKSON ORCHESTRA, Box C-334, The Billboard, Cincinnati, O.** x

NIGHT CLUB ACTS—HAVE SEVERAL WEEKS' work. Harris lowest salary. **TOM and MICKY HARRIS, Ole Swinnerton Hotel, St. Petersburg, Fla.** x

WANT EXPERIENCED BOOKING AGENT WITH Car — For high-class magicians. Schools, churches, etc. Straight salary to right man. Write **BOX 84, Dayton, O.** x

WANT GOOD FIDDLE AND GUITAR PLAYERS —Double singing. Non-union. Cowboy Jack and Shorty, answer. **CHIEF GRAY FOX, Lastrobe, Pa.** x

MAGICAL APPARATUS

CATALOGUE OF MINDREADING — MENTAL- ism, Spirit Effects, Magic, Horoscopes, Foretelling, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts, Books. Wholesale prices. World's largest stock. 13 new illustrated catalogues. **W. NELSON ENTERPRISES, Nelson Bldg., Columbus, O.** x

DICE, CARDS, INKS, STRIPPERS AND BOOKS of the latest excels. Literature free. **VINE, HILL & CO., Dept. B, Swanton, O.** x

FREE—NEW 220-PAW PICTORIAL CATALOG. Latest Tricks, Fine Magical Apparatus, Books, Ventriquist Figures. Large stock, prompt shipments. **KANTER'S, 1309 Walnut St., Philadelphia, Pa.** x

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN, 220 W. 42d St., New York City.** x

PINKY—STRICTLY PROFESSIONAL PUPPETS, Ventriquist Figures, Punch and Judy and Marionettes. **PINKY, 1261 North Wells St., Chicago, Ill.** x

MISCELLANEOUS

SPECIAL RATES FOR THEATRICAL FOLKS — Trailer Meadows Camp, Dania, Fla., Highway No. 1, near Miami. Beautiful shade trees, near ocean. x

M. P. ACCESSORIES & FILMS

NOTICE

News and display advertisements of interest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3. x

A MERRY CHRISTMAS AND HAPPY NEW Year Red—With Christmas Carols and New Year Greetings. 35MM. track; 8 minutes. Sale price, \$5.00. **WALDO FILMS, Box 524, Cincinnati.** x

ASTONISHING BARGAINS — 16MM. SOUND
Projectors, \$145.00. Terms, Factory recon-
structed. Film rented. Sells \$5.00, \$7.50 reel.
NO. 521-E STATE THEATRE, Pittsburgh, Pa.

ATTENTION—SHOW TALKIES, THEATRELESS
Communities. Sound Equipment. Weekly
Programs rented. **ROSHON**, State Theatre,
Pittsburgh, Pa., or 107 South Court, Memphis, Tenn.

ATTRACTIVE BARGAINS — 16MM. VICTOR
Factory Rebuilt Sound Projectors, \$125.00 up;
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World's largest house. **S. O. S. CINEMA SUPPLY**
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Specials and Medicals—Also Religious
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New York City. de2

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WANT PARTNER FOR INDOOR MUSEUM—
Must have Acts or Curiosities. I have 4 Acts.
TAYLOR, 22 Station St., Indiana, Pa.

PERSONALS

A REAL 1940 PRESS CARD, 25c—(SIGNED
and registered in your name.) Reporter's
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NOTICE, RUBEN RAY—WIRE B. G. GULLETT,
Athy, 709 Exchange Bldg., Nashville, Tenn.,
your whereabouts immediately.

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DE LUXE PHOTO STUDIO—MARK & HULLER,
double and use 3 months; Camera, Electric
Dyer. Full equipment. **M. C. KIRK**, Trailer
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Just off the press, with biggest stock of
equipment for 4-for-dime operations to the
country. Write for yours now! **MARKS &
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HANLEY PHOTOLA, F.I.R.—CUTS ANY LENGTH
Strip, Reducer-Enlarger, F3.5 enlarges to
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extras included. \$150.00. **UNGER**, 721 Chestnut,
Evansville, Ind.

ROLLS DEVELOPED — TWO PRINTS EACH
and two Free Enlargement. Counters, 25c.
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STUDIO, Unionville, Mo. del6x

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CHRISTMAS 25¢ PICTURE DOLLAR BOX ASSORT-
ments as low as 25¢! Holiday Goods, Calen-
dars, Wreaths, Wrappings, etc. Big Profits!
Catalog free! **ELFKO**, 440 N. Wells, Chicago. no25x

MAGAZINE — BOOK MEN—HERE'S THE NEW
deal you have been waiting for. We will
guarantee our \$2.60 and \$3.90 deals to be the
bestest money makers in the field. Write for
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Dept. BB, 407 S. Dearborn, Chicago. X

SALESMAN — AMERICA'S FINEST SIDELINE.
40% commission daily. 725 fast-selling re-
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No investment now or ever. Sales portfolio free.
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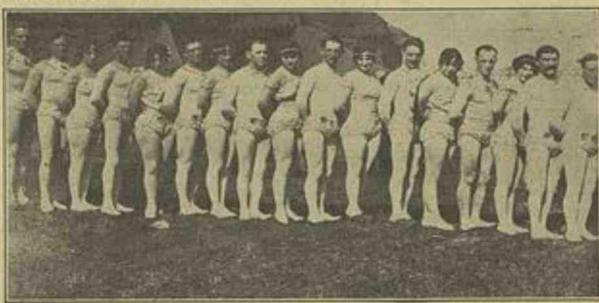
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Pictorial Displays on Masonite, 30x48 inch,
\$12.50. **NIEMAN STUDIOS, INC.**, 1236 E.
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TENTS—SECOND-HAND

SEVERAL GOOD AS NEW TENT BARGAINS—
2x12's, 20x30's, 20x40's, 20x50's,
30x60's, 40x60's, 40x80's, 40x100's,
40x200's. State size. Stamp with inquiry.
SMITH TENTS, Auburn, N. Y. de30x

Show Family Album



LINE-UPS of two trapeze acts, Siegrist-Silbon and Charles Siegrist troupes on the Barnum & Bailey Circus, season of 1915, are shown in the above picture. Left to right: Tom Beckman, catcher, and Toby Thomas, leaper, Charles Siegrist Troupe; Mrs. Edward Silbon, catcher, and Oscar Jordan, leaper, Siegrist-Silbon Troupe; Edythe Siegrist, catcher, Charles Siegrist Troupe; Chad Wertz, catcher; Marion Bordner, leaper; Eddie Silbon, leaper; Helen Bordner, leaper; George LeClaire, leaper; Emily Silbon (now Mrs. Hedder), catcher, and Enrico Diaz, leaper, Siegrist-Silbon Troupe; Florence Warren (now Mrs. Harry Hill, of Sarasota, Fla.), leaper, and Charles Siegrist, leaper, Charles Siegrist Troupe; Clara Grow, leaper; Toto Siegrist, catcher, and Jimmie Silbon, leaper, Siegrist-Silbon Troupe. Eddie Silbon and Toto Siegrist, the latter deceased, managed the Siegrist-Silbon Troupe. Marion Bordner is now the wife of George Smith, manager of the Ringling-Barnum circus. Chad Wertz, Helen Bordner and Toto Siegrist are dead.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 35-27 Opera place, Cincinnati, O.

USED TENTS—10x12, 12x19, 14x24, 20x30, 20x40, 30x45, 30x50, 40x50, 50x80, KERR CO., 1954 Grand Ave., Chicago.

THEATRICAL PRINTING

ORCHESTRAS, SHOW PEOPLE — PERSONAL
Christmas Cards as low as 2c each. Also
Christmas letterheads. Send for samples.

SAVE ON DODGERS — 2,500 4x9, \$3.38;
5,000, \$5.36; 2,500 6x9, \$3.49; 5,000, \$5.79.
Assorted colors. 50% deposit. **GARRARD**
PRINTING CO., Lancaster, Ky.

WINDOW CARDS—14x22, ONE COLOR, 100,
\$2.50, 50% deposit balance C. O. D., plus
shipping charges. **THE BELL PRESS**, Winton,
Penna.

WINDOW CARDS—14x22", 2-COLORS INK.
100, \$2.95; 500, \$12.00; 1,000, \$22.25;
5x28", \$2.95; Handbills, 1,000 6x9, \$2.75;
SOLLIDAYS, Knox, Ind.

WANTED TO BUY

CASH FOR SLIGHTLY USED, PERFECT DRAMATIC
Tent—Approximately 40x60, with or
without accessories. Also Trailer to carry
same. **LEWIS ROTHSTEIN**, care Billmore
Hotel, Atlanta, Ga.

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AT LIBERTY

AGENTS AND MANAGERS

ACCOUNTANT-SECRETARY—Age 32, ten years'
experience amusement business. Interest in
amusement business. E. G. House No. 60 Wash-
ington St., Salem, Mass. no25x

AGENT AT LIBERTY now with Cyr for Man-
agement. Excellent location. Excellent show.
You must do 3 to 4 shows daily. Have 300 in
Indiana, Kentucky. Terms, 50-50 our take. **JAMES**
ADAMS, General Delivery, Indianapolis, Ind. de2

AT LIBERTY—Join on w/w. Agent. Handle any
kind of show-getting straight. Better show con-
tractor, higher fees. Have manager working. You
must. **ED MASON**, Mithel Hotel, Knoxville, Tenn.

CASH PAID FOR USED MOTOR-DRIVEN
Shooting Gallery—State manufacturer's make,
condition, dimensions. **THE CHAMPLAIN**
TRANSPORTATION CO., Burlington, Vt.

LATE MODEL CHESTER POLLARD BALLOON
Racer Units—New style valves; also Waltz-
ing Whoopie Game. **TWIGG**, care Municipal
Trailer Park, Tampa, Fla. de2

LATE MODEL PORTABLE EIGHT-CAR WHIP—
Less cars and brackets. Must be good con-
dition. Bargain if cheap. **CHARLES SAUNDERS**, 56
Bilboard, Cincinnati.

USED MOTOSCOPES—WITHOUT REELS, BASES
or display cards. Working condition, any
quantity if cheap. **CHARLES SAUNDERS**, 56
Mason, San Francisco, Calif.

WANT TO BUY — TRICK BICYCLE, LOWEST
price condition, dimensions (26" wheels),
GEORGE ENNIS, 54 N. Fitzhugh St., Rochester,
N. Y. de2

WANTED TO BUY—TILT-A-WHIRL, ALSO
want Free Acts for June and July, 1940.
HOWARD AMUSEMENT CO., Howard, S. D. de2

WE BUY, SELL, EXCHANGE CANDY FLOSS
Machines, Corncoopers, Cone Ovens; other
similar equipment. **ROADMAN'S GUIDE**,
2144-S Madison Ave., Toledo, O. X

AGENT—For One Night Shows. Know real territory.
Can sell small, real show with fifty or
retaining going till after. Only reliable outfit that
can join here within four days anyway. My personal
offer only. Reliable, honest, real. **AL ZELLER**,
1216 Penn Ave., Jeannette, Pa.

AT LIBERTY

BANDS AND ORCHESTRAS

ELEVEN-PIECE ORCHESTRA
Leaving Stage and Dance Orchestra desires
location. Fine equipment. Floor show experi-
ence. Prefer central southern states. Bookers,
club managers, write. **BOX C-333**, Bilboard,
Cincinnati.

AT LIBERTY — STROLLING TRIO, VIOLIN,
C. G. Taylor. Sing songs. Play popular dance
tango, rumba, international music. Young,
neat, union. **B. H., 6 10th St., Braddock, Pa.**

FAST TWELVE-PIECE COLORED ORCHESTRA
—Available four nights per week for one
nighters in New York and vicinity. **ED**
ROBERTS, 113 W. 114th St., New York City. de2

SIX-PIECE BAND — HAVE MODERN EQUIP-
ment and instrumentation as follows: Piano,
Drums, two Trumpets, two Saxos doubling two
Clarinet and Trombone. Have five libraries. Free
for night clubs and hotels. Write to **GEORGE**
BIGGS, Waverly Hotel, Minot, N. D.

FIVE-PIECE DANCE BAND—Non-union, wants
one-partners, week-ends or steady job near New
York. Real class; modern band; modern library.
JAY BARD, Room 854, 884 7th Ave., New
York City. no25x

TOBY BROWN and His Little Brown Jug—Fifteen
piece Novelty Band with Cliff Deaver, Trumpet,
Guitar, Accordion, Tromba. Perform floor show
with band. Play old time and swing. Feature
the numbers. Accordion player dances while playing.
Sings best songs; guitar man sings hillbilly songs.
Novelty harmonica; drumset cuts show, vocal-
ist; trompet, M. C., double bass, comedy songs
with dancer, several routines. Available Nov. 30,
Presents, uniforms and excellent transportation. Location
of visit, one nighters. **TOBY BROWN**,
Star Lake, Wis. no25x

WELL-KNOWN 11-PIECE Dance Band—Complete
Complete 8-Act Floor Show (18 people, including
band). Diverse club or hotel work after De-
cember 30. Diverse no older. Have best, most
entire stands, fine library, good P.A. system, good
looking uniforms, routines. Available Nov. 30,
and after. Only those interested in big ear-
ning, modern band. Address **LEADER**,
2114 Santa Monica, San Antonio, Tex.

AT LIBERTY

CIRCUS AND CARNIVAL

LERFOLD CLOWN TRIO—AT LIBERTY FOR
Indoor Circus Dates. Best of wardrobe and
props. Address **Bilboard**, Chicago. no25x

AT LIBERTY for Mason and Stone Show—Pat
Mason and Stone Show. 1000 Clubbers, 1000
stamp. **BOX 283**, Route 1, West Frankfort, Ill.

RIDICULOUS TRIO—Three Regular Clowns, best
of props. Four acts. Go anywhere. Address
care The Billboard, Chicago, Ill. no25x

AT LIBERTY

COLORED PEOPLE

SONNY LEWIS and HIS SKYROCKET ENTER-
tainers—Eight pieces with P. A. System.
Available for engagements thruout Kentucky.
Now playing Club Skyrocket—Saturday nights,
Thanksgiving and New Year's dates. Phone 412
or write **SONNY LEWIS**, Bardstown, Ky. no25x

AT LIBERTY

DRAMATIC ARTISTS

JUVENILE OR GENERAL BUSINESS—Age 20,
height 5-7, weight 130. Stock
and wardrobe. Do any reliable. Have car.
No specialties, but will help off stage. Can
sing and dance. Several routines. Available Nov. 30,
and after. Write or write **HERB DOWN-**
LAND, 186 Amory St., Fond du Lac, Wis.

AT LIBERTY

MISCELLANEOUS

ROLLER SKATE FLYER—ONE YEAR EXPERI-
ence. Weight 100 lbs., 4' 11". Will con-
sider all offers. Write or call **FRANCES DEPE**,
156-45 Academy St., Howard Beach, N. Y.

STRAIGHT MAN, 28, APPEARANCE, WARD-
robe. Can produce line. Have some show
wardrobe. Tab, burlesque, girl show. **RAY**
STANTON, care Bilboard, 1564 Broadway, New
York.

AT LIBERTY—Young lad interested in organizing
bands, singers, colored and white, between 10-12
Blake Ave., Brooklyn, N. Y.

YOUNG MAN, intelligent, honest and efficient, seeks
position in advertising, looking for a reliable
theater or agency in New York. Small salary.
IRVING H. HILL, 241 Blake Ave., New York City.

AT LIBERTY

MUSICIANS

AT LIBERTY — TRUMPET MAN, ALL ES-
sentials. **C. ZYLMAN**, Chesapeake, O.

AT LIBERTY — TENOR SAX, CLARINET,
Very good tone, read, fair job. Experienced
in all lines. Union. **PAUL KRUGER**, Orchard,
Pa.

DIXIELAND TROMBONE—FINE TONE, RANGE,
take-off. Read well. Double Trumpet,
featured Singer. Prefer location with reliable
band. Can leave at once. **ART WEITE**, Wells,
Minn. de2

FEMALE HAMMOND ORGANIST — ROLLER
rink experience; also night club and lounge.
Sweet and swing. Desire change of location.
Can leave immediately. **BOX C-323**, The Bil-
board, Cincinnati, O. no25x

Additional Ads Under This Classification
Will Be Found on the Next Page.

Shrine Shows and Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25 Opera Place, Cincinnati, O.)

H-M Circus Big At Balto; 1940 Date Is Signed

BALTIMORE, Nov. 18.—Estimated receipt of \$18,000 was made by Broum Shrine Temple, sponsor of Hamid-Morton Circus in Fifth Regiment Armory here on November 17. Show was the first sponsored by local Shriners in six years and appeared in three rings, drawing 96,000 paid admissions at 40 cents general and 75 cents for reserved seats. Perfect weather helped the gate. That results were satisfactory was indicated by the re-signing of the show for next year.

Daily matinees were given in addition to a Saturday morning performance, bought by a local concern. Capacity night crowds taxed facilities of the Armory, which seats 9,000, more than 2,000 attend on Friday night and a crowd in excess of 3,000 being turned from doors. Underprivileged children were guests of the management on one day.

A. A. Duetsch handled press and obtained prime space in newspapers and co-operation from radio stations. Advance promotional work was done by Joseph H. Hughes. Shrine officials included E. Elmer Langrall, potentate, and John Curtell, general chairman. Ed Jones handled tickets. Baltimore Concession Co. had the food concessions. Visitors, many of whom were entertained by General Director Bob Morton, included Mr. and Mrs. George A. Hamid and daughter, Zyne, and members of the Circus Fans Association, including Melvin D. Hildreth, Dr. Mann and Ed M. Millery.

Program ran two and one-half hours and included Miss Harriet and Hanne-dore O., equestrians; Captain Belew's Football Pony Riders; Keith Davis and Bob, cloud-swing and single trapeze; Miss Valentine, aerial web; Orton, balancing chair; Kinko, contortion clown; Al Christie and Captain Harold's ponies; Jimmy Fleming, Danny Mitchell, Billy Rice, Joe Davidson, Earl Adams and Frank Florenze and Company, clowning; Sots and Babe, Orton and Romas Duo, trapeze; Florenze and Rice-Davidson Trio, comedy acrobats; Voices, comedy duo; Conchita, aerialist; Mrs. Clyde Beatty, cat act; Five Queens, aerial acrobats; Misses Valentine and Rene Wilson, musical grail; Rose Behee; Captain Tibert's Seals; Christy and Captain Belew's High-School Horses; Miss Hanneford and Jimmy camel; Jean Evans and Edith Christy, elephants; Reynolds Skaters; American Eagles, tight wire; Harold Christy's Liberty Horses; Naida and Perez and Solt and Solt, perch pole; and Conchita, shoulder perch; Bruce and Company; George Hanneford and Company, tight wire; Flying Bees and Flying Harold. Joe Beale directed the band.

Phil M. Plants' Arctic Girls, frozen sea act, presented by Howard Y. Bary and managed by Bob Lee, grossed well.

Advance Sale Aids Success Of Schenectady Elks' Show

SCHENECTADY, N. Y., Nov. 18.—Heavy advance sale insured success of the Elks' show, which opened a six-day engagement on November 18 to a light matinee and fair night at the Armory here. Reported J. R. Malloy, who presented the act and pony act. Show was promoted by Eddie Karen and Dick Dillon.

Among others on the bill were Bob Biggins Troupe; Avalon Troupe, teeterboard and wire; Barney and Jimmy Arnesen; Silvers Johnson and his Midway Amus; Capt. Billy Sells' Lions; Poodles Hunsford, riding and whip-cracking; and Nancy Darnell.

Indoors In The Money, by Billy Page, is a feature of the Circus Department. This issue—don't fail to read it.

Stellar Acts Divide Bill At Legion's Boston Circus

BOSTON, Nov. 18.—Lucky Teter and his Hell Drivers, headliners the first five days of a 10-day thrill show and circus in Boston Garden, opened November 14 under sponsorship of National Convention Corp. of the American Legion. George A. Hamid is furnishing attractions. On the bill with Teter are Five Ariens, Wallendas, Woolford's Daschhunds and Demnati Arabs.

Last five days will feature Clyde Beatty and his Animals and those appearing with Teter and the Haseforda, Christy, Jean Evans, Harold's Elephants, Harriet Beatty, Shorty Fiemmi and Billy Rice. Ten Packards are to be given away, five on each closing night of the two sections of the show. More than 10,000,000 reduced-price tickets were distributed through chain stores, one chain using five full-page advertisements in Boston papers publicizing the show.

Drukenbrod Named Director Of Canton Shriners' Circus

CANTON, O., Nov. 18.—Sterling (Duke) Drukenbrod, the past season side-show manager of Cole Bros' Circus, has been named managing director for the six-day Shrine Circus in Municipal Auditorium here, said Floyd V. Casper, general chairman. Proceeds of the show, first indoor event of its kind here in three years, will go to the Shriners' crippled children and welfare fund. He has a corps of 20 at headquarters and reported the first week's efforts gratifying. Mayor Ed S. Folk purchased the first ticket for the circus and The Canton Repository on November 16 carried a story and picture on launching of the campaign. Charles Slegrist Showmen's Club has pledged support to the committee.

Drukenbrod will frame the show and engage acts. Program will run about two hours. Jack Mills, the past three years on Cole Bros' advertising staff, has been retained to direct advertising and advance sale. He has a corps of 20 at headquarters and reported the first week's efforts gratifying. Mayor Ed S. Folk purchased the first ticket for the circus and The Canton Repository on November 16 carried a story and picture on launching of the campaign. Charles Slegrist Showmen's Club has pledged support to the committee.

Program Budget is Tilted For Macon Shrine Circus

MACON, Ga., Nov. 18.—Substantial increase in outlay for acts for Macon Shrine Circus has enabled the committee to book an enlarged bill this year for the eighth annual seven-day circus in Macon Auditorium. D. C. Ferguson is general chairman for the sixth year. Other committee men are G. P. Lockhart, headnote Fritzler, and H. Anderson. W. M. West, Shrine member, handles advance sale, advertising, construction and operate concessions. Previous shows have been successful.

Tex. Shrine Show Ready

HOUSTON, Nov. 18.—Plans for Arabia Shrine Circus to be staged seven days under canvas in Buffalo Stadium here, are progressing well, reports Rev. J. W. E. Alrey, director. Downie Bros' Circus acts have been booked and other feature acts booked, including Rigo and Mario Zaechini, Carson and Hildebrand, to be under a 120-foot big top with three 50-foot middle pieces. Committee includes Cecil Sisson, chairman; Bill Raymond, treasurer; Russell Nix and Bill Hildebrand, publicity; and Holger Jeppesen, tickets.

Shows

FLYING BEES, who played Hamid-Morton circuses Toronto and Baltimore, are also booked for H-M shows in Philadelphia and Boston, reports Clayton Beise.

PATRICK'S Hippodrome Circus has been booked for three-day Grand Outlaw (wash), American Legion Post indoor charity circus, reports J. Cramer. Three-hour program is planned. Headquarters have been established and advance arrangements, including combination

queen contest and ticket sale, have started.

BEN H. VOORHEIS, who was in charge of exploitation for Geauga Lake (O.) Park last season, has promotions in several Northeast Ohio cities. He is handling a two-day, home-talent minstrel for a Chargin' Galls Lodge, after which he plans to go to Canton to conduct advance ticket campaign for the annual Shrine Indoor Circus.

G. A. KLEIN, of Klein Attractions, reported he has contracted his circus stock for several Christmas parades. Some performing stock, owned by Klein and Beverly Harnett, is being worked daily by the latter.

PAGE CLOSES

(Continued from page 40)
B. E. Price, Eddie Madigan, Jones' Bingo, E. B. Braden's pan and rat game, Lyman Tupper, Sam Serien and wife, H. Bar-koot's Dipsy Doodle, Eddy Brock, Octopus and Tex Rose's on-airing circus. Equipment was stored in buildings purchased during the season by Owner Page. Ample space is available for the building program mapped by Page. Present plans call for new fronts and canvas with several changes in lighting equipment. Rolling equipment is housed in large sheds and many trailer folk are camping on the grounds. Roy Pann will be in charge of quarters, his 11th year in that capacity.

Among folks wintering here are J. J. Page and family, Chris Jennigan, C. F. Tapp, Charlie Thomas and wife, Mr. and Mrs. Rance Boyd, Rastus Jones, Mike Bridgeforth, Earl Dennis, Frank Gains and family, Mr. and Mrs. Bob Richards, Earl Bradley, Searl Brummit and Mr. and Mrs. R. E. Savage. Others giving destinations are Mrs. J. G. Clark, Mrs. J. and Trevor Montgomery, Florida; Mr. and Mrs. J. A. Montgomery, St. Clair, Pa.; Mae and Barney Sisson, another show; Mr. and Mrs. Bert Melville, At-lanta; George and Meta Lanning, San Francisco.

Spot Bassinger went to another show; William Heppding, Sumter, S. C.; Mr. and Mrs. E. B. Braden, Braden Hollow, Tenn.; Sam Serien and wife, Charlotte, N. C.; Georgia Hertz, another show; Red Wheeler, Florida; Charlie Carper and wife and mother, Mrs. Lou Carper, another show; Mr. and Mrs. Ed Brooks, Kingsport, Tenn.; Mr. and Mrs. Fred Hood, Chattanooga; Mr. and Mrs. Melvin Galt, Florida; Mrs. Phil Galt, Rome, Ga.; Rose and Carl Jackson and Arretta and Emory Jackson, Rome, Ga.; Sam Loukos, Akron; Mr. and Mrs. Carl Hillman, Chattanooga; Mr. and Mrs. James Whalen, another show.

Mr. and Mrs. L. B. Dyer, Fla.; Mr. and Mrs. Lyman Truesdale, Hot Springs, Ark.; Lee Crane and Billy Clemenson, Florida; Mr. and Mrs. Mickey Brown and Eddie Green, Florida; H. L. (Sheehey) Bush and Kid Armstrong, another show. Visitors in Aiken included Mayor W. J. Moseley, Mr. and Mrs. Johnny Bullock, Mr. and Mrs. Tommy Carson, Mr. Mitchell and family, Whitey Thompson, Mr. and Mrs. Ralph Edger, Gerald Snel-len, Mr. and Mrs. Jack Moran and Frank and Pearl Shepard.

ZEIGER IN QUARTERS

(Continued from page 40)
Mr. and Mrs. Mack Sock, Mr. and Mrs. Joe Diving, Sam Bernard, Ed Galt, Mr. and Mrs. Carl Lindsey and company, Phoenix, Ariz., to open a night club; Morris Thirman, A. L. Brander and Hubert Butcher, New Orleans.

Mabel Stark, Ed Trees and company, Camarillo, Calif.; Dime Wilson, Kansas City, Mo., where he will put on his clown act in one of the large department stores during the holidays; Mr. and Mrs. G. E. Wilson, to play theaters with their dog and monkey acts. Trainmaster Frank Howard to Lenexa, Beach, Calif.; Boss Canvasser Lester DeMay, St. Paul; Mr. and Mrs. Bill DeWitt, Boise, Ida.; Mr. and Mrs. H. B. Hughes and son, Phoenix, Ariz.; Mr. and Mrs. C. P. Zeiger and Rosemary Loomis, Los Angeles.

POOLE AIDED

(Continued from page 40)
assistance from Paul M. Conway, Macon lawyer, and J. C. Crater, Macon, Tex. ington. They obtained an order for Poole's removal from the county jail to

the hospital for treatment. Later they were successful in obtaining a reduction of bond to \$1,000.

Concessions on the Hesh shows made up a collection of \$40 to pay some medical expenses, it was reported here. Concession operators on Johnny J. Jones Exposition at Georgia State Fair here, under leadership of Harold (Buddy) Padlock and Morris Lipaky, made up a collection of \$51.

Poole, whose trial is set for January 1, is still too ill to work. Friends believe him innocent of any criminal violation of law in connection with the accident and they believe he has suffered undue hardship.

SHOWMEN'S LEAGUE

(Continued from page 35)
advised he has a contract for winter work on which he will start soon. Brother Will came up from Sireator, Ill., to attend the convention. Sireator is feeling well again and was welcomed by the boys. Jack Tavlin has returned to take care of his regular Christmas show. Brother Fred Cotter took time to attend to his 1940 program. Remember that the November 23 meeting was switched to November 24 because of Thanksgiving Day. Welcome letters were received from W. Terry Martin with check for cemetery fund. Brother John P. Broum of Hapland Shows, lettered expressing club of his co-operation at all times. An invitation from A. R. Hodge, secretary of the NAAP, bids all to attend the annual Trade Show in New York during the convention. Bill Bartlett writes he will be here for big doings. Applications of John Fabick Jr., Maurice Fabick and William Blencoe were presented for ballot and each was elected to membership. Many letters were received for the December meeting for the banquet and ball are above expectations. Al Rossman is busy on the program. One brother said club spends too much time giving attention to you and your dues. This club is glad to hear the response more prompt and your change of address sent in this would be unnecessary. After all, in order to be in good standing your dues must be paid.

Among communications received with checks covering benefits for the club were from Rubin & Cherry Exposition, \$50.65; Fitzee Brown, West World Wonder Shows, \$145; Brother John M. Sireator, Hapland Shows, \$150.50; Brother W. R. Hirsch, this being a combined show by Louisiana State Fair, Barnes-Carruthers Co., Max Goodman, Hennes Bros' Shows and Phil Little, \$212.50. These were greeted with applause. Buddy Padlock gave a good club custodian on the Johnny J. Jones Exposition, having sent check for \$270, covering dues for George Davis, John Yacvac, Paul Kleider, R. J. Reynolds, Floyd Hesse, W. T. Eddy, Howard Loughner, Edward J. Hockett, Sam Kaplan, Harold Yennie, William Tara, Eddie Coe, Emmett F. Hennessy, Lester Lewis, Joe Merriman, Tom M. Allen, Paul Clifford, John K. McBride, J. Lee Cuddy, Clifford Brown, Leo Mulvey, Milton Cohen, E. H. Galpin, Barney Miller, Lawrence Phillips, J. C. (Tommy) Thomas and Ralph O. Lockett. It looks as though the example set by Buddy and Sam Peuberg, of Beckmann & Gerety Shows, has brought the club to have a custodian on each show.

Nell Webb is doing some good work on the banquet and ball program. He line almost reached a total of 30 advertise-ments and is still working. Charlie Goss sent in application of John and Maurice Fabick, of St. Louis. Don't forget the schedule for convention week in Chicago.

MO. SHOW WOMEN

(Continued from page 35)
mittie reported that Virginia Laughlin is still seriously ill, while Lora Potter, secretary, Pearson Shows, is not very well.

President pro-tem Allen asked Ethel Hesse and Beatrice Giuliani to serve on the entertainment committee in place of absent and sick members. New members approved were Be. Kyles, Dorothy Bloom, Thelma Frenzel and Emily Freudenheim. At close of business the International Association of Showmen invited members to partake of a luncheon.

WANT PHONE MEN

To handle ticket sale for Moose Charity BALL to be held on December 21st. Men in this vicinity who can sell tickets and who know their business get in touch with me immediately. HARRY E. WILSON, General Chairman, Moose Charity Ball, 212 E. Fourth St., Jacksonville, Fla.

Wholesale

Dolls

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

Milwaukee D. A. Refuses Warrants Against Six Operators of Fraternal Bingo Games

"Real incubators of law and order in community," Steffes tells chief

MILWAUKEE, Nov. 18.—Bingo fans chalked up a victory here last week when District Attorney Herbert J. Steffes, in a nine-page letter to Police Chief Joseph T. Kluhnsky, refused the latter's request for warrants charging six operators of fraternal bingo games with violation of State laws.

Simultaneously with Steffes' refusal to issue warrants came the announcement that bingo players and owners of halls where bingo is held had dropped plans to fight the halting of games where profits go to charitable, civic and patriotic organizations. A spokesman for players and hall owners said the groups were prepared to take the fight to the State Supreme Court if necessary.

The furor came when the chief of police sought the arrest of six operators, taking action on the basis of a decision by Circuit Judge Charles L. Arons that bingo in public halls violated the law. The defendants of bingo rights, it was reported, raised a "war chest" and selected Max Raskin as attorney to fight the ban.

However, at this time Raskin can take no action until the injunction against bingo is handed down in the case against the owner of Bahn Frei Hall, Benjamin J. Miller, attorney for the anti-bingo group, said papers would be completed so the injunction ordered by Judge Arons could be handed down soon.

Defense Mapped

Raskin filed as soon as the injunction against bingo at the Bahn Frei is issued he will go to the State Supreme Court with the matter. "Bingo cannot be so immoral or the community would have outlawed it," he said. "I think the best way of morals is the habits and customs of the community. However, there should be no discussion no matter the final outcome of this case."

District Attorney Steffes observed in the first part of his letter that Chief Kluhnsky, in seeking warrants, had apparently been motivated by the decision of Judge Arons.

"I do not feel that your request for

invocation of serious State warrants for violations of State laws is the indicated or appropriate procedure in the instant cases presented to me," Steffes wrote.

The district attorney also cited in his letter that since January 1 over 100 cases involving violations of other State laws had not been referred to his office but had been tried under less severe city ordinances. He also stressed the fact that there were a great many laws on the statute books which could be enforced but that the enforcement would only keep the city in a turmoil.

Referring to the request for six warrants against bingo ops, Steffes said: "I am dubious to the point of disbelief that such prosecution could be successful in a trial before a jury of 12 citizens of this community."

Police Policy Hit

"We (D. A.'s office) cannot reconcile such practice of your department with your current demand that serious State warrants should be issued against sponsors affiliated with bona fide charitable, religious, fraternal veterans' or benevolent organizations, operating bingo games for charitable or benevolent purposes. I am very frank to state that I do not consider the game of bingo so conducted as serious."

Steffes also pointed out in his letter that for 25 years law enforcement authorities of this jurisdiction, under an opinion of a former city attorney, have permitted and approved games conducted by fraternal, religious, civic and veteran organizations when proceeds went to fraternal, religious or benevolent purposes.

"So far as I am concerned," Steffes wrote, "until the playing of bingo becomes more than a pastime or means of raising money for charitable or religious purposes, I am satisfied with the present status. I for one am satisfied that public morals are quite safe in the hands of bona fide religious, charitable, fraternal or veterans' organizations."

Uphold Law, Order

"Fraternal halls under supervision of our ministers and priests and clubhouses and other reputable places of public assemblage inhabited by our good citizens are the very specific against crime. They are the real incubators of law and order in our community."

Police warrants had been sought against Victor H. Manhardt, secretary

Other items introduced in the past two weeks which should move on hot-take cards include the Powerflo Batteryless Flashlight; Zipbeare and Snippe, offered by General Transformer Corp.; dry shavers offered by Deane Sales Co. and Stan-Hear Corp.; clipper-ship lamp, offered by Wisconsin De Luxe Corp. and the new electric clock offered by Evans Novelty Co.

We all know that most of the boys went cold on dry shavers more than a year ago. However, there still seems to be enough life left in these gadgets for a play around the holidays. We believe that women will still shell out in the hope of getting one for the husband or the boy friend, and cards placed now should pay good dividends before the season is out.

Operators working office buildings may be interested in a new staple, the Igloo Electric Pencil Sharpener. Item is beautifully styled and is motor driven. As the name implies, it is shaped like an Eskimo igloo and claim is made that it sharpens pencils better and quicker than the hand-crank type. All you have to do is drop a pencil in the top of the

(See DEALS on page 55)

Wisconsin editor praises stand—urges other D. A.'s to follow example

of the Eagles' Club; Louis Hochstet, chairman of Henry J. Schaefer Post No. 2923, Veterans of Foreign Wars; Edward Lederhaus, acting chairman of Collins-Moyer Post No. 2903, Veterans of Foreign Wars; Ernest R. Bryant, secretary of Pilgrim's Club; Mrs. Mary Hunt, trustee of Gem Rebekah Lodge at the Odd Fellows' Temple, and Harry Jankowski, promoter and caterer of games at the temple.

Broughton Takes Stand

C. E. Broughton, editor of a Sheboygan newspaper, who publicly criticized a decision here by Circuit Judge Gustave G. Gehrz, which prohibited operation of four bingo games at the Midsummer Festival last July, in an address before the Eagles' picnic at Taylor Park vigorously attacked the banning of bingo at picnics and other public gatherings sponsored by taxpayers, took the opportunity to again defend the game. He commended Steffes' stand in an editorial. The editorial follows:

A Real Public Servant

"District Attorney Herbert J. Steffes, of Milwaukee, refuses to be the goal in a campaign against bingo and similar games when operated under control of churches, fraternal and social organizations.

"In a statement to the police Saturday in Milwaukee he said:

"The happiest and most contented community is one unoppressed by technical prosecutions. Bringing into court numbers of responsible citizens and branding them with the same stamp reserved for real criminals tends to break down public respect for law and enforcement. Parish halls, under the supervision of our ministers and priests, and our clubhouses and other reputable places of assemblage, far from being breeders of vice and crime are the real incubators of law and order in our community."

"There is a district attorney who not only senses his real duty but is not afraid to state his position clearly and concisely. The essence of this statement is that you can easily understand (See D. A. Refuses Warrants on page 55)

Cincinnati Bingo Draws 2,300,000

CINCINNATI, Nov. 18.—Bingo in Cincinnati drew 2,300,000 in the past year, 200,000 more than had been estimated. During the summer it easily outdistanced baseball as a major attraction, it was revealed recently in a report filed by Police Chief Weatherly to City Manager Sherrill.

There has been a steady upward trend throughout the year in local bingo popularity, as reflected in reports by the police department, which are required by city ordinance, Chief Weatherly said.

Chief Weatherly said that during the baseball season bingo attendance was 1,108,095. In the same period the Reds' games at Crosley Field, including the World Series, drew paid attendance of 984,854 or 123,241 less.

During October 218 bingo games drew 243,917, a new record. Number of participants was 5.4 per cent larger than for August, the previous high, and receipts were greater by 3.6 per cent. Receipts from October bingo games totaled \$195,993.61, an average net cost per player of 61.1 cents.

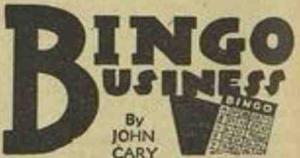
Predict Dolls, Stuffed Animals Coming Back

NEW YORK, Nov. 18.—While dolls and stuffed animals haven't been unusually popular for several years, manufacturers are predicting they will stage a strong comeback this year. This fact should be of interest to bingo and salesboard operators and prize users in general, who are looking for Christmas items.

Also many stand-by will return to the market, numerous new models are being introduced. The trend of movies toward films appealing to children will have a decided influence on the market, with dolls designed as Pinocchio, Gulliver characters, Scarecrow, Tin Woodman and Baby Sandy destined to make a big splash. Of course, Donald Duck, Charlie McCarthy, Mortimer Snerd, Mickey Mouse, Popeye and Olive Oyl dolls will again be on the market and will give characters from new movies a run for their money.

One New York manufacturer is predicting big things for the Bunky doll, a new creation by his firm. The item is 14 inches high and has a washable face. It is designed to appeal to children, and during the few days it has been on the market has definitely shown indications of being a smash hit.

Boudoir dolls 32 inches high are being pushed by another local firm. The dolls appeal to adults and are dressed in styles of the 18th century and bedecked in silks and satins. Officials of the firm believe the doll will be a good draw at prize games.



The popularity of bingo is based upon the fact that the game has so many angles to it, allowing seasoned operators unlimited opportunity to vary the game. The fact that it is a game which appeals to all is another reason for its top position as an amusement.

THIS BRINGS us to a recent new item about the City Hall Dancing and Bingo Society, of Pittsburgh, which sees to it that pay rollers enjoy night life the democratic way. The society, which has many ward chairmen as officers, arranges for games in each of the city's 32 wards. This form of organization has possibilities of being one of the greatest community spirit producers on record. It also gives people an unusual chance to

(See BINGO BUSINESS on page 55)

CHRISTMAS MERCHANDISE THRU THE YEARS

By SAM ABBOTT

Watch for this article in the

Christmas Number Of The Billboard

Dated December 2

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

FEAR

By BEN SMITH

Each new issue of *The Billboard* strengthens the impression that from now until Christmas operators will have little trouble finding appropriate merchandise to work. Additional items are coming thru regularly and for a change the old wail "Is there anything new?" can be put aside for a much-needed rest.

A couple of weeks ago an old favorite was reintroduced in new dress—the Knight-in-Armor Lighter. Remember what a hit it was not so far back? Now priced so that it may be offered effectively on a deal with a take of around \$10 or \$12, it should click again. It's a natural as a gift item.

YES IT WILL BE A

Merry Christmas

If you do your buying from our Big Holiday Bargain Circular! 65 Sensational values in Silverware, Radios, Appliances, Clocks, Watches and Novelties at startling low prices. Get on our mailing list! You'll save money! Write to . . .

Evans Novelty Co.

800 Washington, CHICAGO, ILL.

FURS! FURS! FURS!

Seidel Offers BIG VALUES

In Beautifully Illustrated Catalog, Showing All the Latest Styles in COYNE, FINE, COCO LETHES, Front B.O.U.T.R.E.S., ETTES, MUSK, RATS, GENUINE, US-SOUFFRELS, CARACUS, PERSIANS, Etc. Also Scarfs and Jackets. Also Scarfs and Jackets. Lowest Prices. Start the Season Right. SEND FOR CATALOG TODAY. IT'S FREE.

SALESCARDS \$6.00 Per 100

M. SEIDEL & SON
243 West 30th St., N. Y. O.SENSATIONAL OFFER
LADIES' BAGUETTE WATCH
With 50 Sparkling Fac-Simile Diamonds

SPECIAL No. 150—HIGH GRADE 15 J. Rhod New Movement. Guaranteed for accurate time for 3 years. Mailed from a \$300 Article. \$5.95 in Lots of 100 Each. \$1.85 Ladies' WRIST WATCH—J. Rhod. Can. Wonderful Premium Item. Boxed. Complete. Each \$1.85

25% Deposit. Balance C. O. D. SEND FOR CATALOG CONTAINING COMPLETE LINE OF WATCHES AND JEWELRY. FRANK POLAK, NEW YORK CITY. 72 Bowery.

REAL OPPORTUNITY
for Right Man—

We want a man who has had extensive experience in merchandising Premiums—Carnival and Concessions' merchandise. Must be familiar with first sources for this type of merchandise—Must be able to compile catalog and possess executive ability to manage entire department. You may write in confidence—Tell all about yourself.

BOX D-33

The Billboard, Cincinnati, Ohio

REPEAT ORDERS ASSURED BY OUR
FUR COATS FREE CATALOG

Our latest and greatest catalog is now ready with smartest fall models in Coats, Scarfs, Capes, Jackets (80 varied money makers). All GENUINE Furs, all styles, all sizes. Our increasing business proves that our line has highest value. Guaranteed satisfaction or money refunded in 3 days. Same day delivery. 25% Deposit. Bal. C. O. D. LOWEST PRICES.

H. M. J. FUR CO.
150 W. 28 ST.
N. Y. C.WATCHES ELGIN OR WALTHAM
RESULT

GUARANTEED LIKE NEW

MEN'S WRIST AND Pocket Watches \$2.95

20% WITH ORDER, BALANCE C. O. D. Write the Catalog at other MEN'S and LADIES' Watch Bannels.

JOSEPH BROS., Inc.
55 E. MADISON STREET, CHICAGOPopular
Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Future Photos

Operators of strip cameras and streetmen will welcome announcement of the introduction of future photos. Nelson Enterprises reports. Thru a simple process, photos of the future husband or wife may be produced in a jiffy. While the method is similar to the old future photos that were consistent sellers for years, they are now up to date. No more ridiculous pictures of individuals taken with funny hair dresses and old-fashioned clothes, but snappy photos of people as they appear today. The sheets are cut into small squares and plainly marked on the back to avoid confusion. All that is required is to place one of the squares in a spectator's hand, add a few drops of water, developer and there is the future spouse. Large assortment of characters, male and female, is available. With the streets to be crowded with Christmas shoppers, the boys are urged to stock up now and make some money. New low prices are in effect, the firm reports.

Shaver by Underwood

Appealing to those who want an individually and attractively packed electric razor, Deane Sales Co. announces that its Underwood electric dry shaver with ivory rubber grip fills the bill completely. The razor has the exclusive Underwood double-action cutting head, multi-way beard pick-up, distinctive streamlined design, precision built motor, pilskin pouch and lifetime guarantee. Motor is self-starting, offers no radio interference and operates on 110-120 volt, 60 cycle AC current. Head is self-sharpening. This is the first time, the firm reports, that a dry shaver of distinction priced to meet requirements of the average man with exclusive Underwood features that are equal in quality and performance to any shaver selling for many times the low cost of the item has been placed on the market.

Electric Pencil Sharpener

A new streamlined electric pencil sharpener is scoring high with both prize users and specialty men. P. A. Smith Mfg. Co. reports. It is an attractive dome-shaped device, finished to blend with the finest desk fittings. Just drop a pencil in the top of the dome, press a button and in a jiffy there is a keen writing point. Because it has such universal appeal and is low priced, it is ideal for gifts, premiums or prizes, the maker states.

Greetings Signs

A number that is sure to make money for agents and canvassers is the new holiday greetings sign, 9 1/4 by 12 1/4 inches in size, H. Hirsch Co. reports. It is said to be different from anything yet introduced and comes in crimson red and holly green on a chromium silver metal front cardboard. The color scheme gives a sparkling effect. It is said. Every store owner and housewife is a prospect. New quantity prices are offered to those ordering early, the firm reports.

Map of Europe

Streetmen are offered an unusual chance to make some cash with a new and authoritative war map of Europe, B. & N. Sales reports. The map is 21 by 34 inches in size and is printed on heavy stock. Firm reports that supply is limited and boys who want to get in on the ground floor will have to order immediately. A new map catalog is available, the company states.

New Electric Clock

The announcement of new reduced prices on the swinging pendulum electric clock is being well received by prize

Your Cost \$1.00 EACH COMPLETE

IN LOTS OF 50 OR MORE

SPEEDEX

CANDID TYPE CAMERA

TO RETAIL FOR ONLY

\$2.98 A Genuine \$5.00 Value!

YOUR PROFIT \$1.98

FREE! Newspaper Mats, Electros, Counter Displays.



A NATURAL FOR CHRISTMAS SALES!

EASY TO SELL AT THIS LOW PRICE—EASY TO PROFIT ON THIS AMAZING LOW COST!

- Graf Meniscus 50mm lens. Fixed focus—easy to operate.
- Double lens eye-level view finder.
- Time exposures and snap shots.
- Compact—5 1/2" wide, 3" high, 2 1/2" deep.

The Speedex is a quality Candid Type Camera with features equal to those retailing for 50% more!

- Uses standard vest-pocket film, Kodak 127 or Agfa 8.
- Produces 16 pictures per roll, 1 5/8 x 1 1/4 in.
- Sharp detail of pictures makes for good enlargements.
- Sturdily built. Ultra-modern design. Metal parts chrome finished.

You'll Make More Sales and More Money with SPEEDEX... Right Now and from Now On! CHECK THE SELLING POINTS . . . CHECK THE MARK-UPS and

RUSH YOUR ORDER NOW!

Price in Lots of Less Than 50, \$1.10 Each

25% Deposit With Order, Balance C. O. D.

DEANE SALES CO. 134 WEST 32ND ST., NEW YORK, N. Y.

JUST OFF THE PRESS.
CATALOG No. 40. WRITE FOR YOUR COPY NOW.
ALL PRICES REDUCED. BE SURE AND MENTION YOUR LINE OF BUSINESS.
MIDWEST MDSE. CO., 1010 BDWY., KANSAS CITY, MO.

MOTOROLA

Triple Play
PORTABLE RADIO
NATIONALLY
ADVERTISED

- PLAYS ANYWHERE
- INDOORS OR OUTDOORS
- ON AC OR DC INDOORS
- ON SELF CONTAINED BATTERIES OUTDOORS

Penetralion in performance. Superhydrodyne circuit. Uses new low drain tubes for long life battery operation when outdoors and with switch over for AC or DC operation for use indoors. Marvelous tone.



NEVER BEFORE AT THIS PRICE

Nationally advertised—Nationally Famous Motorola Models 41-H, 3-power portable. First offering for premium use—and what a value! Plays anywhere, outdoors on long-life self-contained batteries—indoors, direct from AC or DC house current. Requires no aerial or ground. Sentinalion Circuit gives 8-tube performance super selective, with full 8-inch speaker. Airplane baggage type case, 12 1/2 x 8 1/2 inches. Rush your sample order. . . . 25% Deposit on C. O. D.

WRITE, WIRE OR PHONE YOUR ORDER—NOW!

D. A. PACHTER COMPANY
MERCHANDISE MART CHICAGO, ILL.

\$14.95

Complete With Batteries
F. O. B. CHICAGO
National Premium RepresentativesTHE LAST "WORD" IN YOUR LETTER TO
ADVERTISERS, "BILLBOARD"

NEW — BEAUTIFUL — DIFFERENT

The Hamilton Marine Lighter

never lets you down whether you use it as a gift item—as a premium—or as a sales stimulator. Just turn the wheel and it lights! 5 in. high. Bright chrome finish.

Retail Price **\$2.95**



You Can Depend on the **HAMILTON**

'Knight in Armor' to bring you BUSINESS and PROFITS. Decorative as well as useful. Just press the helmet — and it lights! 10 in. high. Rich satin finish Armor.

Retail Price **\$3.95**



AVAILABLE AT ALL ESTABLISHED WHOLESALE DISTRIBUTORS at Profitable Discounts!

Manufactured in U. S. A. by

Hamilton Art Metal Corporation

230 FIFTH AVENUE NEW YORK

users, especially bingo and salesboard operators, Evans Novelty Co. reports. The clock is a modernization of the old tambour mantel style. The curved uprights and pyramid base are fashioned of gumwood with a dull-satin-gold finish, giving it a rich appearance usually found in only expensive clocks. It has a Howard precision-made electric movement. Clock has large numerals on five-inch silvered dial and is 17 1/2 inches long and 9 inches high. It comes ready to operate on 110-volt, 60-cycle electric lines, the firm reports.

Desk Elephant

With a political campaign year just ahead, the symbolic elephant of the Republican Party is making its appearance in streamlined models as desk ornaments. Only recently introduced, A. D. Cookson reports heavy orders. The model is made of white cold-mold plastic. In the elephant's trunk is a log on which is inscribed the word Constitution. On the base of the elephant appears the words "Life Begins in '40," and on the back is printed the story of the symbol. Item is also designed in two coat lapel models and in metal automobile bumper glass and offers unusual opportunity to streetmen and prize users, the firm reports.

Suction Sign Holder

Streetmen, canvassers and demonstrators are again making money with the suction clip holder as merchants are displaying Christmas signs, Gordon Mfg. Co. reports. The item, which has a "thousand different uses," may be used for hanging signs, posters, menus, price cards, bulletins and advertising on glass, and also obtains unusual effects in window displays. It may be firmly attached to any smooth surface in an instant. Firm also carries Bakelite sign stands, Siskittite clock hangers, menu holders and suction grip ash receivers. Shipments are made promptly and workers are urged to take advantage of new prices now in effect, the firm reports.

Novelty Punching Bag

A new come-back punching bag is proving a sure-fire novelty, Bomber Punching Bag Co. reports. Bag inflates to 20 inches in circumference and is tied around the neck with a come-back rubber adjustable to the proper length. Item is indorsed by eye specialists and physicians for its value in improving health and alertness, the firm states, and the come-back idea has made the punching bag number coveted by children.

California Fruit Bowl

Goldwyn Co. reports that orders are coming in rapidly for its new California Fruit Bowl, which denotes that the demand for the item is certain to be high during Christmas holidays. Item consists of three-piece chromium set filled with a pound of California glazed and stuffed fruits. A sales plan is offered free with each set. Operators are getting good response with the item, Goldwyn says, and the boys are advised to order now and take advantage of new low prices.

MECHANICAL WINDUP TOYS

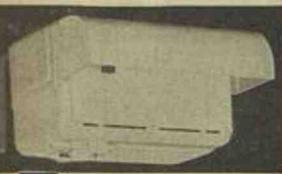
- B15X46—Mechanical Monkey, metal plush covered, case 6 in. in height, \$1.90 Dole.
 - B15X47—Mech. O U Dog, \$2.25 Dole. \$38.00 Gross.
 - B15X10—Mech. Hand Car and Tracks, Old-look, Boy on Car, \$3.25 Dole. \$38.00 Gross.
 - B15X40—Mech. Kenzo, opens and closes mouth, \$2.00 Dole. \$22.95 Gross.
 - B15X45—Mech. O U Walking D. Gr. Dog, white plush, wags its tail and walks, \$2.50 Dole. \$29.50 Gross.
 - B15X47—Mech. Chicken in Cage, press top of cage and chick walks on wheel, \$2.00 Dole. \$22.75 Gross.
 - B15X48—Mech. O U Dog, black plush, wags its tail, nods head 1.13 10.80
 - B15X49—Mech. O U Dog, black, larger in size, same as above, 1.65 18.00
 - B15X50—Mech. Sam the Orchard, stick over head, \$2.25 24.00
 - B15X51—Mech. Bicycle Rider, wheel bike, boy moves feet just like real rider, 2.25 24.00
 - B15X52—Mech. Scooter Bike, Whirls and twirls. Wind up and it goes, \$2.00 22.50
 - B15X53—Mech. Hawaiian Dancer, Metal and celluloid composition, Dance the Hula Hula, Size 8 1/2, 2.00 22.50
 - B15X54—Mech. Indian Brandy, Horse and Rider, When wound horse bucks and Indian moves, Size 6 1/2 x 4 1/2, 2.25 24.00
- Special Introductory Assortment No. 847 at Above Numbers, Gross Each (12 in. Full) Sent Parcel Post Prepaid for \$2.00. Mention Your Business. Write for Retail Catalogue 305 and 306 on Request. Mention Your Business. Write for Retail Catalogue 305 and 306 on Request.

JOSEPH HAGN COMPANY
"The World's Bargain House"
217 & 223 W. MADISON ST., CHICAGO

Just received from Europe a big shipment of **Porcelain Brick a Brac**

Shoes, Flours, Waxes, Powder, Ben. Bon and Jewelry Boxes, etc. Very beautiful, running in price from \$2.40 to \$24.00 per doz. Complete illustrated price lists mailed on application.

LEO KAUL IMPORTING AGENCY
115-119-K South Market St., Chicago



THE SEASON'S BIGGEST HIT!!

WRITE WIRE NOW **\$9.45** EACH Ivory or Walnut

LIST PRICE \$16.95 BED LAMP AND RADIO

"SLUMBERTIME"

Here is something that comes only once in a lifetime! Dynamic Speaker... Six-Tube Performance... New Tubular Lamp for Reading... It has everything a winner needs... Quality... Utility... Novelty... Compact... If it's action you want, send for your sample at once and get on a winner... You will be amazed at the results received on any deal.

TERMS—1/3 DEP., BAL. C. O. D., F. O. B. CHICAGO

ACE PRODUCTS CO.

1957 OGDEN AVE. CHICAGO, ILL.

SPECIAL VALUES

Elgin and Waltham RB and GUARANTEED
O Size, 7-Jew., Star Case, \$3.00
12-Str. 7-Jew., Gold Color, 2.75
16 Size, 7-J., Gold Color, 2.75
Red. 5-J., Gold Color, 2.75
Fr. Chain, \$2.25. Pocket Watches with Keystone Case, 25c with Bal. C. O. D. Sample \$50 Extra.

M. FRIEDMAN - 74 FORSYTH ST. N.Y.C.

START YOUR OWN BUSINESS!

FREE! SILK LINED TIES, 15.00 Gros. 1.50 Dole. Custom Made Ties, 18.00 Gros. 1.80 Dole. NEW FALL LINE fashion: Head and Machine-made Ties: Jersey Bluff, and Kerchief Sets.
Multiple Tie and Jewelry Sets; NEW Style-On The Fall and Holiday trade is waiting for you. GET STARTED NOW!

EMPIRE CRAVATS
22 West 21st St., Dept. H-26, New York, N. Y.

FAST-SELLING MECHANICAL TOYS
... at New Low Prices

No.	Description	Deem	Gross
No. 2262	Large Crawling Baby Doll	\$1.50	\$17.50
No. 4043	Small Crawling Baby Doll	.80	9.00
No. 4044	Large Cat-Dog With Sock	1.25	12.00
No. 4038	Small Cat-Dog With Sock	.80	9.00
No. 2263	Jumping Clown	1.50	15.00
No. 4037	Monkey With Comb and Brush	1.60	13.00
No. 4036	Monkey With Hat and Bouquet	1.60	13.00
No. 4045	Dancing Cereb	.65	7.20

Make big money this season! Send for Free Copy of our big General Catalogue Today!

KEEP AMERICA OUT OF WAR

Peace and patriotism are in every real American's heart. Everyone who sees this patriotic button made in American colors, red, white, and blue, wants it on his shirt. Unquestionably America's best seller! Cash in now! Send 10c for sample and quantity prices.

WESTERN BADGE & NOVELTY CO.
402 No. Exchange St. at 5th St. Paul, Minnesota

BULOVA - GRUEN - ELGIN - WALTHAM

2,000 ON HAND POSITIVELY LOWEST PRICES

Wrist & Pocket Watches FOR LADIES AND GENTS Reconditioned. Guaranteed Like New. 1940 Styles now available. Write for Free Catalogue.

NORTAN ROSEN
801 SANSON ST. Wholesale Jeweler PHILADELPHIA, PA.

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

Thank You for Mentioning The Billboard.

CLOSING OUT MECHANICAL TOYS WHILE THEY LAST

Number	Description	Per Gross
2341	Monkey Shines, Hat-Tipping Action (New)	\$ 9.75
2447	Dancers, Ballet and Girl Doing a Little Dance	16.00
2325	Stunt Flyer, Loop the Loop Airplane	15.00
2405	Trained Seal, Doing a Balancing Trick	9.75
2446	Symphony Band, Orchestra Leader Action	19.25
2327	Tubby Cat, Running Out With Green Eyes	10.80
2384	Donkey Clown, Juggling a Box—Standing on Mule	19.25
2448	Waltzer, Boy and Girl Doing a Waltz	7.20
2483	Crawling Baby, Real Crawling Action	17.50
2481	Pigeon 'Em Dog, Sooty With Bone in Mouth	18.00
2443	Mechanical Porcupine, Wobbling Action	18.00
2486	Crawling Baby, It Crawls Like a Real Baby	9.00
2480	Whim Cowboy, Lariatting Cowboy on Bronco	18.00
2432	Waltzer, Boy and Girl Doing a Waltz	18.00
2432	Whimsy, Costumed Walking Man With Cane	19.80
2326	Poor Pelt, Colored Boy Eating Watermelon, Dog at Pans	19.80
2342	Oh-U-Do, Runs and Weeps Its Tail	9.00

25% Deposit Required on All Orders—No Exceptions. All of the Above Subject to Prior Sale.

WISCONSIN DELUXE CORPORATION
1902-12 NORTH THIRD ST., MILWAUKEE, WISCONSIN

Holiday Goods--Big Profits!

25 XMAS CARDS WITH ENVELOPES—UNUSUAL VALUES!
SEND 69c FOR 3 SAMPLE BOXES.
Xmas Wreaths, Beads, Ribbons, Turkey and Push Cards, Porcelain, Electric Clocks, Lamps, FREE CATALOG. Hundreds of Real Items for Wagon Sales, Gift, Christmas & House.

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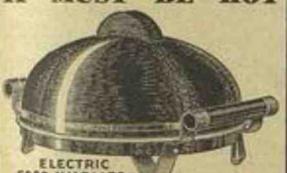
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Each in an Envelope. Retail for 15c Each and Up. Sample Prepaid 10c.
DOZEN 65c—GROSS \$7.20
1939 XMAS CATALOG NOW READY. SEND FOR FREE COPY. FULL LINE OF XMAS TREE BULBS, TREE LIGHTS, XMAS CARDS, etc.

BENGOR PRODUCTS CO.

578 BROADWAY, NEW YORK, N. Y.

15,000 SOLD to one company IT MUST BE HOT



ELECTRIC FOOD WARMER
ELECTRIC FOOD COOKER
A household necessity. Comes in gay colors, red or blue. Used on gas or electric. Cooks 2 plates and packed with one pound of delicious home-style chocolate.
Each In Case Lots (4 to Case)
Only \$1.95

Sample \$2.25
FREE: With Each Unit 50-Note Card, to be 10c. Takes in \$6.45.
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Lowest Prices. Sample, \$1.35. Postage Prepaid. EASTERN MILLS, EVERETT, MASS.

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WALTHAM WRIST WATCHES
ES. O Size, 74. Strap and box with price tag.
Lots of \$3.00 Each
POCKET WATCHES
12 1/2, 74 Elgin and Waltham Knit Edge \$3.25
10, 74 Elgin and Waltham Knit Edge \$3.25
10, 74 Elgin with New Yellow \$2.25
10, Elgin, New R. R. Each \$2.25
Elgin, 74, Lots of 6, Each \$1.75
Same—12 1/2, Lots of 6, Each \$2.25
74 Elgin and Waltham, New \$2.50
New—12 1/2, Yellow Case, Lots of 3, Each \$2.50
Same—12 1/2, Yellow Case, Lots of 3, Each \$2.25
Ladies' Diamond Rings, Yellow 10K, Lot of \$3.00
Special Price—Quantity Sales, 25% Deposit.
Illinois C.O.D. Sample 50c Extra. Send for Catalog.
N. SEEDMAN 179 Canal Street, New York, N. Y.

BINGO BUSINESS

(Continued from page 52)
play bingo and receive worth-while merchandise prizes.

LETTERS still pour in about new games planned. Vincent Zirbes pens from Montana: "I am now making plans to open an indoor bingo game using merchandise prizes and would like to have additional information as to how to operate more successfully, as this is my first attempt to work indoors."
Thanks for your letter. Information regarding the operation of bingo is being mailed you.

BINGO operators report that as the holidays approach their headaches are being eased in several ways. They are getting new prize merchandise and the public is in a spending mood. Those who have been in the business for some time realize that the weeks just before Christmas are among the best of the year to increase takes and are lining their shelves with worth-while merchandise, giving players a chance to secure many Christmas gifts. Electric razors and parts, presses, two good items, are already showing indications of being top numbers this year.

WINTER is an asset to the counselor, for there are many good items that can be pushed. Fur coats, chubbies, boleros and scarfs will delight any woman. Bingo offers people of the middle income class unusual opportunity to own fur coats and the boys realize that by offering them early in the season they can turn the item over several times. What's more, some exceptional values are being offered.

DEALS

(Continued from page 52)
dome, press a switch and in a few seconds you have a smooth, easy-writing pen. Because of its convenience and because it is radically different from any sharpener on the market it should go well in the office trade.

Another item which may make a comeback for the holidays is the illustrated tumbler. When first introduced in the strip tissue glass series they were hot as all-get-out and everyone went for them. Now with the gigantic publicity build-up for Walt Disney's new feature Pinocchio and a Pinocchio glass series on the market, there should be a new run which operators should be able to cash in on. In addition to the latter, Gulliver tumblers, each with a character from Paramount's new technicolor cartoon Gulliver's Travels, are also being offered. There will probably be many others.

HAPPY LANDING.

D. A. REFUSES WARRANTS

(Continued from page 52)
public respect for law enforcement if you become radical or fanatical. That was

LARGEST AND BEST ASSORTMENT OF MECHANICAL TOYS



Plush Covered. Each in a Box. Popular Sellers.
No. B30N14—O. U. Dog (Large)
Gross \$7.50; Dcs. 70c
No. B30N17—O. U. Dog (Small)
Gr. \$15.00; Dcs. \$1.35
No. B30N18—Running Seattle Dog.
Gr. \$18.00; Dcs. \$1.60

Celluloid Figures on Metal Stand. Made in Two Sizes.
No. B40N105—Dancing Couple (Small).
Gross \$7.20; Dcs. 65c
No. B40N106—Dancing Couple (Large).
Gross \$16.00; Dcs. \$1.60



Celluloid Figures, Very Realistic in Action.
No. B30N100—Dog With Shoe (Small).
Gr. \$7.20; Dcs. 65c
No. B30N101—Boy With Dog (Small).
Gr. \$8.50; Dcs. 75c

Real Lifelike in Appearance and Performance. In Big Demand.
No. B30N20—Monkey Combing Hair.
Gross \$18.00; Dcs. \$1.90
No. B30N10—Barking Monkey.
Gross \$18.00; Dcs. \$1.60



Colored Celluloid. Winding Causes Duck to Shake Frog.
No. B30N17—Duck With Frog (Small).
Gr. \$8.50; Dcs. 75c
No. B30N18—Duck With Frog (Large).
Gross \$8.50; Dcs. 75c

Mechanical Bears. Very Amusing When in Action.
No. B40N158—Dancing Bear.
Gross \$15.00; Dcs. \$1.35
No. B30N20—Panda Bear With Ball.
Gross \$18.00; Dcs. \$1.60



Made of Metal, Finished in Bright Colors. Runs Along and Makes Loop the Loop.
No. B30N18—Turn-Over Plane.
Gross \$8.50; Dcs. 75c

Cloth Covered, Metal Figure. When in Action Performs Continuous Somersaults.
No. B40N151—Tumbling Clown.
Gross \$8.50; Dcs. 75c
No. B40N73—Donkey.
Gross \$21.00; Dcs. \$1.50
No. B30N1—Elephant.
Gross \$21.00; Dcs. \$1.90
No. B40N74—Clown.
Gross \$21.00; Dcs. \$1.90
No. B40N62—Penguin.
Gross \$21.00; Dcs. \$1.90
No. B40N80—Mummy.
Gross \$21.00; Dcs. \$1.90



It's New—The Rumba Girl. Plenty of Action. A Hot Seller.
No. B30N31—Rumba Girl.
Gr. \$18.00; Dcs. \$1.80

Giant Size, 5 Inches Long. The Best Demonstrating Toy on the Market.
No. B30N27—Walking O. U. Dog.
Gross \$24.00; Dcs. \$2.10



No.	Description	Per Gross	Per Doz.	Per Doz. Dcs.
B40N75	Picking Bird	3	9.00	9.55
B40N16	Man Balancing Hat	7.20	.65	
B40N15	Cowboy with Lariat	7.20	.65	
B40N19	Clown Handstand	7.20	.65	
B40N10	Clown on Carriage	7.20	.65	
B40N17	Metal Dancing Monkey	8.50	.75	
B40N138	Mule Dancer	8.50	.75	
B30N16	Running Monkey	8.75	.75	
B40N18	Cowboy on Horse	16.50	1.50	
B30N22	Man with Geometrical Kite	18.00	1.60	

TWO SCOTTY DOGS
No. BIN30 Per Gross Sets \$14.40
Per Dozen Sets 1.25
ELEPHANT AND DONKEY
No. B1N41 Per Gross Sets \$14.40
Per Dozen Sets 1.25
MIEN OF WAR
Two Soldiers Fighting. Act Same as Dog.
No. BIN46 Per Gross Sets \$14.40
Per Dozen Sets 1.25

N. SHURE CO.
200 WEST ADAMS STREET, CHICAGO, ILL.

demonstrated in the prohibition era, when a law was placed on the statute books that did not have the moral support of the great masses.
"Every once in a while someone of a fanatical turn of mind devises some means for humiliating the people. It is so with these various games that are conducted by the churches and fraternal organizations, each planned to raise funds that some worth-while movement can be fostered. To say that bingo breeds disrespect for law is far-fetched.
"District Attorney Steffen takes the position that a lawless element can work injury even with innocent games, while

WALTHAM & ELGIN POCKET WATCHES
Yellow Engraved Hunting Case, with Yellow Chain, \$9.95
Silver, R. R. movement.
25% Dep. Bal. C.O.D. SEND FOR FREE ILLUSTRATED JEWELRY CATALOG.
PLYMOUTH JEWELRY EXCH. 143 Canal St., New York, N. Y.
Tell the Advertiser in The Billboard Where You Got His Address.

WIND-UP TOYS ALL NEW AND ALL FAST SELLERS



The Toys Listed here are best sellers for Pitchmen, Window Workers and Demonstrators. 25% discount must accompany C. O. D. orders. Order from this ad. Postage must accompany each order.

BB33 Congo Ape	Doz.	Gross
BB40 Wacky Monkey \$.85	9.50
BB41 Giant Penguin 2.25	30.00
BB52 Crawling Baby (White)	1.50	11.50
BB54 Crawling Baby (Negro)	1.50	11.50
BB57 Tumbling Clown50	9.00

BB58 Prancing Penguin	Doz.	Gross
BB59 Concoited Monk \$.75	8.25
BB60 Leaping Airplane 1.00	11.50
BB74 Caring Cow 1.75	22.50
BB81 Dancing Couple (4 in.)25	5.50
BB82 O. U. Dog (Small) 1.75	20.00
BB83 Walking O. U. Dog 2.25	30.00
BB87 Pop-Pop Boat75	8.50

15 ITEM ASSORTMENT (One of Each of Above Items), \$1.02

LEVIN BROS.,

Terre Haute, Ind.

a lawful element can utilize the same games and be off law abiding.
 "Our hat is law to District Attorney Steffes and every district attorney in the State of Wisconsin and every law enforcement officer who can distinguish between good and bad. Let us hope that the period of fanaticism is past for the time being."

to see how quickly objects may be shined with the patented cloth.

Radio Wire Television, Inc. formerly Wholesale Radio Service Co., Inc. announces that its new 64-page gift catalog is ready for distribution. Cameras and radio sets are especially appropriate gifts, the firm reports, and receive major attention in the book. Copies may be obtained free by dropping a postcard to the firm.

NOTES from SUPPLY HOUSES

Cadle Chemical Products, Inc., announces that its new catalog of cloths for cleaning and polishing metal, glass, wood, leather and auto is ready for distribution. The booklet also contains a sample Cadle Cloth for metal, which the manufacturer urges the recipient to use

HARTMANN'S BROADCAST

(Continued from page 46)

palace—he gets on his big knees and asks God for guidance and strength to carry on."

Well said, Mr. Ballard. Would that there were far more laymen and columnists like you.

15 Years Ago
 (From The Billboard Dated November 22, 1924)

Abner K. Kline returned to manager-owner ranks when he took over Pacific Coast Shows from G. W. Parker, retiring them Abner K. Kline Shows. Guy Woods, Peoria, Ill., was signed as billing agent of S. W. Brundage Shows. Otis L. Smith shows went into quarters in Auburn, N. Y. Joyland Exposition at Southeastern Fair, Atlanta. Arthur Hopper, Ringling-Barnum, a visitor, Met Edgar Neville, a former associate of mine on the old Wortham & Rice Shows. Caught the Ringling-Barnum performance in Atlanta. Ran into Walter D. Nealand, of Marks Shows, in managerie near the elephants. For a minute I thought he was one of them.

Clinton (N. C.) Fair proved satisfactory for Zeldman & Pollie Shows. J. F. Murphy, general manager, Nat Reiss Shows, was sporting a hat he won from Mike Donahue in an election bet. Mr. and Mrs. Louis Grasser closed with D. D. Murphy Shows in Poplar Bluff, Mo., and joined Schwabe & Wallack Shows in Arkansas. Harry Passer closed with Boyd & Linderman Shows and returned to his home in Jeffersonville, Ind. Former office man and secretary of Barkoot Shows, W. E. Freeman, was in business in Dublin, Ga. Ike Moon, vet showman, was seriously ill in Mayview (Pa.) Hospital. Carl Barlow, manager, and John Dunlea, general agent, Wonderland Exposition Shows, were touring the South. W. J. Tidwell was with the Georgia State Highways Department. H. H. Bein, carnival gladiator and winner of many street-fair booking battles, was touring Georgia towns in the interest of a proposed new carnival. P. Percy Morency was recovering from a serious illness in Royal Victoria Hospital, Montreal. Jolly Dixie Congress of Fat People closed a satisfactory season with L. J. Heth Shows in Birmingham, Ala. Yankum, Tex., proved a winner for Dodson's World's Fair Show No. 2 Unit. Vallejo, Calif., gave Snapp Bros. Shows lucrative results. Ride operator with Brown & Dyer Shows, Joseph Leese, 50, died November 9, at Roper Hospital, Charleston, S. C.

Extra Value! \$2.25 EACH



No. 88 8583 — Ladies' Bracelet Watch. Exquisitely styled 12 1/2 L. Chrome Case in aquamarine engraved design with beautiful link bracelet to match. Genuinely leveled movement. Each with attractive gift case. An amazing Big Value and which is limited. Here. Have yours NOW by ordering five Watches for \$25.00.

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 223 W. Madison St., Dept. "B" Chicago

FREE DEAL! HAMILTON LIGHTER

Retail Value \$3.95
 500 WALTHAM
 Double Edge BLADES
 Regular Price \$5.00

All For \$4.95
 Special Price net

GLITTER BLADE CO.
 230 5th Ave., N. Y. City



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ELGIN, WALTHAM, BULOVA

Renowned GENUINE MEN'S WRIST AND POCKET WATCHES. **\$2.95**
 Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.

LOUIS PERLOFF
 720 Walnut St., Philadelphia, Pa.

sonal bar and traps. George was brought home with both heel bones broken. He will not be able to do wire-walking until late in the spring. This happened 10 days before we were to go to San Diego for Eddie Gammel to play the Fourth of July date for the Fremmen's Circus. I did my steel bar and traps up 24 feet. Now I have my single streamlined aluminum rigging that requires no hooks or stakes. I can work 7, 12 or 18 feet up. This will be something to play clubs and stages that do not permit holes for any hooks."

HERE is a round-up letter concerning outdoor attractions which Paul Stevenson caught in the last few weeks: "Labor Day week I went to Vincennes, Ind., for a visit to my old friend and former associate, John R. Ward. John and I drove over to the Indianapolis fair and visited the Johnny J. Jones Exposition on Thursday. Jumped to Piqua, O., where I caught the night show of Cole Bros' Circus. Also caught Cole parade at Hamilton next day. Down south covering L. J. Heth Shows at Marietta, Ga.; Cumberland Valley Shows, at Jonesboro, Ga., and J. J. Page Shows at Lawrenceville. Spent several days with Bob Hickey, of Beckmann & Gerety Shows, at Southeastern Fair, Atlanta. Arthur Hopper, Ringling-Barnum, a visitor, Met Edgar Neville, a former associate of mine on the old Wortham & Rice Shows. Caught the Ringling-Barnum performance in Atlanta. Ran into Walter D. Nealand, of Marks Shows, in managerie near the elephants. For a minute I thought he was one of them."

WILLIAM F. HEWITT argues for more high-class circus street parades in a letter from San Diego. He writes: "I came across this statement in the October 21 issue of The Billboard: 'A street parade is an asset to a circus, but it must be first-class. And it helps the merchants in the towns.' This I think is 100 per cent the truth. We have not had many circus parades in recent years, but the appearance of the ones we have had has not been so good. Some of the tableau wagons have had an old and rusty look; in fact, some of them were used in circus parades 30 and 40 years ago. I do not know if it would be possible to have new parade wagons made nowadays or not; perhaps the makers of carved wagons have gone out of business. The fact remains, however, that unless a circus can put out a good parade there is no reason to give a parade at all. Moreover, all wagons in a circus parade should be drawn by horses, or in the case of small wagons and carts by pony hitchers, and the animals should be groomed properly. To see a tableau, cage or callope hauled by an auto truck in a parade looks like the devil. The day of big circus parades is probably over, but a circus parade can be a good one, even the not large. What is needed today are 20, 25 and 30-car circuses that will give a first-class parade in proportion to the size of the show. This, I believe, will save the circus. The Greatest Show on Earth doesn't need the street parade, but there is only one greatest show on earth, all others need the parade."

Merchandise Manufacturers and Jobbers

The Christmas Special Number of The Billboard, dated December 2, is the big Holiday Merchandise Issue. Don't miss it! Buyers order direct from the advertisements.

CHRISTMAS NUMBER
 Holiday Merchandise Issue

ON SALE 28 DAYS BEFORE CHRISTMAS

Gifts . . . Toys . . . Novelties . . . Decorations . . . Premium and Prize Merchandise in demand everywhere!

SEND YOUR ADVERTISING COPY AND CUTS SPECIAL DELIVERY TODAY.

Last Forms Close Saturday, Nov. 25

THE BILLBOARD
 25 OPERA PLACE
 CINCINNATI, OHIO

UNDER THE MARQUEE
 (Continued from page 34)
 it for three and a half years. Then one day when I was practicing my steel hori-

Franks First-Year Tour Brings Satisfactory Biz

MACON, Ga., Nov. 15.—W. E. Franks Greater Shows closed their first season here on November 4 and went into quarters at the local State Farm Market Building. Opening at Summerville, Ga., in March, shows played Georgia exclusively and Manager Franks said business on the 28-week tour had been good. Management carried four rides, four shows and 20 concessions. Local jobs were played for the last seven weeks and all but one proved winners.

Plans call for quarters activity to start about January 1. A new entrance arch will be constructed. Departing members will be following destinations: Mr. and Mrs. Jimmie Winters, Cecil C. Rice, Charles Fisher and Frank Kelly joined Model Shows; Mr. and Mrs. Harry Bestland and family, Nashville, Ga.; Mr. and Mrs. Corville Hooper, Va.; Pop Franks and family, Ashburn, Ga.; Manager Franks and wife, Mrs. Peggy Hanson Franks, and their children, Rebecca, G. Bob Fox and Dad Bennett are in charge of quarters.

FINAL CURTAIN

(Continued from page 31)
of a fractured skull sustained in a fall November 15.

STARKEY—John D., 81, trouper with many shows, in a Tucson, Ariz., hospital, November 8, after a two-year illness. Survived by his widow and brother. Services in Tucson, with burial in Evergreen Cemetery there.

TRAUTMAN—Edwin H., 47, violin and trumpet player, in Grant Hospital, New York, N. Y., after a heart ailment. He was active as a member of an independent players' club there. His widow and a daughter survive. Services in Columbus, with burial in Glen Rest Memorial there.

YELMAN—Frederick, 75, pioneer motion picture theater owner, November 11 in Buffalo after a five-day illness. With Mitchell Mark, he built the Mark Strand Theater, New York, one of Broadway's important outlets for band and stage-entertainment.

VANDENBERG—Paul, brother of Mrs. Margaret Vandenberg, who retired recently after many years as operator of the Crescent Theater, Grand Haven, Mich., November 9 of a strep throat after three days' illness.

WEBER—Lola, 56, one of the few Hollywood women film directors, in that city November 13 after a long illness. A stomach ailment had kept her out of Elm Park in recent years. Born in Pennsylvania, she began her career as a singer and concert pianist, later turning to writing. One of her plays, *The Drunkard*, was revived six years ago and is still running in a Hollywood theater.

Ann Stewart, Claire Windsor, and Miss Dove, booked in London, by Miss Weber, and Mildred Harris, first wife of Charlie Chaplin, emerged a star from her *Scorched Clothes and Husbands Only*. Among other pictures she directed are *The Heat*, and her last one, *The Marriage*.

Charles E. Sledge, a Phillips Smalley actor, in 1906, divorcing him in 1922. Her marriage four years later to Capt. Harry Gantz, retired army officer, also ended in divorce.

WELCH—Doc W. E. 72, in St. Joseph's Hospital, Paris, Oct. 20, as a result of injuries sustained in an auto crash October 30 in which his car was hit by a truck near Talco, Tex. Welch managed one of the Healy & Biglow Knapok Indian med show units and was formerly associated with repertoire shows. He later became well known as a med show operator. Two sisters, Mrs. Robert B. Walker and Mrs. Eschman, with whom Welch made his home in Oklahoma City the past few years, survive. Interment in the family plot in Paris, Tex.

WESTWOOD—Will, 40, glass blower, in Auckland, New Zealand, recently. He has times he operated on many fairs—both in the United States, but of recent years confined to activities in New Zealand and Australia.

Marriages

AVEBY-YORK—Gaylord Avery, radio announcer for Station WOW, Omaha, and Laura York, member of the station's news department, in Jacksonville, Ill., recently.

BELL-BLAIN—Edward L. Bell and Wilma Ellis in Ashdown, Ark., November 2. Both are members of Sailor Harris' Side Show on Zimdars Greater Shows.

BURKHARDT-HURT—Pete Burkhardt concessioner, and Kitty Hurt, cocktail operator with Royal American Shows, in Tampa, Fla., November 14.

DOPKO-WORTH—Daniel J. Dopko, staff member of the Wilkes-Barre (Pa.) Theater, and Mary Louisa Worth, nonpro, November 11 in Wilkes-Barre.

HOMENICK-FRANKLIN—Robert Curtis Homenick, doorman at Comerford Hotel, Wilkes-Barre, Pa., and Claire Morgan Franklin, nonpro, in Wilkes-Barre November 14.

JUKES-POUN—Ward L. Jukes, house artist and ad layout man for the RKO-Albee, Providence, and Alma Poudin, of New Orleans, artist, who has worked with the Harry LaMarr Troupe and the Five Eltons during current season, October 6 at Salem, N. H.

RIO-WAHL—Al Rio, member of the Three Lunatrix, and Dorothy Wahl dancer, recently in Milwaukee.

ROSE-HOLM—Billy Rose, producer and promoter, and Eleanor Grace Holm, star swimmer at the New York World's Fair Aquacade, November 14 in New York. Rose's real name is William Samuel Rosenberg.

SHANKLE-SCOTT—Floyd Marshall Shankle and Inez Roberta Scott November 9 in Little Rock, Ark. Both were on the Fairy & Little Shows the past season, and have been in the carnival business for the past several years.

SPEARS-DAY—Jerry Spears, Ohio State football guard, and Gracabelle Day, dancer with the Three Rednecks and formerly with Benny Goodman's Orchestra at the Newport, Ky., it has just been revealed.

WEST-CASTLEMAN—Joe West, Ferris Wheel man on Zimdars Greater Shows, and Adel Castleman, nonpro, of Ashdown, Ark., in that city November 4.

Coming Marriages

John C. Shafer, special events director for Station WXY, Oklahoma City, and Kathleen Ann, of the New York World's Fair, November 26.

Joseph Grant, radio announcer, and Carmen Trudeau, former band vocalist, November 30.

Ted Beams, announcer for the Columbia Broadcasting System, and Margarette Helen Goodspeed, nonpro, November 21 at Williamsburg, Va.

Births

An 8½-pound daughter, Mary Irene, to Mr. and Mrs. L. G. Fletcher in Oxford, Miss., November 12.

A 4-pound daughter, Mary Ann, to Mr. and Mrs. Joe Gavin, Ferris Wheel owners with the Valley Shows.

A boy, Robert Victor, seven pounds two ounces, to Mr. and Mrs. Thomas J. Hennessey at St. Louis, October 18. Dawson is employed at the Acme Premium Supply Corp., St. Louis, of which his father, Matt Dawson, is owner-manager.

A son, Richard Henry, recently to Mr. and Mrs. Ralph Rice in New Britain, Conn. Rice is chief engineer at Station WNBC there.

A daughter, Judy, to Mr. and Mrs. Phil Wood in Long Beach, Calif., recently. Mother is the former Janet Murray, of Aurora, Ill., dancing and diving star with the Little Mayer Water Ballet.

A 9½-pound daughter, Gary Lynn, to Mr. and Mrs. Charles Franklin Lynn, of Los Angeles, in that city November 4. Mother is a member of the Lynn Sisters, radio and stage performers, and father is emcee and musician with the act.

A son, William John, to Mr. and Mrs. W. G. Irving October 24 in Tri-County Hospital, Orangeburg, S. C. Mother is the daughter of Mr. and Mrs. Jack McBride, of the Johnny J. Jones Exposition, S. C.

An eight-pound girl, November 8, to Mr. and Mrs. Alfred Ackerman in Detroit. Father is co-manager with his father of the East Side Theater there.

A son to Mr. and Mrs. John Hayes November 16 in New York. Father is production manager of Station WOR.

A nine-pound actor, Gene Aker, and Mrs. J. G. Von Herberg in Swedish Hospital, Seattle. Mother is the former Gene Dennis, mentalist, and father is a Seattle theater owner.

A 6½-pound daughter to Mr. and Mrs. Guy Boyce, November 12, in Gotham Hospital, New York. Mother is the former Audrey Christie, song and dance comedienne. Father is a musical comedy tenor.

Divorces

Suzanne Morris, formerly Sue Kilbourne, of the stage, from Chester Morris, film actor, in Los Angeles November 17.

Kitty Pickus from Al Pickus in Superior Court, New Haven, last week. Pickus is owner-manager of the Stratford Theater, Stratford, Conn.

Ether Beak Neal from Edgar Neal, retired Detroit theatrical censor, recently in Wayne County Circuit Court, Detroit.

Mrs. Inez Roberta Scott from C. E. Scott in Little Rock, Ark., recently. Both were on the Fairy & Little Shows the past season.

Beaulie Justice Sells, circus performer of Cincinnati, from Cicero W. (Charles) Sells, also in show business, in Cincinnati November 17.

Lucy Jane Wilson from Don Wilson radio announcer, recently in Los Angeles.

NEW PLAYS

(Continued from page 17)
that already holds a shining fund of present achievement.

But the production offered by the Great Universal, although the production possibly could obscure it. Ella Kazan's direction is stuffy, turgid, mannered and almost unbelievably ineffective. Mordcaii Gorelik's set, the pictorially excellent, suggests a reasonable-looking stage that throws all the performers off balance and makes acting physically as well as mentally hazardous. Michael Gordon's lighting seems bent on taking attention away from the scene. Acting on and around and around like an electric company's fair exhibit. And most of the acting is insufferable. Frances Farmer, cursed with an accent that sounds like a combination of Choclate and Hindutani, is meaningless as one of the ghosts, while even Morris Carnovsky, that fine actor, is guilty of posing and ineffectiveness as another. About the only ones to escape the rout are Myron McCormick, who does nothing at all, and the young Mr. Cobb, who offers a really splendid job as still another of the 40-ers.

As for Luther Adler, as Charleston, he has to be seen to be believed. Cast as a Michigan lighthouse keeper and former reporter, he not only speaks with a Hester Street accent but actually uses Hester Street inflections—and they still call it acting. In addition, he poses like a statue, reads with thick, heavy, muffled effects, and in general seems to belong less on a stage than next to a couple of eggs on a breakfast platter.

Mr. Ardrey's play throws off many bright sparks, but most of them his production away in the biggawag of the production.

HEADACHES

(Continued from page 4)
giving Doc water bellyrolls all over the place, after he's told her, please, kiddo, lay off the milking stuff and try seeing like a lady. Sometimes it's embarrassing, as in the case of the vocalist who not long ago popped a name band leader and broke his glasses. (Being a nice guy, he charged it up to temperament, but in most cases she would have worked out her notice.)

Fingers, sometimes, try to stand out with tuncs arranged to suit themselves, altho in most instances they don't suit the maestro or the rest of the band. Naturally they get themselves into hot water when they insist on this practice or when they use sheet music with stings of stars from "band training" and become eight acts when they stand before the mike. The leaders don't like it, but most of them don't want to squabble, so it goes on and on.

FRANCES EXPOSITION SHOWS WANT

Ferris Wheel, Kiddie Ride, Flat Ride, one more Grind Show, Bingo, Fish Pond, Cork Kelly, Ball Game, Mitt Camp, Wheels and Grind Shows, come on! will take care of you. This week Grants Park, Charleston, S. C.; next week Navy Yard Lot, Greenville, S. C.; Dec. 11th to 15th, Mt. Pleasant, S. C.; Dec. 18th to 23rd, North Charleston, S. C.; others to follow. Wire EDDIE LYNCH, Mer.

WANT

For one of the best framed traveling machines, one outstanding Freak to posters, Window Attractions, Hawaiian Musicians, Dancing Girls, Pitches, Demonstrators and Novelty Acts of all kinds, Photo-Fun for Society Groups and Ferris Wheel, MIKE ZIEGLER, Hotel Milner, Philadelphia, Pa.

MARY WEBB or HARRY HELLER

CHERAW, S. C. THIS WEEK; GREENVILLE, S. C. NEXT.

TA'S \$10,000 MELON

(Continued from page 3)
can Guild of Variety Artists that they were playing a free show for the Hotel Men's Association affair at the Astor Thursday night on top of having played a free show at Madison Square Garden the night before. Theater Authority was asked by the union to intercede. So as to keep group of 30 intact, TA accepted \$150 for the girls but deliberately refused to bargain for the principals on ground that their failure to report the call for a free show entitled them to no consideration. Alan Corell explained that the association has a charity fund for indigent hotel men, and since he did not know about the free show until 20 minutes before the affair got under way it was impossible for him to get a better rate for the choruses. At that, he maintains, when first confronted with having to pay the girls, association wanted to pick out just a few. He then proposed keeping the group of 30 at \$5 a head, which was acceptable to the girls.

MAY GET EXTRA HOUR

(Continued from page 2)
Bulletins were sent out on Thursday to all licensees reminding them that the closing hours of midnight Saturday night and the opening hours Monday at 7 a. m. will be strictly enforced.

BRIDGEPORT, Conn., Nov. 18.—Even the New Year's Eve falls on Sunday, when liquor ordinarily cannot be sold after 9 p. m. Connecticut hotels and night clubs will be able to stay open until 9 o'clock the next morning.

The State Liquor Control Commission made known the past week that the liquor control act "extends the liquor day from 12 noon on Sunday, December 31, to 3 a. m. Monday, January 1."

CINCINNATI, Nov. 18.—Members of the Ohio State Liquor Board, which met here this week to hear permit holders charged with violations, announced that because New Year's and Christmas even fall on Sundays this year no liquor will be sold on these days in Ohio. It was announced that the law would be strictly enforced. There might be some ray of hope, however, for celebrants after the midnight hour, board members announced.

ONLY 2 CIRCUSES

(Continued from page 3)
according to Steve Burwell, head of the amusement tax unit of the State Tax Commission.

A number of carnivals have appeared at fall fairs in the State. There will be four of these shows wintering in Mississippi, Wallace Bros. in Jackson, Dyer's Greater in Shuqualak, Rogers & Powell in Yazoo City and Buckeye State Shows in Laurel.

WANT TO BUY GLASS OR BUG HOUSE

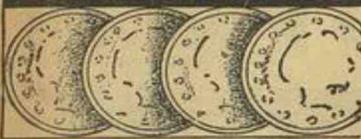
(Must Be Cheap—for Cash)

ALSO WANT TO BUY TRAINED OR UNTRAINED MONKEYS (Advise Species and Cheapest Cash Price)
Address: BOX 151, Care The Billboard, 390 Arcade Bldg., St. Louis, Mo.

CONCESSIONS WANTED

SEASON 1940. OPENING APRIL. Small Cookhouse, Shooting Gallery, P. Amory, Football for Society Groups and Ferris Wheel, MIKE ZIEGLER, Hotel Milner, Philadelphia, Pa.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

AGITATION

Agitation and agitators are among the most troublesome problems in a modern world that has a lot of difficult adjustments to make in order to promote better conditions in as many countries as possible.

The agitator, whatever his bone of contention may be, should be marked in times like these, not only as a danger to his country, but also as a traitor to humanity. The agitator is like the brute who pours salt into his victim's wounds in order to make him squirm. The world has enough troubles today without the continuous agitation which crusaders and reformers stir up about things which are of minor consequence.

One of the big problems in free countries today is to prevent the professional and planned agitation of the people about matters which may arouse emotions on questions that really should be settled by calm judgment.

The world must respect those who have something to really agitate about, but it is the professional agitator and the agitator who is forever covering up some real evil by storming about some minor thing that the world needs to watch.

Our political life in this country has too many people who are masters at the art of covering up serious things by starting agitation on some minor thing. The big complaint that thinking people must make is that too often these agitators succeed in covering up, or making something else the goat for a real evil.

An organization for the study of propaganda is supposedly engaged in the business of studying all the tricks that are used to mislead or confuse the people. A list or catalog of the tricks of the business of fooling the people all or part of the time should be kept posted all over the country, perhaps, so that people would understand the ways in which they may be agitated for no good purpose.

There are some ways in which people like to be fooled for their own amusement. They will pay to be fooled at times, and consider that they are getting their money's worth. The magician who fools the people with his tricks certainly earns his pay. Many forms of amusement are basically built on some form of fooling or kidding the people, or otherwise it would not be any fun. Even the movies are built on the principle of creating illusory effects on a grand scale—and the people like it.

But the agitator who becomes a professional at deceiving the people on some point or principle that involves their welfare has degraded himself to the level of the hypocrite.

There are so many ways and mediums for carrying on agitation today that one can say it has become a well-established business. The fact that good money can be made at the business of agitation should lead everybody to put a big question mark after every agitator.

It is not possible here to list the common tricks of agitation, but the coin-operated machine industry comes into contact with a few of them so often that they can be pointed out to fair-minded people in defense of a minor industry that provides a lot of people with a livelihood.

There is the political trick of agitating against pinball games when too much criticism is, or is about to be leveled at serious evils in city or State government. So many instances of this kind have happened in the United States that a book could be written about case histories. It is such a common trick that one can be almost sure that when some State or city official starts agitation against pinball games, it is a move to draw public attention from something serious in the conduct of public affairs.

The increasing number of juries that declare against this type of agitation concerning pinball games indicates that the people are waking up to the fact they are paying public officials to be nothing more than "pinball crusaders."

Two jury trials in Baltimore have recently indicated such a feeling. Perhaps a national honor roll should be kept and published at large of all those governors, mayors and other officials who distinguish themselves as "pinball crusaders" and thus claim a place among the leaders in our political life.

The people ought to have some idea of who they are paying to be "pinball crusaders." They would know then that important matters are being neglected and why.

Under our American system of elections, there is always some sympathy for politicians who are compelled to fight in campaigns that may be none too clean. But there is no excuse for the professional type of agitator who raises the hue and cry about minors squandering their "lunch money on pinball games."

This type of agitation is always engineered by professionals. In every city where it has happened there has been some ulterior political motive back of it. Whenever any person or group starts to agitate about minors, then it is time to look for the hidden motive. The honesty and sincerity of all such persons can frankly be questioned. If they were sincere in the first place, there are many important things that can be done for the welfare of minors.

In the second place, the morals of both minors and adults in the five States and a score of cities that have pinball license statutes will compare favorably with the cities or States headed by any of the half dozen "pinball crusaders." There are enough license laws on record now to show facts in this situation.

Detroit, like any other good city, has its professional agitators, and they know their cue when it comes to agitating about minors. So, during the summer of 1939, a real crusade was staged in the name of the school children. All the fanfare of publicity, in modern style, had been well-planned. There were even kids picketing stores. But evidently there are some men on the city council who have kids of their own, and when they voted, they voted in favor of the games as controlled by city license.

While we watch the flames of hate and war burn in Europe, remember what part agitation played in it all. Then, watch the petty or professional agitator in this country. If any honest man or woman wants to agitate about something, we have plenty of big problems to keep them busy.

WE CAN'T STOP IT! BIG SIX

THEY TRY 'EM ALL—BUT THEY ALL COME BACK AND ORDER SO MANY MORE BIG SIX'S THAT WE'RE STILL BEHIND IN PRODUCTION!

It's the ONE Game You Can't Afford To Be Without!

J. H. KEENEY & COMPANY (NOT INC.)

"The House That Jack Built"

2001 CALUMET AVENUE, CHICAGO, ILL.

All we can say is—
THIS NEW KIND OF
FREE GAME
MUST BE MAKING
MORE MONEY FOR
OPERATORS!

Venders Hit In Germany

Rationing, scarcity of goods and black-outs factors against operation

WASHINGTON, Nov. 18.—The outbreak of war has resulted in a considerable decrease in sales thru automatic vending machines in Germany, according to a report submitted by the U. S. Commercial Attache at Berlin October 5. Released by the Specialties Division of the Bureau of Foreign and Domestic Commerce, the report relates that

foodstuffs and other consumer goods can no longer be sold thru these machines since for obvious reasons no control of the quantities sold is possible (in retail stores the salesman has to clip the corresponding coupon from the buyer's rationing card).

Other goods, tho they are not rationed, are simply no longer available because retailers' stocks have been exhausted and manufacturers' stocks have been requisitioned or blocked in favor of the army or hospitals. This applies especially to chocolate, which accounted for a large share of total sales thru vending machines.

Furthermore, with the permanent blackout in most large German cities the lighting of automatic vending machines has become impossible, which makes their handling exceedingly difficult. This is all the more important because the bulk of the sales thru vending machines was made in the evening and night hours after the closure of the shops.

A special problem has arisen in regard to cigars and other tobacco products. A war surtax of 20 per cent of the retail price has been imposed on all these goods. Consequently a package of cigars which used to cost 20 pennings must now be retailed at 24 pennings. As the vending machine cannot be adapted for such small odd amounts, the problem has been solved by selling such a package thru the vending machines at 30 pfennings while the change of six pennings is inclosed in or attached to the cigaret package in stamps or in small coin.

Besiege Evans For Ten Strike

CHICAGO, Nov. 18.—The big Evans factory is working night and day, say officials, to fill the orders for Ten Strike, which are reported to be sweeping in like an enormous tidal wave from all over the land. Operators who have tasted its sweet profits are said to be literally besieging their distributors for quantity delivery rush.

"You never saw such activity in your life," said Rex Shriver, assistant to B. W. Hood, in commenting upon the rush. "Ten Strike has broken all production records and I doubt if ever a factory turned out machines as precision engineered thruout and fully tested in every detail before they can leave the factory."

"I've never seen distributors and jobbers so enthusiastic about a game before. They're giving Ten Strike whole-hearted indorsement. They know what a phenomenal hit it really is, they've seen with their own eyes its amazing performance on locations and they realize better than anybody else what a boon it is to operators. That's why the trade is so strong for Ten Strike and praising it to the very skies," he concluded.

Skating Game in Trippe Roller Rink

ST. LOUIS, Nov. 18.—Carl Trippe, Ideal Novelty Co., reports an appropriate tie-up between location and machine—the Roller Derby high-score marble game in the Ideal Roller Skating Rink which Trippe operates in Maplewood, near St. Louis.

"Roller Derby," Trippe says, "has much the same flash, action and speed of roller-skating, and seems to appeal strongly to skaters. I don't know whether it's the name or not that does the trick, but Roller Derby is getting a bigger play than any game I ever had in the rink. I guess it must be the appeal of the game, however, as all reports I've seen show it to be a real money-maker in any location."

Sales Up at Lake City

CLEVELAND, Nov. 18.—Earl McInerney, of Lake City Novelty Co., reports that sales on the new Scoop game are increasing weekly, but adds that two new machines expected in soon, C. O. D. and Roller Derby, will give Scoop plenty of competition in popularity among the operators.

It's Always Thanksgiving

... when you've got a string of those amazing PHOTOMATICS making money for you, Christmas, July 4th, Washington's Birthday and every day you'll be thankful your PHOTOMATICS are on the job.

INVESTIGATE
International Mutoscope Reel Co., Inc.
44-01 11th St., Long Island City, N.Y.

GET KIRK'S GUESSER-SCALE
(PENNY BACK IF YOU ARE RIGHT)
with the "WATCH YOUR HEART BEAT" feature
★
GREATEST MONEY-MAKER EVER BUILT
★
C.R. KIRK & CO. — ALL —
2626 WASHINGTON BOULEVARD — MECHANICAL
CHICAGO, ILLINOIS — OPERATION

BIG MONEY MAKERS!
1¢ MIDGET BASEBALL COUNTER SKILL GAMES
Slingo
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Write for Catalog
DROBBINS & CO. 11418 DEKALB AVE. BROOKLYN, N.Y.

GOOD NEWS---

"BALLY" BULL'S EYE
Ray Gun Target Game
"SEEBURG" CHICKEN SAM RIFLE
"EVANS" TEN STRIKE IN STOCK

STOP IN AND LOOK THEM OVER

K. C. VENDING CO.
415 Market St., PHILADELPHIA, PA.
Bell Market 4641

BARGAINS FROM DAVE MARION

Kansas Distributors Evans Ten Strike
Gingers 1c Cig. Late Model, Repainted... \$ 14.50
Windsor Counter Model Photomatch... 12.50
Challenger 1c... 7.50
50 Boxes 5.50 2 Flicker... 12.50
Hare & Hound, Dix, Beachlife, Fleet, Always,
Sweeper, Rocket, Reserve, 35.00 Up
No. Document, Withouch 7.75 Deposit
Write for Complete Brochure
MARION COMPANY

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

Urge Operators To Attend Convention

NEW YORK, Nov. 18.—Distributors here have been encouraging operators to attend the 1940 coin machine convention in January at the Sherman Hotel in Chicago. Many distributors have offered special inducements to operators.

George Ponsler is offering a free round trip to the Chicago exhibit by train, plane or bus with the purchase of 10 Mills phonographs. Joe Fishman, Al Schlesinger and Marvin Liebowitz, of Inter-State Coin Machine Sales Corp., have arranged for a Rock-Ola Special train on which operators will be given a room without charge. The latter offer is made in connection with a trade deal also.

John A. Fitzgibbons promises that Bally will be leaders at the show and is featuring a new slogan, "Rally 'Round Bally for '40." Modern Vending Co., headed by Irv Sommer, Nat Cobb and Harry Ross, are saying: "Look forward to '40 with Modern" and have been promising operators something special for the coming show.

New Jersey distributors are also encouraging operators to attend the show. "Changing conditions are going to bring about a change of equipment at this coming show. It is imperative that every operator be present." This statement has encouraged a great number of coinmen to make advance reservations.

Reliable sources believe that the 1940 coin machine show will find a greater number of Eastern coinmen present than any other past show.

Western Hints New Legal Game

CHICAGO, Nov. 18.—Don Anderson, sales manager of Western Products, Inc., became a man of mystery this past week in a self-imposed ban on discussion of plans for a new Western Products coin machine. The secrecy, it is reported, is imposed on the firm's factory as well.

"Frankly, I don't believe the fact that we are producing a new game is any great news item," said Anderson. "But I do believe that it is news when such factors as new features, new design and new principles of the machine are involved. I, of course, cannot divulge exactly what these features will be because we will not be ready for such notification until a week or so hence.

"I can't even tell you the name, for that might be a tip-off. However, I can tell you that it is one of the most fascinating machines we've ever built. We've been testing it on locations and have found that it will be a real boon to winter operation. Mechanically the machine is tops.

"The most important feature is that the machine will be a legal machine. We'll be announcing it soon—so be on the watch for our announcement. It'll mean something to every operator."

Detroit

DETROIT, Nov. 18.—William Glasseman, manager of the Decca Distributing Co., here, was out of town on a business trip recently, leaving his assistant, Arnold C. Rosen, in charge.

"Phonograph business looks fine now," Ben J. Marshall, of the B. J. Marshall Co., enthusiastically commented on his return here from Chicago. Marshall spent two days at the Rock-Ola factory, visiting with Dave Rockola and Jack Nelson. He took them a present—of 65 orders for new phonographs.

Incidentally, Marshall returned here with his new Rock-Ola contract as distributor for 1940.

Joseph A. Rosenberg, factory manager of the New Era Sales Machine Co., reports the company has a new model which will probably be placed on display for the first time at the Chicago show. A number of the new models have been placed on test location in the Detroit area for some months, and results are satisfactory enough to justify early plans for immediate production.

First two weeks of operation of parking meters in Highland Park, north end suburb of Detroit, netted \$1,175.84, police officials reported. Meters are still considered upon a trial basis, and some complaints from citizens and business men have been received.

Harry Angelo, who operates down in Southeastern Michigan, with headquarters at Flat Rock, was busy buying new phonographs for his route.

Thomas Aghey, of Highland Park, was another suburbanite building up his phonograph route by new machines.

Phonograph distributors report steady sales of their lines, with buyers this week including Harry Ryther, of Triangle Music Co.; Stanton Welsh, of St. Clair Shore; Luther Howard, Ivan Hunter, Edward Grohowski and the Marling Music Co.

Stanton Welsh, incidentally, is the former manager of the ballroom at Jefferson Beach Amusement Park, and should know good music when he hears it.

O. D. Griffin, head of the O. D. Griffin Co., is taking the lead among Detroit distributors in handling only free-play games upon a trade-in basis, following recent legislation which forbids the use of these machines in the territory. Griffin has established a set rule against taking novelty tables as such on a trade-in.

Griffin is remodeling his store, putting in separate rooms for the office and display room and adding a well-equipped service department in the rear.

Fort Worth

FORT WORTH, Tex., Nov. 18.—F. C. Ewing, of the F. C. Ewing Co., underwent an operation several days ago in a local hospital. He is reported doing nicely.

The target guns are getting the play in this town. With their interesting field action the ray-light equipment has at last latched with the public and they are shooting their heads off. The game, Fort Worth ops believe, will last, due to the fact that different field action can be brought into play which will always revive interest in shooting at different figures in various movements. Right now the ray-light guns have it.

The Evans bowling game, Ten Strike, is being well received in this section and many of the games are finding their way around the locations. The game is receiving good play.

Fort Worth and other Southwest music operators are extending a hearty welcome to Bob Bleekman, the new Wurlitzer factory representative for Texas. Bob says it is just like coming back home to him, because he was born in the Southland and spent 27 years in Dixie before going to Chicago as Wurlitzer's Chicago factory representative. He will have offices at 726 North Ervay street, Dallas.

Fort Worth music operators have been informed that the Wurlitzer phonographs are now being distributed in Texas by the Commercial Music Co., whose offices are located at 1500 San Antonio. Joe Williams, well-known Dallas coinman, is piloting the firm.

Reprinted in part from the

MIAMI DAILY NEWS

September 26, 1939

"DICE BOARDS—Some time ago the counter dice boards came out into the open and now they flourish on hundreds of bar, drug store and restaurant counters. The bar, drug store and restaurant prefer to give the owner an even \$50 on the \$20, \$30 or even \$30 or \$60 weekly profits rather than buy a board themselves and keep all the profits. Questioned on the subject, most drugmen say: 'It's better this way, maybe if I tried to keep one of my own I'd just get knocked off.' The barman shrugs as though it was a stupid question and avoid further developments on the subject."

Our profit roller line of games make more money than slot machines in most locations. It does not take an operator who is extra smart to run these machines. If you will just believe that it is possible to operate (not sell) our games (no coin slot) and make PLENTY money, then you have the biggest surprise in store for you. Try one TEN days; if not satisfied you can get your money back, no ifs, buts or ands. Write, wire or phone for complete details.

BILL FREY, INC.

BOX 4141, MIAMI, FLORIDA

P. S.—The Profit Roller Line starts at \$17.50.

SALESBOARD OPERATORS

Read

"DEALS"

A column about new salesboard ideas, deals and personalities. In the

Wholesale Merchandise Department

THIS WEEK AND EVERY WEEK

Western's New Deluxe **BASEBALL**

We've Got 'Em—Time Payment Plan Available

ROYAL DISTRIBUTORS, Inc.

409 N. BROAD STREET, ELIZABETH, NEW JERSEY

LIKE NEW—READY TO GO

Our Expert Mechanics Recondition and Repair All Games Before Shipment

WRITE FOR PRICES ON FREE PLAY MACHINES

NOVELTY GAMES			
BARNER \$45.00	SUPER TWINKLE \$25.00
MR. CHIPS 45.00	AIRPORT 28.50
TWINKLE 35.00	BANOS 25.00
		CHURBIE 13.50

WE CAN ALSO TAKE CARE OF YOUR NEW GAME NEEDS. WRITE FOR PRICES.

1/3 Deposit With Order—Balance C. O. D.

CENTRAL COIN MACHINE EXCHANGE 2998 Grand River Ave., DETROIT, MICH. Phone: Temple 2-6790

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"



PACE'S 1940
SMOKER BELL

SLUG PROOF

The ideal equipment to use in opening up new territory—and just as adaptable for steady locations. Contains standard bell mechanism, with hidden reels and pay-out cup. Beautifully finished cabinet in walnut and gold.

1c, 5c, 10c or 25c Play.

Pace Manufacturing Co.
INC.

2909 Indiana Av., Chicago, Ill.

MERIT CUTS PRICES ON

Bottoms, Chevrolet, Pa. \$23.50
Contacts, Majors, Pa. 27.00
Rinks, Box, Ewing, Pa. 22.50
Red Head Skillings 30.50
Fair Oaks, Derby, Champs, Big Race 14.50
K. H. S. S. 17.50

MERIT MUSIC SERVICE, 622 N. Euter, Street, Baltimore, Maryland

Ops along the row received news recently that Sam May, head man of Sam May & Co., San Antonio coin machine distributor, is a daddy. Mr. and Mrs. May are the parents of a girl born October 22.

It is reported along Coin Machine Row that Bally will soon offer a ray-light gun, and many operators are anxiously waiting its appearance.

Groetchen's Metal Typer is another strictly legal machine that ops in this territory are looking up to. Machines and games that offer a long and steady income are now receiving the operator's close consideration.

September Exports

The Department of Commerce report on the sales of coin machines to other countries had some interesting figures for the month of September.

Mexico continues to take the largest number of machines. In September 302 phonographs and five vending machines were shipped to Mexico, according to the report. No games were reported.

Canada took 108 phonographs, 84 vending machines and 151 amusement devices.

Cuba imported 25 phonographs and two amusement machines. Australia imported 15 phonographs and 30 amusement machines.

The report showed 10 amusement machines shipped to England, Belgium and Panama, respectively. France took 27 amusement machines; Netherlands, 12; Chile, 5; Palestine, 8, and South Africa, 11.

Total exports for September reported were: Phonographs, 468; vending machines, 112; amusement machines, 268.

Annenberg Paper Puts One Over

CHICAGO, Nov. 18.—Moses L. Annenberg gave up the ghost here recently for his vast racing news service. Under fire for some time from federal agents, it is not known whether he took this step as a matter of "conscience" or in order to relieve many fears in the Chicago political situation.

While it did not appear in the Chicago situation, there is an Annenberg story relating to coin machines that shows how often crusaders and reformers are duped into leading spurious reforms.

A Florida Reformer

It was early in 1937 that an Annenberg newspaper was initiating a crusade in Florida to drive out the "slot machines." Some of the editorials appearing in the paper would suggest that the Annenberg interests might dwell among the most pious crusaders. Those editorials developed many, including one of the most reputable newspapers in the country.

Florida caters to a big tourist trade and a big percentage of tourists seem to have a weakness for gambling in various ways. Florida legalized its pari-mutuels, and then in 1933 passed a law to license slot machines. The ordinary amusement or "marble games" were also included in this license at that time.

The Crusade Begins

But the Annenberg interests evidently decided that "slot machines" were taking a lot of the coins that should be spent on the races. In order to get the State law repealed, it would be necessary to start a real crusade. An Annenberg newspaper began to publish vigorous editorials for clean government and to infer that "slot machines" were a chief corrupting influence in Florida.

News items even suggested that the children of Florida were being corrupted by the presence of "slot machines."

Story a Winner

The plea for the children can always be counted on to make a big sensation and the anti-slot machine crusade began to gather momentum in Florida.

A Florida Anti-Slot Machine Association appeared on the scene, representing the church people, P. T. A.'s and civic groups. Although church people are not in the habit of contributing money so freely to causes, this association was able to send crusading speakers over the State.

Then *The Miami Herald*, Florida's leading newspaper, joined in the crusade, probably feeling that here was a great cause—albeit *The Herald* publishes racing and sports news profusely. *The Herald's* entry into the crusade had some interesting reactions. A capable political

Soliloquy!

To the Editor:

We wonder if anybody cares what happened to the pigeons that used to bum peanuts on the Sixth Avenue El platforms, particularly at the Cortland and Reitor street stations in New York City?

Came morning or late afternoon, storm or calm, these dirty-feathered "dead ends" were always on the job. Skillful railroaders, dexterously dodging oncoming trains, raking bank and wing to obtain the platforms and a scattered cent's worth of salted tidbits, they were nevertheless the vending machine operators' best business boosters in that branch of the service. Truly, the efficient sales producers and guardians of the mechanical beauties which yielded so precariously and demanded such loyalty!

Tell me, please, after all the El's have been dismantled, whatever did become of these ingenious "consumers"—or the vending machine operators?

Hiel
Cordially—but sadly,
CHARLES W. PIESNER,
New York City.

reporter for *The Herald* at Tallahassee, when the Legislature met and was considering repeal of the State "slot machine" license, did a marvelous job of reporting on the lobbying behind the scenes. But as so often happens with newspapers, its editorial pages did not seem to know what its political and sports pages were doing.

In the crusade for repeal of the "slot machine" license, there were three strange bedfellows, the church association, the bolita interests and the racing interests. *The Herald* was giving its moral support to this motley crew.

There were church people contributing their coins to the support of this cause. There are church people in Florida today who still think they were in good company, and that they won a great cause—for the license was finally repealed.

The Miami Herald was apparently the only part of that great crusade to finally realize that it had been duped, and duped with a vengeance. For just before the Legislature closed a bill to license bookies was introduced. Then an election was on in Miami. *The Herald* suddenly began to attack Annenberg and front-page editorials in bold type said everything that could be said, implied gangster connections and more. One *Herald* story (May 7, 1937) spoke of "Holy Moe Annenberg as the father of American gangsterism and racketeering."

Later *The Miami Herald* changed hands and it probably will not be known why the paper suddenly changed from partner in the three-winged crusade against "slot machines" to such a bitter crusade against Annenberg.

Annenberg Reforms

That was in 1937, and today it is probably clearer as to why an Annenberg newspaper would start a crusade against slot machines. There is a much better idea now as to how much racing bets and bookies were worth in his vast racing news set-up.

Come to think of it, the crusade against Annenberg gives some idea of how much racing news and gambling on the races is worth to newspapers in general.

The story of Annenberg also has a lesson for all reformers. The church people of Florida and Florida's outstanding newspaper were all duped in an amusing crusade.

Seattle

SEATTLE, Nov. 18.—Drawing night to installation of several thousand parking meters. The City Council opened bids ranging from \$22.70 to \$75 for machines from 11 different companies this week.

SELLING OUT ALL USED GAMES SLOT MACHINES AND PHONOGRAPHS

CONSOLES

Skittlines (1939)	\$110.00
Skittlines (1938)	80.00
Triple Entry	115.00
Multiple Racer	94.50
Derby Day (Slant Top)	24.50
Derby Day (Flat Top)	19.50
TrackTime (RedHead)	29.50
Jokey Club	19.50
Flashing Time	24.50
Rays Track	29.50

AUTOMATICS

Zipper	\$39.50
Amusement Derby	9.50
Post Time	12.50
Lafayette (Ticket)	11.50
Air Races (Ticket)	10.50
Rodeo	9.50
Pancho Race	12.50
Handicapper	52.50

COUNTER GAMES

Vintages, Picture	
Mach. With Stands	\$24.50
Grips, Single	7.50

Crips, Triple	\$ 9.50
Mercury	14.50
Grand Stands	14.50
Sparks	14.50
Cingers	12.50
Millwheels	7.50
Tallys	9.25
Dixie Domino	8.50

Old Age Penions	
Twins	
Wario	
Check-a-Luck	
Marble Poker	
Selection	
Beano	
Punch Ball	
Spotted Post	
Shove	
Hi "21"	

\$5.00 EACH

\$3.50 EACH

Nelem	
Heros	
Hi Me	
Base	
Bank Plug	
Little Prince, Cts.	
Hold & Draw	

NOVELTY and FREE-PLAY GAMES

Miami	\$19.50
Rally Royal	24.50
Natural, F.P.	24.50
Triple Play, F.P.	17.50
Pedal Pusher, F.P.	12.50
Cam Clock, F.P.	32.50
Palm Springs	12.50
Flats	11.50
Bally Reserves	9.50
Gay Time	\$7.50
Snappy	
Swing	Each

SLOTS

Blue Fronts	\$37.50
Roll-Tops	29.50
Chiefs	29.50
Others at \$15.00, \$19.50, \$24.50 Each	
85 Used Wulfsberg All Model Phonographs at Selling Out Prices. Write.	

All Machines Guaranteed in Good Condition * TERMS: 1/3 Deposit With Order, Balance C. O. D. Shipments Made Same Day Order Received.

OHIO SPECIALTY COMPANY

713 E. BROADWAY LOUISVILLE, KY.

The concerns quoted prices based on 1,000, 2,000 and 3,000 lots for covering the curb parking area in metropolitan Seattle.

Bids were received from companies all over the nation as well as in this region of the Pacific Northwest. Those submitting proposals and hoping for the business included the Mark Time Meter, of Hartford, Conn.; Red Spot Meter, of Tacoma; Park Meter, of Oklahoma City, Okla.; Dual-o-Grat Meter, Chicago; Mi-Co Meter, of Covington, Ky.; Park-o-Meter, of Seattle; Ear-Park Meter, of New York; Standard, of Hartford, Conn.; Miller Meter, Chicago, and Magic Eye Meter, of Los Angeles. The Red Spot and the Miller companies made a proposal to build the machines in the city of Seattle and purchase much of that material in the city to further aid local money in circulation.

Sample machines were furnished by each bidder, and the merits of these have been established already by experts located with the University of Washington at Seattle.

Greenland's, with a number of amusement machines in the recreation parlor, is undergoing remodeling and building alterations.

Extensive backing by the metal trades council of Seattle has been given to the Seattle-made Parkomatic parking meters. This was one of the meters submitted in bids on the basis of competitive tests of seven different meters. The Seattle Metal Trades Council arranged to have the tests conducted because, they confessed, "We are interested in having as much of the work as possible done in Seattle. Before supporting the Seattle meter against others we wanted to satisfy ourselves it was a good meter." Each meter was graded by the university professors of the University of Washington at Seattle on 13 features, and the Seattle meter received 10 A's, which stood for excellence.

To deal in amusement devices, games and implements, the State-Wide Amuse-



NEW MONEY-MAKING SENSATION!

PICK-A-PACK

COUNTER CIGARETTE GAME

Producing amazing earnings in all types of Locations!

PENNY PLAY

Beautiful appearance! \$23.75
Sturdy, long-life construction!

F. O. B. Chicago

GUARANTEE

Try PICK-A-PACK for 10 days. If not satisfied, purchase price will be refunded!

BAKER NOVELTY CO., Inc.

2626 Washington Blvd., CHICAGO

ments, Inc. has been recently formed and incorporated in Seattle as a non-profit organization, with the following officers: C. H. Smith, L. Nagel, Jack Hanson, W. E. O'Hearn and F. W. March.

Pike Recreation Parlor, combining remodeled recreation and restaurant rooms, has recently added several claw machines as well as other new amusement machines. It now is classed as one of the finest recreation parlors in the city.

With amusement and recreational facilities for the entire family, an up-to-the-minute recreational hall has just been completed at Omak, Wash. It is the only amusement parlor of its kind in the fertile apple valley of Okanogan. E. E. Valente is proprietor of the new location.

The Take Keeps on Climbing . . .

CHICAGO, Nov. 18.—Business pages of newspapers heralded the news this week that a flood of extra dividends is being declared by big business. The first 50 odd big corporations reporting showed an average rise in earnings of around 106 per cent. Bonuses are also being paid.

Slot machines in the days of their glory never had so big a take. Many students of the business cycle say the take by corporations is so big and climbs so fast with business pick-ups that depressions will come now at intervals of three or four years. The business machine cannot stand up under such a big take, they say.

Slot machine crusading newspapers herald the take by big business as the "right thing to do."

J. O. BATES, well known to the coin machine industry, was recently appointed sales manager of the Pace Mfg. Co., Inc., Chicago. Bates currently is introducing a new line of Pace equipment among which are the 1940 Pace Rocket, Smoother Bell, nine-coin console Payday, a new overbet tender, 1940 Saratoga and 1940 Pace Reels.

"SILVER KING"

Slip into the big money with "Silver King" price in taverns, stores, filling stations, etc. All in 11¢ stations. Vends candy, gum, peanuts, short rolls, full or part tins. "Silver King" a 3¢ foot looking, easiest to operate, makes most money. Get free facts today.



\$5.50
E.A.
3 for 10
or More

ONE SIMPLE SILVER KING... \$6.50
SPECIAL—One Silver King, 10 lbs. \$8.45
Candy, 1 Great Charm...
1/3 Deposit With Order, Balance C. O. D.
Send for Circular and Easy Terms.



NEW MONEY-MAKING SENSATION!

PICK-A-PACK

COUNTER CIGARETTE GAME

Producing amazing earnings in all types of locations!

PENNY PLAY

Beautiful appearance!
Sturdy, long-life construction!

\$23.75

GUARANTEE

Try PICK-A-PACK for 10 days. If not satisfied, purchase price will be refunded!

TORR 2047A-SO. 68
PHILA., PA.

EXTRA PROFITS

Get your share with
TOM THUMB VENDORS

Thousands of operators are taking advantage of Tom Thumb's compactness. Place them in locations where large machines are objectionable and get that extra profit. It's a fact... there are plenty of locations on YOUR route where you can place this new money maker without one penny's extra operating expense.



- Compact.
- Neat in appearance.
- Attractive.
- Die Cast.
- Precision built.
- 4 1/2 lbs. and 3 lbs. capacity.
- Adjustable.
- Maple Coin Feature and many other features.

Lowest price high-grade vendor on the market. Just 4 1/2 lbs. or 3 lbs., B.P.P. 40¢, or alongside your candy and cigarette machines. Write Dept. 49 at once for full particulars free.

FIELDING MANUFACTURING CO.
CLINTON STREET JACKSON, MICH.

ADVERTISE IN THE BILLBOARD
—YOU'LL BE SATISFIED
WITH RESULTS.

MERCHANDISE MACHINES

Sweet Music Sells Sweets

Five orchestras furnish music for public candy show programs

PHILADELPHIA, Nov. 18.—Philadelphia's candy show, in session from November 7 to 11, inclusive, was highly successful in all aims. The show was designed to make Philadelphia sweets-minded and candy-conscious, and it did. It was sponsored by the Philadelphia Association of Manufacturers of Confectionery and the Wholesale Confectioners' Association of Metropolitan Philadelphia.

Many columns in the Philadelphia area attended the show and saw many bars that heretofore have not been on the market. Old favorites were there also. In addition, many phases of candy manufacture were shown in comprehensive exhibits.

In making the public candy-conscious the show was dedicated to the consuming public during the evenings. Performances began at 6:30 p.m. each day and featured the nationally known orchestras of Will Osborne, Richard Humber, Bob Crosby, Henry Busse and Johnny Greene. Admission of 40 cents was charged. In addition, everyone was permitted to purchase a packaged assortment of 16 5-cent candy bars for 25 cents.

Climax of the show was the picking of the Candy Queen on the closing night. Contestants were the ticket sellers who had been "on exhibit" for several days.

Music Does Its Bit

The Philadelphia regional show undertook one of the most extravagant programs yet planned by the candy industry to create popular interest in candy. The bringing of the five big-name orchestras, each for an evening's program, was said to have harmonized unusually well in promoting the idea. Sweet music helped to attract attention and to stimulate the sweet tooth. Visitors paid their admission fee and could hear a modern program of music by a good orchestra.

The regional candy shows are turning more and more to entertaining the public and creating public good will for the candy trade, it is said.



LISTENING TO BENNY LEONARD tell about some of his lightweight fights are Bert Mills, Charlie Schlicht, Sam Turin, Sam Strahl and Hayden Mills. Leonard, the narrator, is at the extreme right. Schlicht is Mills' Western division manager. Turin is head of Mayflower Novelty, St. Paul, and Strahl is of the American Cigarette Machine Co., Pittsburgh.

Thanks

To the Editor:
Thru recent reports received from the National Confectioners' Association, I am informed that you have actively co-operated in the merchandising-advertising campaign to promote our slogan, "Candy is Delicious Food—Enjoy Some Every Day," and that you have assisted in making the public candy-conscious by the giving of generous space in your publication, not only publicizing our slogan but bringing it to your readers' attention in your news notes.

As a director of the National Confectioners' Association, and personally, I take this opportunity to thank you for the part you have taken to help the good work and will appreciate a continuation of your co-operation in our campaign.

Cordially yours,
H. L. HOOPS,
Hawley & Hoops,
Candy Manufacturers,
New York City.

Uned-a-Pak Ready For King Size Cigs

NEW YORK, Nov. 18.—Anticipating the adoption of king-size cigarettes by a number of manufacturers, Uned-a-Pak has announced flexible magazines as standard equipment on its A-1 and E models. It was reported today.

These models will have magazines for king-size cigarettes as follows: Six columns, 1 flexible magazine; 8, 3; 9, 4; 12, 5, and 15, 7. Regular packages may be sold from the king-size columns by inserting a sleeve which is furnished with the machine at no additional cost to the operator, the firm reports.

Beech-Nut Packing Reports on Income

CANAJOHARIE, N. Y., Nov. 18.—The Beech-Nut Packing Co., manufacturer of chewing gum, candy and food products, reported a net profit for the nine months ending September 30 before federal income taxes of \$2,978,388, compared with \$2,117,169 for the same period last year.

The balance, after allowing for estimated taxes and dividends on 45 shares of Class A preferred stock outstanding, was \$1,726,707, equal to \$3.95 each on 437,524 shares of \$30 par common stock and compares with \$1,747,563 or \$3.59 a common share in the first nine months of 1938.

OPERATORS! Order This Coin Counter

Penny-Nickel combination, plated coin-counter, polished aluminum. Lifetime guarantee. Counts pennies and nickels like magic! Operates, creates mouthpiece for tube, washings. Only \$1.00 each. Postpaid cash with order, no C. O. D. Write for complete details and prices on SPECIAL TOPPER CHALLENGER, Stands, Wall Brackets, etc.

VICTOR VENDING CORP.
4203 Fullerton Avenue, Chicago

OPERATORS!

- ★ BOOST YOUR SALES
- ★ GET NEW LOCATIONS
- ★ SMASH COMPETITION

Here's The Machine That Will Do It

Northwestern

MODEL 39 BELL



Cash in on a nationwide hit—a machine that is sweeping the country like wildfire. An all around, all product vendor built to operator's specifications, plus a new feature that rings a bell and returns the penny on every tenth play. Actually a sensation in every location. See for yourself—try a Model 39 Bell on our special free trial offer. Write today for details!

THE NORTHWESTERN CORPORATION
1195 E. Armstrong St., Morris, Ill.

USE "PAL" & "PAL JR."

The modern Handy Service "Pal" has 4 "5" containers. "Pal Jr." has 2 "5" containers. "PAL" costs \$6.95. "PAL JR." \$4.50. Original aluminum. Heavy duty. 100% reliable. All kinds. Free instructions on operating quality vendor for \$3.25.

AUTOMATIC GAMES 2425-K Fullerton Ave., CHICAGO, ILL.

A REAL BARGAIN! ROWE ARISTOCRAT

Slug Proof, 6 Col. 15¢. 100% reliable. \$18.50 ea.
Five or more, \$16.00 each; 20¢ Model, \$2.00 extra. Four Stands, \$3.00.

D. ROBBINS & CO. 1141-B DEWALB AVE. BROOKLYN, N.Y.

Pan Lists 10 Popular Bulk Items

CHICAGO, Nov. 18.—Most popular bulk confections during the month of October, according to Pan Confections, Chicago, were: 1. Pee Wee Boston Baked Beans, hard shell; 2. Candy Teeny Beans; 3. Boston Baked Beans, hard shell (larger pieces than No. 1); 4. Assorted Licorice Pastels, hard shell; 5. Pee Wee Smooth Burnt Peanut; 6. Smooth Burnt Peanut; 7. Chocolate Spanish Peanut; 8. R. & B. Candy Jawbreakers, hard shell; 9. Stuffed Burnt Peanut; 10. Black and White Licorice Dibs, hard shell.

Pan is also suggesting to bulk vending machine operators the use of chocolate goods in machines during the coming months. Some of the favorites, Pan reports, are: Chocolate Spanish Peanut Pee Wee, Chocolate Raisins, Chocolate Wee Bits (a mixture), Coccanut Cream Cubes and Candy Teeny Beans. Zodiac charms and fortune-telling pellets are also recommended by Pan. In the five-cent candy vendors, Pan is offering glass filled novelties filled with pure sugar pellet candy.

Cigarette Merchandisers' Associations

At a committee meeting of the New York CMA held recently progressive plans were proposed that will make this organization one of the most outstanding associations of the nation. The plans will come up for ratification at the general meeting to be held December 7, being shifted to that date because of Thanksgiving Day. The mechanics of the plan are yet to be drafted but final preparations on the proposal will be made within the next two weeks.

While Robert Hawthorne, president of the organization, presides at meetings of the committee, he gave his place to Matthew Forbes, manager of CMA, in order to enter the discussion and be heard from the floor.

The CMA of New York has, during the past several months, shown that it is really progressive and the members are offering full co-operation to put this organization out in front.

Also at this meeting was heard the report of a committee that called on the deputy commissioner of the city of New York regarding the malicious damage to cigaret machines. The committee reported that the commissioner had notified every precinct, detective squad and night patrol car to make every effort to stop this practice before it becomes rampant. He also suggested that operators make a report to the association's office regarding this practice and report all complaints promptly. The information to be turned over to the organization's office includes address of the location, type of damage and amount, date damage was done and the time and date that complaint was filed with the police precinct in the area in which the machine is located. With this information in hand the commissioner will personally see that a proper investigation is conducted immediately.

CMA members are appreciative of the co-operation offered by the police. The long situation in New York City was helped in the bud thru proper co-operation of the location owners, the police and the association's office. CMA officers are confident that the malicious damaging of machines will end now since the police are working on the few cases that have existed.

New Jersey News

CMA of New Jersey committees went into a huddle recently and came out with an armful of plans. The banquet committee met early in the evening and transacted its business so that time could be given to the session of the executive committee.

The banquet committee, headed by John Sharenow as chairman, reviewed the progress of the group and brought matters up to date. Some discussion was given to tickets and to favors. The entire membership of the CMA is a committee to push the banquet to be held February 10 and every member is work-

Apple Vender Inquiry

To the Editor:
I am a regular reader of the section conducted by you in *The Billboard* on coin operated machines. With your knowledge of the industry I believe you are well qualified to give me the information I am seeking.

I understand that there is a vending machine on the market which sells apples. I am interested in getting some information about this machine and I would appreciate it very much if you would write me telling me the name and address of a manufacturer, or manufacturers, of this type of machine. In writing them I will certainly tell them that you supplied me with the information.

If you have any knowledge or any observations about these machines which might be of help to me I will be very grateful for the information.
—S. R. Knoxville, Tenn.

ing toward advertising and publicity on the event. James Charry, manager, reports that rapid strides are being made with the banquet program.

The executive committee named a committee including Jack Groul, of Jersey Cigaret Services; Henry Hartmann, Pack Shop; Edward Dierickx, Dierickx Vending Co.; Sol Kesselman, Cherry and John Sharenow, to make up a clues schedule for the coming year. This schedule will come up for discussion at the regular meeting to be held November 28. A large attendance is expected at this session when other matters of importance will also be given attention.

Wisconsin Gives Regulations for Cigaret Venders

MADISON, Wis., Nov. 18.—All owners or operators of cigaret vending machines are required to register the number and location of each machine under regulations issued November 13 by State Treasurer John M. Smith. The regulations are designed to promote a uniform system of regulating collections of the tobacco products tax adopted by the 1938 Legislature.

The regulations provide that the registration must also carry the name of the owner or operator and also the name of the person in possession of the premises where the machine is located. In the event the machines have no number, the owner or operator is required to number them.

Vending machine operators, under the regulations, are required to obtain a \$50 wholesale permit, and no firm, person or corporation engaged in the retail sales of tobacco prod-

ucts is permitted to purchase such products except from a manufacturer or wholesaler who holds a permit from the State treasurer.

The manufacturers' and wholesalers' permits must be secured by all manufacturers and wholesalers located within Wisconsin as well as all out-of-State manufacturers and wholesalers doing business within the State. The expiration date for this permit is July 1 of each year. Monthly reports are required to be filed by all manufacturers and wholesalers on forms prescribed by the State treasurer. Such reports must be made in duplicate and filed on or before the 10th of each month.

Candy Campaign

To the Editor:
At the last meeting of the board of directors of the National Confectioners' Association we went into a very serious huddle about the Merchandising Advertising Campaign.

At this meeting your name, as well as others, was mentioned as having supported or sponsored, temporarily or permanently, this campaign, which attained such proportions that we were all most enthusiastic, because you and many others who did not even belong to the association were willing to contribute to its success and thereby identify yourselves as friends of the candy industry.

I think all of us were impressed to the extent that we wanted to thank you individually and collectively for this splendid thing that you have done, and our hope that every other person in our industry appreciates what you have done as much as I do.

This is the first time in my experience that there has been such an unanimity of effort, which has been an inspiration to all of us who have been so deeply interested in its success.

I certainly hope that your manifestation of interest in a more successful candy industry will prove a good investment to you and that you will also feel encouraged to help us wherever you can consistently do so. It is a pleasure to be associated with such a successful N. C. A. enterprise, and your generous response is most encouraging. As a member of the board, I hope you will accept my sincere thanks.

Yours very truly,
TOM PAYNE,
Reed Candy Co., Chicago.

Estimate Pepsi-Cola Profit at \$4,630,000

NEW YORK, Nov. 18.—The consolidated net profits of the Pepsi-Cola Co. and its subsidiaries are estimated at \$4,630,000 for the nine months ended on September 30, according to an unaudited financial statement, issued for publication by Walter S. Mack, Jr., president.

This is after charges for estimated income taxes and estimated depreciation, but before deducting payments made in connection with a settlement with C. G.

PLAY BINGO EVERYBODY WINS



1c TO 39c DEAL
12 Sets of Jumper and five Pups. Also Grand Prize, Genuine Leather Billiard.
HOTTEST SELLER OF THE YEAR
ENTIRELY NEW
Be the First in Your Territory
Deal Takes in \$3.99
Your Cost \$1.60 Each,
Dozen Lots.
Gross Lots, \$1.50 Each.
25% Deposit, Balance C. O. D.
Sample Prepaid, \$1.75.

BERG SALES CO.
119 So. Wells St. (Dept. H), Chicago.
24 No. 4th St., Minneapolis, Minn.

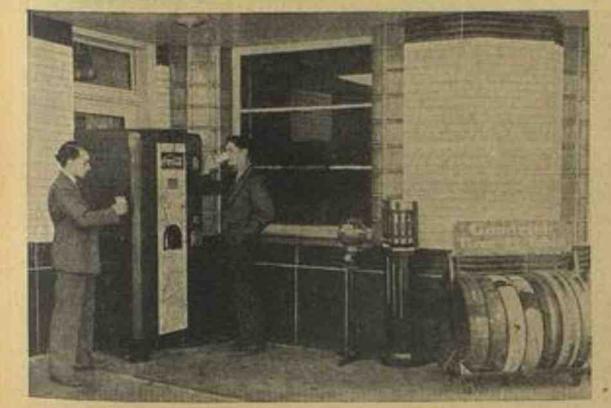
Guth et al. amounting to about \$300,000. Earnings for the first nine months of this year are equivalent to approximately \$17.72 a share on the Pepsi-Cola stock. Compared with estimated net profits of \$2,775,000 for the corresponding nine months of 1938, this year's results showed an increase of about 67 per cent, according to the report.

Cream Venders at S. F. Show

SAN FRANCISCO, Nov. 18.—Several coin-operated ice cream venders were displayed at the Dairy Industries Exposition, held here from October 30 to November 4. Much interest was shown in the machines. The exhibits and convention were sponsored by the Dairy Industries Supply Association.

New Va. Vending Firm

RICHMOND, Va., Nov. 18.—Emporia Amusement Sales, Inc., of Emporia, Va., has received a charter from the State Corporation Commission to do a vending machine business. The authorized maximum capital stock is \$10,000. W. H. Parker, of Emporia, is president of the new firm.



SUPER-SERVICE GASOLINE STATIONS are proving to be profitable locations for Bally Beverage Venders, according to operators. Here is one located in a prominent spot in a highly modernistic service station.

THE MERCHANDISER THAT TELLS ITS OWN STORY BEST!

The Northwestern DeLuxe Model and the 39 Bell are only two of the winners in this outstanding line of the World's Finest Bulk Venders. We are now accepting trade-ins on your old equipment. Now is the time to modernize and streamline your profits.



We also carry a complete line of parts and accessories. Highest quality, lowest priced repair work. Prompt service. Get in touch with us today!

WRITE FOR OUR SPECIAL FREE TRIAL OFFER TODAY



NORTHWESTERN SALES & SERVICE COMPANY

589 Coney Island Ave.

Brooklyn, N. Y.

39 Bell

MUSIC MERCHANDISING

Phonograph Interest at High Pitch for Year End

Production compares well with top year — record sales set high mark

CHICAGO, Nov. 18.—Reports current in Chicago this week indicate that interest in phonographs will remain at a high pitch until the end of the year, altho the seasonal decline in buying will soon set in, according to one report. Interest in new developments is keeping the phonograph division keenly observant of the trends.

Unofficial estimates of the production of automatic phonographs for the year 1939 places the total at 70,000 to 77,000. This estimate is based on various reports, considered reliable, as to the production of five manufacturing firms decidedly active in the phonograph field.

This compares favorably with the estimated record production year (1938), in which a total of 120,000 phonographs was said to have been produced.

New Phonographs

In looking forward to 1940, reports

coming chiefly from distributing circles say that 1940 phonograph models will reveal new cabinet designs and simplifications in mechanisms.

New interest was aroused in coming phonograph models when rumors became apparent certainties that probably two manufacturing firms not in the phonograph field heretofore would introduce new machines for 1940. There are other rumors still afloat.

Music operators are said to have arrived at systematic buying plans in purchasing new machines, setting aside so much of earnings to make replacements. An increasing number of games operators were said to be buying phonographs in the fall of 1939.

Record Use Grows

Interest of phonograph operators in records had attained a high pitch by the fall of 1939. Operators reported that at least one record manufacturer usually shipped about one-third of the records ordered. The explanation for this was that records could not be made fast enough to supply the demand for current hits.

Evrard Trio Sings For Indiana Ops

EVANSVILLE, Ind., Nov. 18.—One of the special entertainment features provided at the regional meeting of the Indiana State Operators' Association in Evansville, Ind., October 29 was the singing of several selections by a girls' trio, provided thru the courtesy of representatives of the Decca Record Corp.

At an informal gathering before the official opening of the meeting the girls sang special arrangements of popular numbers. The trio is composed of three sisters—Lorraine, Louise and Kay Evrard, ages 19, 18 and 16, respectively. They have been in Evansville for two years and have recently been recognized by local orchestras.

Their first professional engagement was for Station WGBF, Evansville, which has extended thru the past year. They also recently finished 12 weeks at Hayden's Blue Bar in Evansville.

Calcutt Urges Planned Operation

FAYETTEVILLE, N. C., Nov. 18.—Joe Calcutt, of the Vending Machine Co., recently stressed the need of operators for an assured income. He had in mind the operation of machines which were completely legal and could be operated everywhere.

"Operators must protect their incomes," believes Calcutt. "They must assure themselves that regardless of conditions today, they are prepared for tomorrow."

"Music-machine operators who have already taken advantage of this assurance of their income have come to accept the Mills Throne of Music in the three States we cover, Virginia, North and South Carolina, as one of the 'richest and rarest of phonographs.'"

Calcutt reports that the Vending Machine Co. has arranged it so that operators may easily enter the phonograph field.

Public Relations for Conclave . . .

CHICAGO, Nov. 18.—Announcement has been made that the Theodore R. Sills & Co. public relations counsel, have been appointed by Coin Machine Industries, Inc., to handle publicity for the 1940 Coin Machine Convention. Contact man with the Sills firm is Hugh J. Burras, formerly associated with the coin machine industry and well known to many in the industry.

Burras is vice-president of the organization. Sills is said to be the largest public relations and publicity agency in the Middle West. It is also reported that the firm is serving more nationally prominent trade and professional associations than any other agency in the United States.



WHEN WURLITZER MEN GET TOGETHER as they did at the Pittsburgh Open House Meeting, there are sure to be smiles in the discussion of the Wurlitzer Step-by-Step Modernization Plan. At the left is "Mike" Hammergren, General Sales Manager of the Rudolph Wurlitzer Co. Next to him is J. Rothstein, of the Banner Specialty Co., Pittsburgh. Others in the group are Charles Madlock, operator of Jefferson, Pa., and two other Wurlitzer operators whose names were not caught.

Coming Events

- Annual Coin Machine Convention, Sherman Hotel, Chicago, January 15 to 18, 1940.
- Indiana State Operators' Assn. State-wide convention and display, Indianapolis, December 2 and 3, 1939.
- New Jersey Cigarette Merchandisers' Assn. banquet, February 10, 1940, Hotel Douglas, Newark, N. J.
- Annual Parks, Beaches and Pools Convention, Hotel New Yorker, New York, December 4 to 8, 1939.
- Refrigeration Show and Convention, Stevens Hotel, Chicago, January 15 to 18, 1940.
- National Tobacco Distributors' Convention, Palmer Hotel, Chicago, January 17 to 20, 1940.
- International Assn. of Fairs and Expositions, Hotel Sherman, Chicago, December 5-6, 1939.
- Second Annual Regional Show for Northwestern Operators, sponsored by the Minneapolis Amusement Games Association, Inc., Twin Cities, Minn., last week in January, 1940.

Unabated Demand For Phono Domes

CHICAGO, Nov. 18.—Officials Paul Gerber and Max Glass of the distributing firm of Gerber & Glass, report an unabated demand on sales of their latest offering to music merchants. "Every week has shown a steady demand for 1940 Phonograph Domes. Nine weeks have passed since we started to advertise this product and the ads are drawing as much and more today as they did the very first week."

"The 1940 Domes enable operators to increase their earnings because the Dome lives up old machines, attracts more players and consequently draws more nickels, dimes and quarters. In this day of streamlining good appearance is a necessary requisite and the Domes are doing a good job in bringing attractiveness to phonographs which otherwise would be either out of operation or earning very little," it was stated.

Rock-Ola Radio Program on WIND

CHICAGO, Nov. 18.—Rock-Ola has taken to the air lanes with a radio program to be broadcast daily except Sunday over Station WIND, Chicago. The move is unprecedented in the history of the coin-operated phonograph field, firm officials believe. Sport highlights and important news announcements will be featured by well-known announcers.

David C. Rockola, president, in commenting upon the new feature, said: "In going on the air we open a new field for distributor and operator co-operation. We consider this step to be further evidence of our desire to work closely with every individual depending upon the popularity of Luxury Light-up phonographs for improved earnings."

Ben Boldt, advertising and sales promotion manager, was enthusiastic over the radio program. "This is only the first step in Rock-Ola's new distributor-operator co-operation program. It will stimulate new interest and build to a higher level the public's appreciation of automatic phonographs and also create a great new following for Rock-Ola's phonographs."

Comments from the trade, firm officials indicate, are favorable, with all believing that many direct benefits will be derived from the program.

Surprise Party For Frank Merkle

ST. LOUIS, Nov. 18.—Frank P. Merkle happened to attend the Southern Illinois Phonograph Operators' Assn. meeting at East St. Louis, October 31, the very day that he had completed five years as district manager for the J. P. Seeburg Corp. in the West Central States.

After the business formalities had been disposed of the operators got together and put on a party for Merkle. It was a real surprise for the he had been invited to give a talk at the meeting on manufacturer, distributor and operator relations, he did not know of the celebration that had been planned for him.

Hardy Schaefer, president of the association, gave Merkle a splendid send-

off, complimenting him on the showing he had made for his company's products in that territory and also for the personal attention and co-operation given to the operator and his problems.

Among those present at the meeting were Roy Kaseberg and Chub Schwartz, of Frank Phonograph Corp.; Peter Brandt, St. Louis Wurlitzer distributor, with his salesmen, Joe Ryan and Art Woods; Carl Trippe, of Ideal Novelty Co., Rock-Ola distributor; Mr. and Mrs. T. E. Heffernan and Mrs. Scott of Springfield, Ill.; Mrs. Ripley, of Alton, Ill.; Art Schooley, and William Best, of St. Louis.

Phono Distrib Gets Disk Agency

SYRACUSE, N. Y., Nov. 18.—Mac Cohen, of the George Ponser Co., has been appointed distributor of Decca Records for Central New York State, it has been announced.

"We are mainly interested in the sales of phonographs in our territory," said Cohen. "We are endeavoring to render a complete service to music machine operators and therefore we feel that our appointment as distributors for Decca Records in this territory is of importance to operators here."

"We will maintain a complete stock of these records and will also carry all supplies. Operators may call on us for anything they desire and get immediate service."

"Being interested in sales and service to Mills phonograph operators, we don't expect to make any large profits from the sales of records. We consider this part of our service to the men here. Therefore any phonograph operator wanting records can have them from our offices in Syracuse as speedily as possible."

Hillbilly and Foreign Record Hits of the Month

(Note: Here are the most popular hillbilly and foreign recordings of the past month. Similar lists will be published in this section once every month.)

HILLBILLY RECORDINGS: I Ought To Break Your Neck, Roy Newman; The Last Trip of the Old Ship, Jimmy Davis; Kelly Swing, Cliff Bruner; Daddy, the Dog House, A. Dexter; Rubber Dolly, Texas Wanderers; San Antonio Rose, Bob Willis and His Texas Playboys.

INTERNATIONAL RECORDINGS: Hungarian Polka; Erika; Dopey Polka.

FOREIGN RECORDINGS: German, Mensch, Argie Dich Nicht; Eine Seefahrt; Bohemian, Nezaluj, Nezaluj—waltz; Zlatou laska—polka; Polish, Bum Cyk Cyk, Zaxdrosna—polka; Hungarian, a Saxo; Swedish, Briggen Maria, Hem; Italian, Bella Bionda, Regineella; Campagnola; Greek, Asker; Yiddish, Zol Zein Freilich.

What the Records Are Doing for Me---

In this, the operators' own column, the music merchants of the entire nation help one another to select the biggest money-making records. It is a service by the operators and for the operators. When contributing to this column be sure to include the name of the recording, the name of the artist and the type of location the recording goes best in.

Address communications to **WHAT THE RECORDS ARE DOING FOR ME, THE BILLBOARD PUBLISHING CO., 54 W. Randolph, Chicago, Ill.**

Detroit

To the Editor:

I have read *The Billboard* for a number of years and it is my most favored reading material in my moments of relaxation. Your *Record Buying Guide* is a wonderful help to all operators, but particularly so to those starting in this business, in making a selection of records which will be sure money-getters.

I find it extremely interesting to learn what other sections of the country are showing a preference for—and this is brought out in many of the letters which you print.

There is such a demand for *South of the Border* here that I cannot get enough to supply all of my phonographs. There are many excellent recordings of this, all of which are being constantly called for. I might mention those of Sammy Kaye, Shep Fields and Guy Lombardo.

Just now my mind is so filled with requests for this particular record that I just can't think of any other.

I hope there may be some help in my letter to some other operator—at least encouragement to thoroughly read *The Billboard's* record column.

ANTHONY SIROUCHE, Mgr.,
Gunn Music Co.

New Orleans

To the Editor:

While Glenn Miller and Bing Crosby continue in the upper bracket for money-making on our phonographs, our best bet of the moment is Benny Goodman's recording of *Scatterbrain*. This record appears likely to be the best of the season. *South of the Border* is nearest, with recordings by Shep Fields and Guy Lombardo very popular.

Crosby is a sure-fire money-maker, but personally I was startled by a discovery this past week when comparing some of his older recordings with his latest hits. Maybe I am mistaken, but the Crosby of a couple of years back seemed to be in better voice.

For consistency along with Crosby are the Ink Spots and Artie Shaw. These entertainers click with almost every rec-

ord made and there are always one or two of their numbers on every machine sent out on location. For dancing Artie Shaw and Glenn Miller must be considered. Climbing in popularity of late is Erskine Hawkins, and his *Rehearsal in Lots* is clicking well in white areas.

In the groove this week are such numbers as *Oh, Johnny*, with Orrin Tucker doing it best; *Good Morning*, by Horace Heidt; *Blue Orchids*, by Miller; *Baby Me*, by Dick Robertson; *Without a Dream to My Name*, by Artie Shaw; *Address Unknown*, by the Ink Spots, and *Chi-Biri-Bis*, by Crosby and the same by the Andrews Sisters.

Several numbers that I have noticed as popular in other areas of the country have not been so well received on our locations. *Lilacs in the Rain*, which appears to be just another of those numbers; *Are You Having Any Fun and The Man With the Mandolin* were never good for our use. *In the Mood*, with recording by Artie Shaw, has been a consistent money-maker for many weeks and still holding its own along with *Jumpin' Jive*, which appears to be now enjoying a re-run wave of popularity. Negro neighborhoods asking for Cab Calloway's records and the whites taking the Andrews Sisters. On the possibility list is *The Little Rubber Dolls*, by Gene Sullivan and Willy Walker. *Shadows*, by Glen Gray, looks good. Bob Crosby needs another *Little Men Who Want Their*.

DIDI WILMORE,
A. M. Amusement Co.

Pittsburgh

To the Editor:

With business the best it has been in several years, machine locations are using most of the good tunes we offer, although naturally some bands are received well naturally of the tune they play, while on the other hand a few numbers can be sold regardless of the band playing it.

When a likely record is made by such orchestras as Glenn Miller, who is our best seller by far, or by Tommy Dorsey, Guy Lombardo, Horace Heidt, Russ Morgan and a couple other truly big names, we automatically use a couple hundred disks, whatever the kind of location.

One factor we have found important, leading to profitable locations, is the Negroes' love of music. Our machines in colored districts, although fewer in number than those in taverns and average locations, bring in nickels much faster. Barrel house numbers like *Keep a Knocking* and *Just One of the Big House* are particularly popular. Sections populated primarily by foreign people are also good spots.

Occasionally we find a novel tune catching on, such as the present run on Orrin Tucker's *Oh, Johnny, Oh*, but usually our best money-makers are recordings by famous radio bands, such as Sammy Kaye's *South of the Border*,

AMERICA'S FINEST REMODELING

Of 616-616A-412-416, Etc., By America's Largest
Phono Remodeling Factory



Your 616 Completely Remodeled as Shown at Our Factory, Brooklyn, N. Y. **\$25.00**

YOUR 412 REMODELED... **\$17.50**
WITH LOUVRES, \$22.50.

SPECIAL!!
Completely Remodeled 616 (As Illustrated). **\$119.50**

Remodeled 412... **\$62.50**
DeLuxe Remodeled 412, with Louvres... **\$67.50**

With Order, Bal. O.O.D., F.O.B. Balyn., N. Y.
IMPORTANT! Write for Confidential Prices of Parts for 616, 616A, 412, 416 Wurlitzers! Complete Set of Instructions Sent With Every Order for Parts!

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NEW YORK CITY SHOWROOMS AND DEPOT—625 TENTH AVE.

GREATER NEW YORK ROCK-OLA DISTRIBUTORS



MARVIN LEIBOWITZ

conveniently located and always a hearty welcome to our many friends.

248 West 55th St.,



JOSEPH FISHMAN

come in and see the new Rock-Ola Luxury Lightup Phonograph. It's a sensation.

New York City

INTERSTATE COIN MACHINE SALES CORPORATION

THE SENSATIONAL GABEL

STARLITE

WITH THE TROUBLE PROOF MECHANISM
BUILT FOR OPERATORS

Just what you need to land the business in those highly competitive spots. An 18-record player with mellow illumination backed with plodge "It's Gabel Quality Built."

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2022 MARKET ST. PHILADELPHIA, PA.

WURLITZERS

REBUILT WITH NEW LIGHT-UP LOWEST PRICES
FRONTS AND GRILLS AT

LARGE SELECTION OF THE FINEST RECONDITIONED CIGARETTE MACHINES

BABE KAUFMAN MUSIC (CIRCLE 250 W. 54th St., N. Y. C. CORP. 6-1642)

KY. SPRINGLESS SCALE CO.

516 S. 2ND ST., LOUISVILLE, KY.

KENTUCKY'S Distributor of WURLITZER PHONOGRAPHS AND COIN-OPERATED AMUSEMENT MACHINES OF LEADING MANUFACTURERS.

A large display of New and Reconditioned Novelty and Free-Play Machines on hand at all times.



BEAUTIFUL GIRLS AND BEAUTIFUL MUSIC—13 of Chicago's most gorgeous girls and the richest and rarest of phonographs—Mills Throne of Music. "A real comparison of likeness," says Mills Novelty Co. execs.



AROUND THE TABLE AT WURLITZER'S Buffalo Open House Party, discussing policies and plans, are, from the left, District Manager J. A. McIlhenny, Art Herman, of the Art Novelty Co., Albany, N. Y.; District Manager S. T. Cass, General Sales Manager "Mike" Hammergen, District Manager E. S. (Bob) Blockman, of the Texas area; Credit Manager William P. Boides and Operator Charles R. Foose, Jamaica Plain, Mass. The party, which was held at the Hotel Statler, drew many factory representatives from near-by North Tonawanda, home of Wurlitzer's phonograph division, as well as large numbers of operators and distributors.

Glenn Miller's *In the Mood* and *Artie Shaw's Day In, Day Out*.

By all odds, everywhere in the 500 locations our five men service in seven counties, *Beer Barrel Polka* has been the outstanding tune since *The Music Goes 'Round and 'Round*. Altho its popularity is declining, it still draws plenty of coin, particularly in sections where there is a large Slavish or Polish population.

In locations patronized by collegians, high school students and others with young ideas, sentimental numbers like *Oh, You Crazy Moon* and *My Prayer* or swing melodies of Goodman, Dorsey and Heidt are best. Bing Crosby is by far the most popular vocalist, with Dick Todd and Barry Wood other favorites.

R. P. ROSS.

St. Francisville, La.

To the Editor:

We operate a combination cafe, filling station and bar known as the 3-V Cafe



YOUR BIGGEST NICKEL MAGNET
★ ★ ★
ARTIE SHAW
ON BLUEBIRD RECORDS

Just Out!

You're a Lucky Guy
Love Is Here

From the New Jerome Kern Hit Show

ALL IN FUN
ALL THE THINGS
YOU ARE

ORDER THESE LATEST SHAW DISCS
FROM YOUR DEALER To-Day!

NICK KENNY

N. Y. Daily Mirror, Says:
"FREDDY MARTIN and his crew
have the best writer at Bluebird
this week-end, a bit of 'mysticology'
called 'Scatterbrain'."

"SCATTERBRAIN"

(Going Strong All Over the Country)

and

"A PENTHOUSE FOR RENT"

Bluebird No. 10436

"MAMA'S GONE, GOOD-BYE"
"EARLY IN THE MORNING"

Bluebird
No. 10447

—Recorded by—

FREDDY MARTIN AND HIS ORCHESTRA

Record Buying Guide

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country. Recordings listed without an explanation are those that have appeared under this heading for one week or more and have thus become such established successes that they require no further explanation.

What's New? A sudden spurt the past week gave this genuinely attractive record a place among the country's big ribbon phonograph winners. Considering its very definite worth, this one took long enough making the grade but now that it finally has done so there is no question about its being an integral part of every machine at the moment. Bing Crosby's recording this week jumped far ahead of its nearest competitors, Benny Goodman's and Hal Kemp's, in the matter of phono appeal.

My Prayer. The second ballad of the week to step into the big time class, and like the one above, genuinely deserving of the attention now being shown it by nickel-droppers in locations from Maine to California. It must be noted that this song is not quite a sensation but it has a quiet, pulling power that is strong enough to raise it out of the "coming up" category and establish it as a leading machine item. The Ink Spots and Glenn Miller are the best reasons for its success with phono patrons.

Scatterbrain. Freddy Martin, Benny Goodman, Frankie Masters, Guy Lombardo.

Blue Orchids. Benny Goodman, Dick Todd, Henry Russell.

Oh, Johnny, Oh. Orrin Tucker.
South of the Border. Shep Fields, Ambrose, Horace Heidt, Sammy Kaye, Guy Lombardo, Tony Martin.

Address Unknown. Ink Spots.

COMING UP

Recordings listed below are those which operators report are not yet top-notch money-makers but which are growing in popularity on automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

In the Mood. This is fast approaching the dimensions of a major hit, in the Glenn Miller version. Growing increasingly popular on the machines in the Miller arrangement, song itself is now beginning to step out on its own, what with its having a lyric tacked onto the tune and its release as a pop number by a leading publisher. Some reports this week nominate it for the "going strong" classification, and altho they are too few to bat it up there they're indicative of the way the wind is blowing.

Lilacs in the Rain. This is developing in a manner that presages a very honorable career for it as a front-running song within the next few weeks. It has the basic appealing ballad quality that has always made hits, and, just as important, it has the productive push behind it of one of the biggest music publishers in the business. Exceedingly popular on air and in the stores, its machine success should increase within a short time to the point where it will be essential in the boxes. Charlie Barnet, Dick Jurgens and Bob Crosby are the leading record lights here.

Yodelin' live. It's a pretty even toss-up, according to reports sent in to this department, as to which of these two sides is the more natural, since they were both recorded by Bing Crosby and the Andrews Sisters, a prize combination in any man's phonograph. Mating Crosby and the singing sisters on one disk was an inspirational thought, and it's already bearing fruit in bigger and bigger returns to ops from this record. Take your choice of sides; one is as good as or better than the other.

Last Night. This may never be a top-ranking song, but it ought to be a profitable item for ops now that it has started to move a little way up the ladder. Glenn Miller, Bob Crosby and Horace Heidt are getting the nod on this.

Chico's Love Song. The same description goes here as for *Last Night*. Some operators are finding it a nickel-getter in the Andrews Sisters' version, but it's likely that the Andrews-Crosby disk mentioned above will put this one in the shade.

POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs but are the most likely prospects for music machine success among new record releases. These suggestions are based upon radio performances, sheet music sales, reports from music publishers as to the relative importance of certain songs in their catalogs as well as on the judgment of The Billboard's music department.

Hot Dog Joe. A great bet for the machines, recorded by Van Alexander, and one that ought to catch on quickly once it starts to get around. It was designed principally for the boxes, and there don't seem to be any risks in the design.

Good Morning. A lively sort of ditty that is getting a nice play on nationwide networks and in sheet music stores. Its favorable reception via these routes to public appreciation should certainly spread to the phonographs soon.

Two Blind Loves. Just beginning to show signs of life, this department would not be surprised to see this ballad from a new movie step out and turn into a hit of sizable proportions. It should be watched.

Bluebirds in the Moonlight. One of the many songs from the score of the forthcoming technicolor feature-length movie cartoon, *Gulliver's Travels*, this seems to have the best chance for future hitdom. A clever lyric idea, it seems to this corner, gives it that edge. Also likely looking is *Faithful Forever*, from the same picture. Two of your eventual big money-makers may be here.

I Didn't Know What Time It Was. The outstanding song from the score of the new Broadway musical hit, *Too Many Girls*, this is edging its way toward possible success in every line of endeavor, radio, sheet music and records.

My Isle of Golden Dreams. A Bing Crosby recording that is beginning to attract a little bit of interest in the few machines holding it. So far its popularity is only tentative, but the signs point to that becoming positive.

(Double-meaning records are purposely omitted from this column)

to Milwaukee after making their home here for several months. Bill was with the Edt Enterprises and held a position at the Windmill Club while here.

A new phonograph has been installed at Knappe's Bend bar by the La-Ark-Tex Co. now being operated by Mrs. Dan Tucker, nee Bonnie Crumb, of Gloster, who since her husband's death has been running the business with the aid of Manager Allen Huller.

Bob Coley, of the Vicksburg, Miss., area, was in town shaking hands with friends recently. Bob is a former resident of this city.

Seramac Co. has installed several wurlitzer machines, and owners, Sam Serlo and Sam McCabe, say the machines are doing well.

October was a good month for operators and all believe that with colder weather in November and December will put out a banner machine season in this section of Southwest Mississippi and Northeast Louisiana.

Houston

HOUSTON, Nov. 18.—R. S. Campbell is the new office manager of Houston branch of Decca Distributing Corp. Office force is now composed of J. M. McConnell, district manager; R. S. Campbell, office manager; A. O. Ayco, salesman; Earl Robinson, shipping clerk, and Mary Gouff, secretary.

Gulf Coast Amusement Co. is sponsoring two bowling teams this season: one each at Recreation and Elks Alleys. Harold W. Dally, owner and manager of the first team, and both teams last year were attracted considerable attention by selling the highest single game in a tournament sponsored by a Houston daily paper.

It was announced at the last business meeting of Associated Phonograph Operators of Harris County that a big party for the membership, their families and friends would be held late in November. Association secretary W. A. Niemacki is chairman of arrangement committee and will announce the time and place as soon as plans have been completed.

Operator and Mrs. A. F. Lemke spent several days fishing at Corpus Christi and Rockport. Mrs. Lemke sustained a painful hand injury when fished by a big one she had caught.

J. W. Smalley, Electro Ball representative, was in Houston for a week and left for the home office in Dallas on November 2. He traveled over seven Southern States the previous five weeks and reported excellent business.

DAVE ROBBINS... will soon have some interesting news to talk to the trade. We understand it has to do with some ideas he picked up on his European trip.

LOU WOLCHER... who recently married one of the fairest daughters of the West Coast, visited the big city last week. Lou headed toward Boston, and will return to his home town in easy stages.

New Orleans

NEW ORLEANS, Nov. 18.—In the vanguard of the fall upturn in coin machine operations in the Crescent City area are phonographs. The gain in playing of pin games has decreased, due to several factors that might be blamed in turn with hurting other lines of trade as well. Particularly blamed by leading operators is the bad publicity on politics in the State on the eve of the hottest election for leading officials in January. Unusually hot weather for October and rain on pockets of sport lovers by big inter-sectional football games are other factors contributing to slower circulation of pin money. Operators of merchandising vendors are elated over fine pickup since first of the month.

Continuing its expansion program of the past year in the South, Decca Distributing Corp., October 15, moved its Dallas sales branch into larger quarters, taking the entire top floor of the Warner Bros' Building on Park avenue. R. N. McCormack, Southern sales manager, and R. E. Schneider, Dallas office has experienced a sharp increase in business dur-

ing the past year necessitating more space. J. W. McCarter and Paul Beardsley are salesmen connected with that branch.

In midsummer of this year the Memphis branch of Decca was moved to more spacious offices on Madison avenue and later the Atlanta branch had to seek more room at 72 Central avenue. The Houston branch, completing its first year under management of J. W. McConnell, is also reporting a sharp upturn, and McCormack says New Orleans set this month sets a new high for all Octobers.

Bill Jurges, of Russell & Clemons, Wurlitzer ops of Baton Rouge, was seen shopping for new equipment and recordings in the Crescent City. Questioned, Jurges admitted that business was decidedly on the up in the capital city and that the firm looked for a big winter season.

Now that the hunting season is here operators here are showing marked interest in rifle ranges. The Great Southern Novelty Co. has purchased 20 of the ranges and placing them at downtown locations in time for the opening of the hunting season. One of the ranges on location at the A. M. Amusement Co. was kept busy through the day Thursday when ops and distributors came in droves to witness the formal opening of the A. M. Amusement Co.'s new spot on Poydras street.

Several times game officials asked for less noise so that quarterbacks could hear signals at the recent Tulane-North Carolina tie game. The source of the biggest hollers was easily discernible around the 40-yard line where a half-dozen operators and their friends equaling as many in number were seated in one long line. Included in the line-up were Dan Cohen, of Plessure Music Co.; E. J. McNally, of Crescent City Novelty; R. T. Covington, Ed Rodriguez, of American Coin Machine; Frank De Barros, of J. H. Peres Novelty Co., and Don Pazzo, of Pazzo Bros. Lillian Harris, secretary for Cohen, was sandwiched in the row as well. All six ops vowed they would do their utmost to go en masse to New York to see Tulane meet Columbia in Yankee Stadium on November 18.

Competitors, keen competitors you might say, in business, Ernie Certe and Jules Peres, make it their business to have several hours of fun together once a week. They were seen this week walking side by side on their way to the once-a-week lunch together.

Placing their first shipments of new Gottlieb Lite-o-Cards on locations, the New Orleans Novelty Co. officials report excellent results and look for this game to be the biggest money-maker of the year. Louis Bossberg, head of the firm, admits the Gottlieb will have to step some to equal the record set this past summer by its Lot-o-Funs.

Crediting Buckley wall boxes and recordings for the needed stimulation, Ward Peters, phonograph operator of Baton Rouge, reports the best fall season in his experience in business. Peters, in New Orleans to get new equipment this week, credited *The Billboard* with some "live-wire" results on advertising placed

Increase Your Phonograph Income 500% or more!

WITH PHONO-FLICKER



Here it is... AT LAST!... The phonograph trade stimulator... Every nickel play lights "PHONO-FLICKER" which pays off like a hot beside tripping "phone" automatically and holding interest of location patrons.

Play unit (see illustration) can be set up any place while the "FLICKER" panel (shown above play cabinet) is usually in a prominent position to attract attention... Your phonograph can be placed anywhere.

Made by experienced phonograph operators as an experiment, it now has proven itself a REAL investment for forward-looking "phone" men.

We invite your inquiries especially if you have used phonographs (any model or make) available to trade in exchange for "PHONO-FLICKER" units. Excellent territory is open to recognized jobbers... WRITE AT ONCE... to...

MINNESOTA ASSEMBLING CO.

Manufacturers of Coin Operated, Vending Machines, Traffic Lights, Parking Meters and Other Devices
1119 SECOND AVENUE ANOKA, MINNESOTA

A-1 EQUIPMENT AT NEW LOW PRICES

Mills Dance Masters	Each \$10.00	Seeburg Model A, Walnut	Each \$29.00
Mills Deluxe	15.00	Seeburg Model A, with Illuminated Grill and Record	35.00
Seeburg 1938 Selenophones	20.00	Mos. Record	25.00
Capehart Orchestras, 10-Record	10.00	Wurlitzer Du Re All	29.50
Seeburg 1935 Selenophones	17.50	Mills 400 or 412	39.50
Mills Seeburg King	17.50	Rock-Ola 12-Record	25.00

All Ready for Location. Immediate Shipments. Send Deposit With Order.
312 W. Seventh, CINCINNATI, O.
SOUTHERN AUTOMATIC MUSIC COMPANY
120 Massachusetts St., 2nd St., LOUISVILLE, KY.
INDIANAPOLIS, IND.

regularly recently by him. He said that he resold used equipment thru these ads to almost every State in the Union.

Stepping up the center aisle recently was Carlos Miguez, of the Great Southern Novelty Co. Married in St. Bernard parish, the Miguez had Mrs. Buster Gless, wife of the firm's head, as their witness.

REVIEW OF RECORDS—

(Continued from page 11)

Considering that it's a new band, the platter resounds with possibilities for Will Bradley, new tromboning maestro making his preem on the Vocalion label with Handy's Memphis Blues, the Dixieland beat emphasized, and Old Dog Yaw, an original by drummer-mace Ray McKinley and pianist Joe Slack, both out of Jimmy Dorsey, giving this new band and its first platter plenty of kick. Also a new band the maestro is an old-timer, Red Nichols rates rediscovery, giving a good account of himself in the old Five Pennies tradition in *You're the Greatest Discosary* on Bluebird. Platter-mage gives danceable stuff for *I Live Again*.

Idia Music

CHARLIE BARNET, also on Bluebird, has the right idea in an original coupling labeled *The Duke's Idea* and *The Count's Idea*. It's the righteous manner of Ellington and Basie with Barnet riding high and handsome on his alto and tenor sax respectively. Charlie,

MASTERCRAFT PADDED COVERS

For Automatic Coin Phonographs

For Every Size Machine
No. 4 Adjustable Padded
and
\$10.25 each
No. 30 Adjustable Carrying
Holders—Accommodates all makes
and sizes.
\$6.25 each
No. 6 Carrying 1.75 each
Wrap—Mount at small cost because only one size pad or harness needed. Sturdily made, burn resistant, waterproof. Write for price on other pads to your specifications.

BEARSE MANUFACTURING CO.
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3815-3825 Cortland St., CHICAGO, ILL.

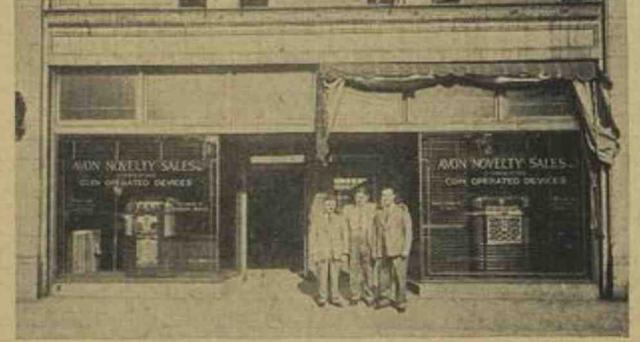
incidentally, has two best numbers in the books that would make for a dandy double. In the same idea groove, Barnes calls it *The Right Idea* and *The Wrong Idea*, with contrast in the latter which is a true musical parody on singing titles and mickey mousers. It rates a record and would come as a welcome relief, not forgetting its sales possibilities since we hear they're still buying up Tommy Dorsey's platter picnic of *Are My Favorite Bones Playing* or *Am I Dreaming*, a delicious piece of musical satire on bubble music.

Raymond Scott, usually with a bottomless well of ideas, is for that reason a bit disappointing on his latest Columbia pairing of originals, the quintet intergering his *New Year's Eve* in a *Haunted House* and *The Girl With the Light Brown Hair*. It's hard to believe that his resources might be shrinking but the fact remains the *Haunted House* opus is nothing more than orchestration swarming all over *And Layne* *Sue* while the *Light Brown Hair* air is an uncredited adaptation from the classical *Le Cinqsanteime* with the usual Scott-tastic title this time being a confusing variation on the Stephen Foster *Jeanne* song.

On the Sweet Side

AMONG the more commercial couplets, Guy Lombardo offers the usual lush with richness, his four Decas sides being strictly on the favorable side, titles taking in *South of the Border*, *Old Mill Wheel*, *At Least You Can Say Hello* and the latter backed with a delicious court-trier, *Scatterbrain*, in the Josephine groove.

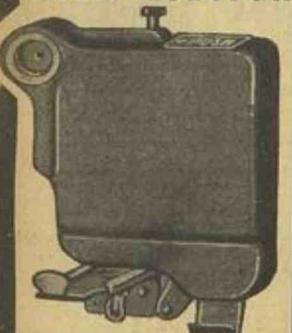
Also recommended to make check-to-checking all the more desirable is Horace Heidt's Columbia coupling for *South of the Border* and *Baby*, *What Else Could I Do*, *Sammy Kaye* making it so much easier to sway with a Victor brace in *Ciri-Biri-Bin* and *Don't Make Me Laugh*; and Russ Morgan's refreshing instrumental novelties on Decca, *Johnson Rag* and *China Doll Parade*. Gro.



NEWSWORTHY NOTE ACCOMPANYING the above picture is that the Pearlman Brothers have just purchased a number of Rock-Ola phonographs for their L & N Sales Co. from the Avon Novelty Sales Co., Cleveland distributor. Above, left to right, are Nate Pearlman, Art Nagel and Louis Pearlman. Nagel represents Avon. Excellent window display of phonographs gets much attention from passing pedestrians and motorists.

EXHIBIT'S SLUG EJECTOR

EASTERN FLASHES



Can be readily attached in five minutes to any table game right on location using the A. B. T. No. 500 slot. No cabinets to butcher. . . . Simply remove two screws from the A. B. T. slot and use the two screws furnished with this attachment. Only nickels and our own patented tokens will pass through Exhibit's "SLUG EJECTOR" and delivered to the coin chute for the operation of machine. 95% of all others are returned to player.

Neat in appearance, small, compact, tamper-proof, built to be a lifetime protection to your present and future table games.

PRICE \$16.50

Tokens, \$1.50 per 100

\$12.50 in 1,000 lots

STOP YOUR LOSSES NOW!
SEND YOUR ORDER TODAY.

**THE EXHIBIT
SUPPLY COMPANY**
4222-30 WEST LAKE STREET,
CHICAGO, ILLINOIS

NEW YORK, Nov. 18.—Interest in the coming convention in Chicago is growing with each succeeding week. Already the boys are shooting thru reservations for hotel accommodations. Interest in the show has been further heightened by the offers of the George Ponsor Co. and the Interstate Coin Machine Co. to pay transportation to and from the show of those ops who qualify under the terms of the sales plans they've announced. Those qualifying can choose any mode of travel they wish. Ponsor says he expects to have no less than five planes chartered for the trip. Joe Fishman, Marvin Liebowitz and Al Schlesinger, of Interstina, report that they've arranged for a Rock-Ola Show Special train to take care of the ops whom they expect will qualify under terms of their free transportation offer. Those qualifying will be given private roomette reservations on one of the crack trains running to Chi. All in all, some 250 members of the local coin industry are expected to be on hand in Chi two months from now.

"BUSIER THAN EVER" . . . is the report coming from the offices of Budin's, Inc. . . . Interstina reports whether to attribute the spurt to the fact that the boys like to hang around his headquarters or because of the bang-up bargains he offers them. "Guess it must be the bargains," he says.

SWAMPED . . . Sam Sachs, of Acme Sales Co., whose phone remodeling plant is humming with activity these days, reports: "We have been swamped by ops asking for the parts we use. We're more than happy to sell these parts, but take my word for it, the best job will be done by our own experts who really know how."

AROUND THE TOWN . . . Ben Becker, manager of the A. J. A. (Automatic Jobbers' Assn.), was around visiting with the organization's members the other day. It seems the org is all set to announce an important decision that may make a big difference in general sales tactics here. . . . Gil Paria was seen showing his candid-camera photo of "Misty," the pin game champ of 37th street. "If anyone has a better action shot of a true pin game fan in action, I'd like to see it." . . . And Marty Roth, Gil's partner, was around making a deal for more phones. . . . Steve Dolewicz and Hymie Rosenberg drove out to Morris Silverstein's Lake Mohogan camp to spend a few days.

"RALLY 'ROUND BALLY FOR '40" . . . That's the battle cry around the offices of John A. Fitzgibbons these days. "Every word of that slogan is true," Jack declares. "Bally will have the games and the merchandisers that every operator has asked for. Regional managers for Bally have been flying into Chicago regularly to give Ray Moloney and the other boys at the factory first-hand reports of what the operators want." Before pushing off for Chicago to make arrangements for faster delivery of Bally games, Fitz reported that ops are swamping his offices with orders for Bally Ails, Bally Busta Eye, Table Model Gold Cup, C. O. D., Grand National and the other Bally hit games.

SERVICE DEPARTMENT . . . Interstate Coin Machine Sales Co., Rock-Ola distrib here, has installed a service department for its ops. A staff of highly trained mechanics, supervised by Dan Sabareky, will be on hand night and day. Dan will send the boys out to the locations if necessary to make adjustments or replacements. Department will carry full supply of parts for the Rock-Ola phone for immediate delivery.

RUSHED . . . Ace Distribs, Newark, reports: "It seems the more machines we ship, the more we are behind in orders. Not only is this due to the fact that we are giving the boys the best secondconditioned equipment and new games, but because we are giving them super-speed service, too."

JERSEY JOTTINGS . . . The Co-Operative Amusement League of New Jersey meets in the Riviera Hotel to discuss some of the new situations arising in town on which they believe some vital decisions rest. . . . Freddie Law, of Hercules, is gradually acquiring the reputation of being the town's super salesman. . . . Charley Hull is going for the new game in a big way. It is reported. . . . Al Clorvly moved into his new home in East Orange. . . . Jack Parr, East Orange, op, is looking forward to some prosperous weeks ahead.

Hilda Polon, Hercules secretary, is among the newswomen and prettiest in the business. . . . That new pain job on Sterling Distribs building is surely spiffy. . . . Irv Ponsor, of the Newark Ponsor, had to tear out the front door of his offices to get thru a crated Bang-up-A-Deer rifle. "The repairs are going to cost us more than we got for the machine," Irv wails. . . . Barney Sugarman and Abe Green, of Newark, are putting out phones just as fast as they can get them. . . . Billy Ehrenberg, the New Jersey sea bum, got caught in a rainstorm while golfing Sunday before last and was so drenched it took a quart of Scotch and three days of sunshine to get the water out of him.

"BLITZKRIEG" . . . Fred Iverson, Seaboard Sales star salesman, was in town planning a "blitzkrieg" push on Genco's new clicker, Punch. According to Bert and Fred, Punch is one of the biggest money-makers operators have ever had. So far only Mr. Chips has surpassed it, they claim.

SLOGAN . . . Nat Cohn, Harry Rosen and Irv Sommer, of Modern Vending Co., report: "Our slogan is catching on rapidly with operators everywhere in this territory. It is 'Look Forward to '40 with Modern' and we mean every word of it."

TOO SMALL . . . The 16,000 square feet of floor space that Mike Munves rented just around the corner from his Newark avenue headquarters is already loaded down with equipment, and Mike says he's only moved in half of the arcade equipment from his New Chambers street and Park Row offices. He's now looking for more space. "Incidentally," Mike revealed, "Marc, Joe and I will be on hand at the Hotel New Yorker to greet all arcade ops who attend the Park Show."

ACCIDENT . . . reports: "A letter I received this week from Lowell Walcott, who is on the road with a trailer introducing our Penny Photo to Eastern operators, proves conclusively how this machine can take it. Walcott had a slight accident and the jar threw the phone off the stand. When the machine was replaced and tested, it played perfectly. It was unnecessary to touch any part of the machine with the exception of replacing a broken glass."

MEN AND MACHINES . . . Fred Maitland, of Exhibit's Vitalizer, was in town to close one of the firm's biggest orders. Fred McClelland, the local Vitalizer man, is all smiles over the deal. . . . Roy McGinnis from down Baltimore way, reports: "We have some of the greatest game buys in all our history now ready for ops." . . . Fred Meyer, of Exhibit, postcards friends here from Palm Springs, Calif., where he is recovering from a sinus attack. . . . All this equipment found in one small town, says New York's Fin game automatic phone, cigaret vender, two-column bulk vender, gum vender, cigar vender and a scale! . . . Willie Blatt is doing a great job with Mills Throne of Music Co. . . . Mills Novelty Co. is giving Eddie Lane and his song a big boost this month. In the meantime, Eddie's Bless You posters are to be seen in jobber and distrib headquarters all over town. . . . Bill Alberg is off for Chicago again to get faster delivery on Evans' Ten Strike. "We simply can't get enough of them," says Charley Aronson, Bill's partner. . . . Al Simon, owner of Savoy Vending Co., says his firm will chalk up a real sales record this month.

Machine Gun

To the Editor:

A friend has been telling the writer about a new amusement machine. Friend says he saw the machine in operation at the Wisconsin State Fair, Milwaukee, this fall. The operator's name was Stern and he was from Brooklyn.

He states that the machine consists of a replica of a big gun that shoots at a miniature airplane that moves across the sky, the hits or location of the hits being registered by the machine.

Our idea in writing you is that the writer believes that the Chicago manufacturers of amusement and other machines such as this know what is going on in the machine lines and perhaps your office could find out who makes this machine.

W. P. J. Columbia, S. C.

A HIT

"Looks like our new machines are just what the trade wants," says Earl Whiters and Bill Rabkin, of International Microscope Reel. "The way orders are coming in proves that our three new money-makers are grabbing the attention of operators everywhere."

FREE TRIAL

Royal Distributors, Inc., is making a 10-day free trial offer on the new Marble-Glo Western Baseball machine. Dave Stern, president, reported from his Elizabeth, N. J., headquarters. "We are making this 10-day offer," Stern stated, "because we believe that once an operator puts this machine on location, he'll soon be convinced that it is one of the greatest legal machines ever operated." Stern also revealed that his firm has been appointed distributor for U. S. Record Co.

CLOSE-OUTS

Irv Mitchell is considered one of the finest close-outs men in New York. "When the leading distrib gets one stocked on pin games, they call on Mitch," one man revealed. "He gets rid of those games somehow and how he does it is a mystery."

CLICKING

"We're going over the top with our free round trip fare offer to Chicago convention," George Ponsor reveals. "Jack Mitnick, Sam Mendelson, John Geel Jr. of Albany, Mac Colleen, of Syracuse, and Irv Morris, of Newark, all report that this offer of ours has stirred up interest in Mills Throne of Music to a few pitch."

TOPS

... for the kind of co-operation and service you have always dreamed about; for perfectly conditioned machines of every type; for all the best new machines, and for PRICES THAT ARE RIGHT DOWN YOUR ALLEY —THAT'S...

George Ponsor Co.
11 EAST RUNYON ST., NEWARK, N. J.

77 Mills Blue & S lowest price history! Precision rebuilt and guaranteed mechanical perfect. —call in its ready now, if you are in the market for a new machine, phone, wire or write quick!

FREE PLAY GAMES

Fifth Features \$39.50
Each
Contact: Each
Risk

Games \$19.50
Trio E.
Sup & Go \$32.50
Risk E.

1/3 With Order, Balance C. O. D.

THE VENDING MACHINE CO.

205-15 Franklin St., Fayetteville, N. C.

GUARANTEED VALUES

Every Machine Thoroughly Reconditioned

PHONOGRAPHS	
2 Bedford Deluxe	\$27.50
10 Wurlitzer 412s	49.50
2 Wurlitzer 312s	49.50
9 Wurlitzer 916A	95.00
2 Wurlitzer 24A	144.50

NOVELTY GAMES	
Peachy	\$12.50
Bambino	15.00
Sarcnet	12.50
Reserver	3.50
Stoner's Races	15.00
Cadet	17.50
Blitz	12.50
Green Lisa	10.00

CONSOLES	
3 Bally Clubhouse	\$22.50
3 Razz Tracks	32.50
3 Quizzing Demons (G. H.)	42.50
2 Track Time (R. H.)	47.50
2 Jennings Derby Day	22.50
2 Multiple Racers	75.00
1 Multiple Bell	49.50
2 Pace Racers (6x11 Big Pl.)	97.50
1 Rosette	75.00
1 Race Meet (Western)	192.50
1 Kentucky Club	62.50

AUTOMATICS	
1 Heathcote	\$74.50
3 Sorbet	55.00
3 Quinella (Multi)	32.50
1 Caron	10.00
1 Pando Fish	35.00
1 Fairgrounds	27.50
1 Photo Whirl	12.50
1 Bally Peak	12.50
1 Photo Party	10.00

Terms: 1/3 With Order, Balance C. O. D.

AUTOMATIC AMUSEMENT CO.

1000 Pennsylvania St., Evansville, Ind.

Western's
New Deluxe
We've Got 'Em—Time Payment Plan Available
G. N. VENDING COMPANY
867 W. BROAD STREET, COLUMBUS, OHIO

NATIONAL'S BARGAINS!

NOVELTY GAMES—FREE PLAY

Mills 1-2-3	\$85.00	Majors	\$34.50
Buckaroo	35.00	Dolls	35.00
Ball Croquet	47.50	Blue & Gold	31.50
Cowboys	45.00	Bubbles	31.50
Ballroom	35.50	Red & Green	27.50
Aviators	39.50	Mill Numbers	20.00
Zep	35.00	Red & Green	22.50
Centaris	37.50	Red Times	20.00
Cherries	37.50	Multi-Free	18.00
Top Kick	35.00	Reels	18.00
Bottoms	35.00	Parade	15.00
St. Charon	35.00		

NOVELTY GAMES—REGULAR

Circles	\$22.50	Stop & Go	\$18.00
Ballroom	22.50	Bubbles	18.00
Old Kicks	18.50	Old Balls	15.00
St. Maurice	18.50	Parade	15.00
Crabbe	18.50	Rickety	12.00
Majors	18.50	Zebra	12.00

1-BALL AUTOMATICS

Handicap	\$75.00
Ball	22.00
Fair Grounds	22.00
Ball	22.00
As-De-Bien (T&L)	20.00
Prize	15.00
Derby Day	15.00
College Football	15.00

COUNTER GAMES

Spars	\$15.00	Penny Packs	\$8.00
Swat	15.00	Five Wickets	8.00
Clippers	13.50	Ball	8.00
ABT Targets	12.00	Daily Roader	8.00
ABT Big Game	12.00	Punch-Balls	8.00
Hunters	8.00	Red Reels	4.50
		Red "21"	4.50

SLOTS

Melon Bell, 5c Play	\$44.50
Mills Blue Front, 5c, 10, 25c S.J.	38.50
Serial Over 400,000	28.50
Mills Blue Front, 10, 25c O.J.	28.50
Jewelry Chicks, 5c	35.00
Rock-Ola F-16	75.00
Pass Contest, D.J.	20.00
Waltling, 5c	15.00
Star War Captain, 25c	18.00

PHONOGRAPHS

Wurlitzer 616-A	\$89.00
Rock-Ola Empress 10	85.00
Rock-Ola Empress 12	85.00
Rock-Ola Ambass. 10s With Grills	69.00
Rock-Ola Reg. 12s With Grills	39.00

MISCELLANEOUS

Rock-Ola World's Series	\$62.50
Rock-Ola Tom Miller	45.00
Kenny Track Times '37	45.00
Kenny 3311 Times '37	45.00

NATIONAL COIN MACHINE EXCHANGE

1407 Diversy Blvd., CHICAGO

CHUBBIES Perfectly Reconditioned \$14.00

Aviator, f.p.	\$41.00	Chevron	\$28.50
Zep, f.p.	45.00	Contact	22.50
Zep, f.p.	40.50	F-16	22.50
Aviator	37.50	Baiting Champ	19.00
Aviator	32.50	Chief	19.00
Aviator	32.50	Majors	19.00
U & I, f.p.	32.00	Sneaky	15.00
Bottoms, f.p.	29.50	Kick	15.00
Chubbie, f.p.	27.50	Side Kick	12.50
Contact, f.p.	27.50	Stop & Go	15.00
Miami, f.p.	27.50	St. Maurice	11.00
Bottoms	27.50	Fiesta	9.00
Bang	27.50	Salinger	9.00

\$8.00 ODD BALL, SKI N. SNAPPY, \$7.00 A.C. FLEET, GREAT GUNS, JUNGLE, \$6.00 RESERVE ZEPHYR, TOP AIRWAY, GAG, HI LO, NAGS, \$6.00 RE-GETTA, REVIEW

Send for Catalogue, List Price, Low Prices. 1/3 Cash Deposit. Under \$15.00 Full Cash. Export Cables "COINMACHINE", N. Y. 50 W. 4th St. New York, N. Y.

MELON BELLS \$44.50 Like New, Serial 427,000 Up

CHERRY BELLS \$44.50 5c and 10c, Absolutely Perfect

BLUE FRONTS \$27.50 (20c, \$29.50) 5c and 10c

St. Rose, f.p.	\$22.50	Aviator, f.p.	\$47.50
Top Kick, f.p.	22.50	Swat, f.p.	35.00
Bottoms, f.p.	27.50	Bottoms, f.p.	22.50
Gene, f.p.	15.00	Conroy, f.p.	14.50
Gene, f.p.	22.50	Gene, f.p.	22.50
Top, f.p.	24.50	U & I, f.p.	32.50
Top, f.p.	27.50	Top, f.p.	29.50
Kick	9.00	Dixie Moo	4.75
Line Up	12.00	Red, March	4.75

SILENT SALES

832 D St., N. W. Washington, D. C.

Press Hails End of Racing News ...

Chicago, Nov. 18.—Chicago newspapers led the parade of rejoicing that swept thru the newspaper publishing world at the discontinuance of the Annenberg vast racing news enterprise.

It was generally regarded among newspapers that the sports pages would gain tremendously in importance as a medium for racing news, with the discontinuance of Annenberg's monopoly.

Altho unofficial the spirit of rejoicing could be seen in placards on some Chicago Loop news stands which advised passers-by to "Get your racing news direct from the tracks."

Even a pinball crusading newspaper, such as The Omaha World-Herald, used its banner headline on page 1 to tell the story of the end of the Annenberg set-up.

Chicago's leading reform newspaper, the Chicago Daily News, used its lead editorial to say that "A Nation-Wide Racket Ends." The News publishes latest racing odds on the front page of its sports edition, claiming that it does not get into the home and does not influence children.

The Chicago Daily Times says that Chicago has an ordinance which forbids newspapers to publish news of racing odds and bets.

Bally Conference Termed Big Success

CHICAGO, Nov. 18.—"A sensational success" was the verdict of Ray Moloney, Bally president, commenting on the nation-wide sales conference and exhibition of new products which was held at the Bally Mfg. Co. factory November 9 to 14, inclusive.

"We were amazed," Moloney explained. "We issued invitations to key distributors in certain sections—but the news spread that Bally was putting on a show of new numbers and then it began—operators, jobbers and distributors poured in."

"Herb Jones started a roster of those in attendance, but in the excitement many names were missed. Well over a hundred coin machine men arrived to look over the new Bally legal line."

"While the entire line received the careful attention from the visitors, top honors went to Bally Alley and Bull's Eye. The former was hailed as the greatest bowling game and it was impossible to get near the machine—they all wanted to try the realistic three-finger speed-aim control. Bull's Eye was described by those who saw it as the ray-gun, which really solves the problem of getting repeat play from sharpshooters as well as amateurs."

"A tremendous volume of orders resulted. Mass production plans are already well under way to insure quick delivery of Bally Alley and Bull's Eye."

Among those who attended the Bally conference were Joe Abraham, J. & M. Novelly, Co., Youngstown, O.; Mr. Albert, Brooklyn Amusement Co., Brooklyn; Roy Bazelon and Al Stern, Monarch Coin Machine Co., Chicago; Lou Berman, L. Berman Co., Evansville, Ind.; Philip J. Bortchera, Bend, Ill.; M. Y. Blum, Star Sales Co., Valdosta, Ga.; Tom Cowell,

Cowell Amusement Co., Erie, Pa.; J. W. Crafton, Asheville, N. C.; Mr. Darter, Kankakee, Ill.; Mr. Dothan, Quebec.

Charles Ewing, Automatic Amusement Co., Evansville, Ind.; Jack Fitzgibbon; John A. Fitzgibbon, Inc., New York; Mr. Furman, Douglas Sales Co., Rockford, Ill.; Ed George, Ed George Novelty Co., Akron, O.; Morrie Ginsburg, Philip Moss and Irving Orlitz, Atlas Novelty Co., Chicago; Max Glass and Paul Gerber, Gerber & Glass, Chicago; Snooks Gordon, Peoria, Ill.; Art Haas, Waukegan, Ill.; Dan Hawley, Modern Automatic Exchange Inc., Cleveland; Carl Hoelzel, United Amusement Co., Kansas City, Mo.; Mr. Horn, National Distributors, Chicago; H. G. House, Kentucky Amusement Co., Louisville; Lee S. Jones and Nelson Warner, American Sales Co., Chicago.

B. D. Lazar, B. D. Lazar Co., Pittsburgh; Jack MacDonald, Omaha; Joe Mahoney, Eddie Vogt, and Mr. Nelson, Apex Cigarette Service, Chicago; Fred Mann, Chicago; Meyer Marcus and Joe Ostro, Markepp Co., Cincinnati; Bill Marmer, Sebring, Inc., Cincinnati; O. L. Martin, Sam May, Sam May Co., San Antonio; Roy McGinnis, Roy McGinnis Co., Baltimore; Earl Moloney, Lake City Novelty Co., Cleveland; Jack Moore, Jack Moore Co., Portland, Ore.; Mr. Munson, Indianapolis.

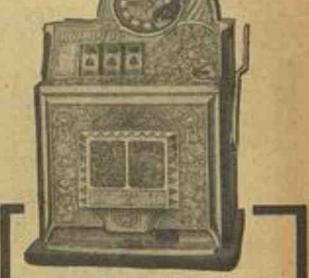
Dan Odum, San Antonio; Jimmy Passanale and Gay Woberslin, J & J Novelty Co., Detroit; C. E. Pettigrew, Pettigrew Supply Co., Springfield, O.; Harry Poff and Mr. Friedman, P & G Dist. Co., Springfield, Ill.; Mr. Salkind, Winner Sales Co., Chicago; Joe Schwartz, National Coin Machine Co., Chicago; Al Sebring, Grand National Sales Co., Chicago; Ted Sneathley, R & S Sales Co., Marisetta, O.; Rollin Stewart, Stewart Radio, Inc., Indianapolis.

W. Strong, Eureka Novelty Co., Saginaw, Mich.; Frank Swartz, D & S Novelty Co., Rockford, Ill.; Sam Taran and Joe Simon, Mayflower Novelty Co., Minneapolis; G. E. Todd, Indianapolis; Carl Trippie, Ideal Novelty Co., St. Louis; Ken E. Wilkinson, United Amusement Co., San Antonio. There were many other coin machine men present whose names were not obtained.



THE INDIAN EXPRESS CO., of Hyderabad Sind, India, is headed by U. V. Shakti, actor, and handles a large variety of coin machines as well as subsidiary items. Scales, bells, counter games, vending machines, amusement machines, sales boards, ball gum and candy are a few items distributed by the firm. It also operates a large number of machines. "The Billboard" brings it news of the coin machine industry.

NEW LOW PRICE \$40.00 40.00



A FEW MORE LEFT GUARANTEED LIKE NEW

We have a few Rebuilt Machines, as shown above, in 1c, 5c, 10c and 25c play, with Mystery Pay-out. Every machine has been gone over from top to bottom, inside, outside, repainted, repolished, new reel strips, springs or parts where needed, for operating purposes as good as new.

15-DAY MONEY-BACK GUARANTEE

Write for prices on our complete line of Rebuilt Machines

WATLING MFG. CO.

4640-4660 W. FULTON ST. CHICAGO, ILL.

Est. 1889—Tel. O'Connell 2770. Cable address "WATLINGITE", Chicago.

FALL CLEARANCE SALE

1/3 Certified Deposit, Balance C. O. D.	
Mills Danemont	\$45.00
Mills Deluxe Dancometer	19.50
Mills Swing King	25.00
Seaburg Model A	27.50
Seaburg K-15	59.50
Seaburg Rex, 1937	105.00
Seaburg Gen. 1938	155.00
Rock-Ola Imperial 16	85.00
Wurlitzer 4-12	39.50
Seaburg Schlotzhofen	145.00

USED RECORDS, All Usable, \$3.00 per 100

David Gun Club, F.P.	\$29.50
Bally Paramount	14.50
Mills Clocker	25.50
Mills Softball	15.00
Jewelry Pedal Fiddle	15.50
Bally Reserve	12.50
Stewart-McGinnis 8 & 10 Col.	55.50
Outfitter 3-Way Grippers, 6 Bass	10.00

MILWAUKEE COIN MACHINE CO.

1455 W. Fond du Lac Ave., Milwaukee, Wis.

SEIDEN'S HAVE IT!

Immediate Delivery on Latest Hits!

Chico's O'Boy		USED BARGAINS All Free Play	
Bally's Roller Derby		Trinkets . . . \$59.50	
C. O. D.		Fair Grounds . . . 39.50	
Gene's Punch		U & I "Up" . . . 20.00	
Gottlieb's Lite-O-Gard		1-2-9 . . . 22.50	
Dave's Follow Up		Stop & Go . . . 30.00	
Kenny's Big Six		Regimes . . . 15.00	
Exhibit's Rebound		Chief . . . 27.50	
Exhibit's Derby		Amst Derby . . . 16.00	
Mills Mystery Bell		ONE BALLS	
Q.T.A. etc.		Heathcotes . . . \$89.00	
Also Delivering		Fair Grounds . . . 22.50	
Wurlitzer 616		1-2-9 . . . 19.50	
Event's TEN STRIKE		Waltling 616	89.50
Rayo-LiteGuns		Rayo-LiteGuns	89.50

Write! Wire! Phone!

SEIDEN DISTRIBUTING CO. 1100 Broadway, ALBANY, N. Y.

ADVERTISE IN THE BILLBOARD —YOU'LL BE SATISFIED WITH RESULTS.

BULL'S EYE

by
BALLY

**45
SHOTS!**

Quickest
Delivery
From

R & S SALES CO.

Bally Distributors

9 BUTLER ST.

MARIETTA, O.

TEL. 524

LEADING THE FIELD IN IDEAS!

SUPERIOR'S greatest money-maker for the fall season, SCRIMMAGE, the first mechanical football board ever created by a salesboard manufacturer. Complete, authentic, realistic . . . an instant hit with sports fans the country over!

All the action is contained in one board. There are no mechanical parts to wear out . . . guaranteed against mechanical defects.

Write for complete literature on other football boards as well as new Fall Catalog.

**FORTY-SEVEN NEW BOARDS
JUST RELEASED!**

SUPERIOR PRODUCTS

14 NO. PEORIA STREET,
CHICAGO, ILLINOIS

Takes in 1000 Re @ 5c. . . \$50.00
Pays Out \$3.69
Total (Average) Profit. . . \$46.31
Semi-Thick Board Complete
With Escator.

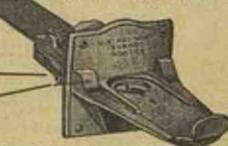


OPERATORS!! PROTECT YOUR RECEIPTS

SHYVERS MFG. CO. proudly present The New Monarch Coin Chute.

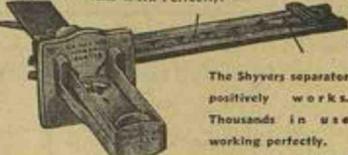
The result of 32 years of originating and developing Coin Chutes.

4 Mounting
Holes Are
Standard.
Micrometer
Adjustment.
Stops All
Bending.
Slide Support



This new chute having only 7 principal parts assembled with 2 screws is truly the industry's most perfect chute. No pause in stroke. Simple, rugged and adjustable.

Mae Shyvers Steel Centered Checks Work Perfectly.



The Shyvers separator positively works. Thousands in use working perfectly.

The Front Guard Stops Cheating.
Stops Skimming, Stops Bending
Up or Down, Stops Driving, Stops
Forcing and Rejects all Off Size
Checks. Takes money easily.

This outstanding chute has been tested by over 900 operators and pronounced THE BEST. Adjustable to take or reject worn or Liberty nickels. No pause in stroke, simplicity and ruggedness of construction. Furnished for 1c, 5c, 10c and 25c coins. With front guard or with slide support, or without either. Also furnished with escator and separator.

SHYVERS MFG. COMPANY

2315 W. HURON ST.,
CHICAGO.

Tips From the Latest News . . .

The variety of machines that may be placed in a small location is shown by a recent report from Newark, N. J. A small lunchroom has a pinball game, phonograph, cigaret vender, two-column bulk vender, gum vender and a scale. Report does not show whether one operator supplies these machines to the spot or whether a number of operators enter into it.

A cafe location report from Louisiana says that the phonograph in the location naturally attracts the most customers, but that when people have placed a coin in the phonograph chute they seem to go on to other games and machines. One chute leads to another or the phonograph boosts the play of other coin machines in the place.

A Pittsburgh phonograph operator reports using a staff of five men to service a route of 500 machines, extending into seven counties.

The tie-up of music by nationally known orchestras with the Philadelphia brass show was a real step in creating public good will.

A boost for cigaret machines in a paper like The Milwaukee Journal is a real boost. That cigaret venders are a decided advantage to many types of locations is being recognized more and more in business circles.

Tip from a Pacific Coast phonograph operator: "Most of my locations are beer parlors; tavern owners are a 'Beer Barrel Polka,' they hear it so much; chicken-dinner places favor hot swing since mostly young folks patronize the places."

FLASH—Confidential report that a coin-operated machine in the nature of a talking motion picture machine is being developed. Gossip columns in newspapers have been mentioning it. Engineers expect to have it ready in six months. Machine is still in private hands.

National Coin Sales Reported Up

CHICAGO, Nov. 18.—"National Coin Machine Exchange, Inc. is setting a record for sales this fall," reports Joe Schwartz, president. "In addition to the regular type of novelty games we have greatly augmented our floor stocks with practically every free-play game that is making history at the present time. I mean history in that it is the player's idea of a swell game.

"We have on hand reconditioned games, proven winners ready for immediate shipment. In addition, we always have the newest releases of the manufacturers available.

"We have a set policy for every buyer—you must be satisfied or it's no sale. Such a broad policy, backed by our large floor stocks and speedy service, is making friends for us everywhere and has necessitated expansion of our office and mechanical staff."

up. Bowling Alley introduced only a few weeks ago has jumped to top place in popularity with the trade and Lite-o-Card is threatening its lead.

"Together they're a pair of the finest hits we've ever produced and are making a sensational showing on locations all over the country. Both games reproduce popular games in the simplest imaginable play. Their revolutionary new ideas draw crowds and keep them playing.

"Operators unanimously endorse these amazing money-makers and the flood of orders with which they swamped us are proof that they're going to town with them," Gottlieb affirmed.

Philly Firm in Fine Shape for '40

PHILADELPHIA, Nov. 18.—Joe Ash, Active Amusement Machines Corp., whose firm has been active in this territory for about a year, reports: "Our business has continued to increase with leaps and bounds and we look forward to next year.

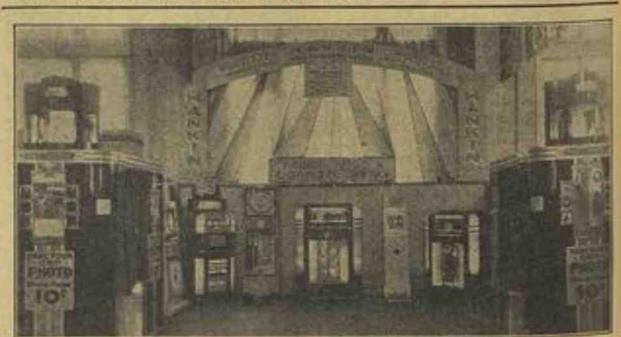
"Our business has shown a continual increase, due mainly, we believe, to the co-operation we have been giving our operator customers in every instance. We have been trying to meet all changing conditions with the type of equipment best suited to the market.

"We believe that our business and the industry generally will enjoy one of the biggest boom years in 1940. We are preparing for this with a bigger and better organization so that we may furnish our customers with the best of service and the finest of games and other equipment."

Gottlieb Games Get Heavy Play

CHICAGO, Nov. 18.—"They've overwhelmed us," reports Dave Gottlieb. "The trade's response and acceptance of Bowling Alley, our new convertible free-play game, is far ahead of anything we ever dreamed of.

"Bowling Alley and Lite-o-Card are rolling off the assembly lines faster than any machine ever before," Gottlieb explained, "and each one is fully tested and rigidly inspected, and not one bit of quality is anywhere sacrificed because of the rush. We're working 24 hours a day at top production capacity to keep



MORRIS HANKIN'S EXHIBIT at the Southeastern Fair held in Atlanta. This fair was one of the outstanding in the South, drawing people from many Southern States. Hankin featured cigaret machines, scales, foot-cure machines, phonographs and automatic photograph machines.

ALL NATIONAL USED GAMES ARE EXPERTLY RECONDITIONED TO "LOOK AND WORK LIKE NEW"—CAREFULLY CHECKED—EVEN REPAIRED WHEN NECESSARY!

Base . . . \$34.50
Dial
Feature, 25.50
Knobs
5th In. 19.25
Liberty . . . 12.75

Snooks, equipped with new steel patches \$10.75
Major . . . 18.50
Troop . . . 12.50
Zip 28.50

COUNTER GAMES NOW!!!

Play Ball . . . \$4.50
Punch Ball . . . 4.50
Punch-A-Ball . . 4.50

5% OFF On All Used Games When Full Cash Sent With Order!

Get on Out Mailing List. It will pay you! Latest Price Bulletin and Illustrated Catalog on request!

"We Cover the World." Cable Address: "NATNOVCO," Merrick, N. Y.

NATIONAL NOVELTY CO., MERRICK, L. I., N. Y.

**PACE'S 1940
ROCKET SLUGPROOF BELL**

NEW IMPROVED SLUG RE-JECTOR PROTECTS YOUR PROFITS

Supreme in engineering and design — with every worthwhile feature found in any bell.

Simplified mechanism with carefully machined parts eliminates the need for frequent servicing.

Overhead Reserve Jak-Pot, Full Baked Enamel Finish, Chrome Trim.

1c, 5c, 10c or 25c Play. Red, Blue or Green Color.

PACE MANUFACTURING CO., INC. 2909 INDIANA AVE. CHICAGO, ILL.



OPERATORS AND JOBBERS NOTICE!

Overnight delivery on any of the new games for the Southern Operators available for immediate delivery. P. O. B. Richmond or P. O. B. Charlotte, N. C. Write us and ask us to put you on our mailing list. We will arrange that is coin operated. Operators and Jobbers in Virginia, North and South Carolina, write us for your requirements on anything that is new and coin operated, including Bally's Alley and Bally's Bull's Eye Ray Gun and Evans Ten Stripes. As quick as possible delivery will be made you.

SPECIALS

5-BALL NOVELTY FREE PLAY		5-BALL STRAIGHT NOVELTY	
2 Bally Chevron, F.P.	\$35.00	1 Five Star Reserve	\$ 5.50
3 Bally Rink, F.P.	22.50	1 Major	2.50
1 Bally Fifth Inning, F.P.	37.50	1 Beam Line	3.50
2 Bally Fox, F.P.	27.50	1 Reoust	10.00
1 Bally Spotted, F.P.	34.50	1 Bally Suspense	10.00
1 Bally Double Feature, F.P.	25.00	1 Reouter	10.50
2 Contact, F.P.	34.50	1 Tiger Queen	10.50
1 Exhibit Zee, F.P.	47.50	1 Sinner Zee	17.50
1 Toppeg, F.P.	42.50	1 Sinner Champ (Coinless)	17.50
1 Sinner Hill, Like New	17.50		

PACED RACES		COUNTER GAMES	
1 Light Cabinet Check Separator, 20-1, No. 9321	\$95.00	3 1c 3-Way Grip Testers	\$ 9.00
1 Light Cabinet Cash Par, 30-1, No. 5167-5514	95.00	1c Single Grip Tester	5.50
1 Light Cabinet Cash Par, 30-1, No. 5555	95.00	1 Punchette	3.50
1 Refinished Cabinet, 30-1, Cash, No. 3530	92.00	1 Penny Pack (Orange)	9.50
		3 Mills Vest Pocket	27.50

AUTOMATIC PAYOUT		PHONOGRAPHS	
1 Mills 1-2-3, Cash Pay	\$75.00	2 Beeburg Selector Phonos	\$19.50
2 Mills 1-2-3, Free Play	89.50	2 Gable Jr.	15.00
1 Mills Hi-Boy	39.50	5 Mills Quack Makers	19.50

CONSOLES		FLOOR SAMPLES	
1 Hialeah Special	\$ 90.00	5 Mills Vest Pockets, F.P., with Lock on Payout Cup	\$37.50
1 St. Pace Sarasota Rep.	115.00	5 P.S. New Sealed Winding	15.50
1 Derby Champ	85.00	10 Deluxe Gottlieb Grip Testers, F.P., New	19.00
2 1937 Dominos, Cash	39.50		
1 Bally Skill Field	45.00		
1 1938 Track Time	85.00		
1 1938 Bang York, X Series	110.00		
1 Pastime	100.00		
3 Jennings Cigs Roller, Model V.	77.50		
1 Exhibit Zee, F.P.	89.50		
1 Beeburg Ray-O-Lite (Ducks)	89.50		

Moseley Vending Machine Exchange, Inc.

400 BROAD STREET, DAY Phone, 3-4511 — Night Phone, 5-5328 RICHMOND, VA.

NOTICE Order Machines Listed Below From the Charlotte, N. C., Office.

1 Rock-Ola Imperial 20, Like New	\$72.50	10 Collins Winners, Like New	\$11.00
1 Derby Champ, F.P.	\$4.50	1 Chevron, F.P.	35.00
1 Contact, F.P.	24.50	1 Blank Cabinet P. Races	39.50
2 1-2-3, F.P., Like New	39.50		

Moseley Vending Machine Exchange, Inc.

425-427 SOUTH TYRON STREET, CHARLOTTE, N. C.
Day Phone, 3-8403 — Night Phone, Mckenzie Hotel.
Prices effective as of November 25, 1939, one-third cash deposit in the form of Post Office, Express or Telegraph Money Order.

Atlas Tells of Expansion Plans

CHICAGO, Nov. 18.—"The tireless efforts expended by our entire organization during the past five years in building up business methods to a point where we are capable of handling a large volume of business, serving a large number of operators, has been entirely successful," declare Eddie and Morris Ginsburg, managers of the Atlas Novelty Co.

"Personnel has been increased to further insure a maximum of service and efficiency. In the past six months eight employees have been added to the Chicago office alone. Within 30 days additional private and general offices will be completed to accommodate this additional help.

"Plans are already being formulated for the January show, and operators planning to visit Chicago will be surprised at what Atlas has arranged for them." In conclusion and as if to explain the foregoing, Morris and Eddie Ginsburg exclaimed: "Yes, sir—business is swell."

Ten Strike Clue To Future Operation

CHICAGO, Nov. 18.—"The coin machine industry has only scratched the surface of its possibilities," declares Dick Hood, president of H. G. Evans & Co. "Ten Strike is giving us a clue of what operation in the future will be like with a game like this—more pleasant, more profitable, without entanglements

Miami Season

MIAMI, Fla., Nov. 18.—In anticipation of a record tourist season, the city of Miami reports officially that ample preparations have been made to entertain an expected army of 2,000,000 this winter.

A \$30,000,000 building program has been completed, making a 30 per cent increase in available living quarters.

On the entertainment list will be the \$10,000 open golf tournament, also 90 days of racing at Tropical Park, beginning December 21, and then Hialeah will open January 10. Dog races will also be part of the winter program.

with the law, without 'con.' In short, without the profit drain of payouts; in short, without all the headaches that operators have had to take in the past.

"Ten Strike holds infinite possibilities for opening new locations, because it offers a play of the cleanest sport in the world and because it appeals as strongly to women as to men. It's an ideal game to operate as a companion machine to phonographs and perfect for closed territories. It would be hard even to wish for a more perfect solution to the industry's problems."

"When we introduced Ten Strike, more than three months ago, I said I believed this game would lead the industry to a new era of greater prosperity and more stabilized business and put an end to grief. Today we know that day is here. Thanks to a phenomenal machine, operators can once more enjoy prosperity without having to pay a penalty. No wonder they hail it as the life saver of the industry."



MIKE G. HAMBERGREN, general sales manager of the Rudolph Wurlitzer Co., shakes hands with Bob Bleckman (right) "Congratulations on the move to the Big State of Texas," says Hambergren. "Everyone wishes you the best of success." And Bob comes back: "With the present Wurlitzer phonographs, I don't see how anyone could miss. Thanks a million."

**DOUBLE YOUR PROFITS
With New
DOUBLE FEATURE**

Carries a double wallop! All the player appeal of Dice and Cards in one board. Tickets printed with Dice and Poker Hands.

No. 1621	1620 Holes
Takes in	\$81.00
Average Payout	40.79
AVERAGE GROSS PROFIT . \$40.21	

HARLICH MFG. CO.

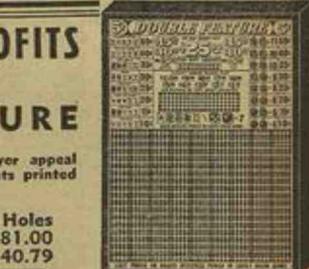
1413 W. JACKSON BLVD., CHICAGO, ILLINOIS

**Trade's Reaction
Good for O'Boy**

CHICAGO, Nov. 18.—"The first reaction to our latest release, O'Boy, offered to the coin machine trade for the first time last week has been a wildly enthusiastic one," report Sam Wolberg and Sam Genaburg, heads of the Chicago Coin Machine Mfg. Co.

"Coin game distributors are pepped up over O'Boy—more so than on any other game I can remember. Comment is that it is the game which will inject new life into locations all over the country. Naturally, it is too early to tell what the player reaction to O'Boy will be, but the much we know—when distributors are talking so favorably about a game, operators and players alike will certainly like it.

"So far as the game itself is concerned it has been proved beyond a shadow of a doubt that it is a real money-maker. We had them on test locations and all game



PRICE, EACH \$5.72
SEND FOR CATALOG OF OTHER PROFIT-MAKERS.

SEND
FOR OUR NEW CATALOGS OF SALESBOARDS and JAR DEALS
JUST OFF THE PRESS
We Have Most Complete Line at Lowest Prices.
WINNER SALES CO.
3307 Armitage Ave., Chicago, Ill.
"Pick a Winner With Winner"

earnings were far above normal—and one game earned a greater amount than any other game we've ever placed on location. Mechanically the game is as perfect as it is possible to build.

"O'Boy offers players a new kind of appeal, with tantalizing action from start to finish. New pins, new lighted bumpers, new pin knock-out skill lanes make O'Boy completely new in play. New decorative motifs, new coloring, new lighting make O'Boy completely new in appearance. All in all, O'Boy looks like a sure winner."

ATLAS VALUE PARADE

WE STOCK All of the Latest Releases in Free Play Games—Write for Prices—Circulars.

RECONDITIONED FREE PLAY GAMES

Box Score	\$32.50	Gun Club	\$23.50	Shanty	\$19.50
Cubicle	37.50	Liberty	29.50	Pot Shot	34.50
Davy Jones	43.50	Magnum	19.50	Pot Shot Multiple	29.50
Fair	31.50	Across the Board	37.50	Number	22.50

RECONDITIONED PHONOGRAPHS

Seiburg Model A	\$ 29.50	Wurlitzer 400	\$ 48.50
Seiburg Model B	32.50	Wurlitzer 619	89.50
Seiburg K15 (15 Records)	70.50	Wurlitzer 24	149.50
Seiburg Rex	119.50	Rock-Ola Imperial 30	79.50
Seiburg Royale	129.50	Rock-Ola Rhythm King	21.50
Seiburg Royal	179.50	(12 Records)	44.50
Wurlitzer 312	47.50	DeLuxe Dancemaster	21.50
Wurlitzer 412	49.50	Mills Swing King	24.50

Beautiful Illuminated Grill Installed on All Models, \$10.50 Extra.
Write for your copies of our Illustrated Phonograph Catalogue and Our New Price Bulletin.
TERMINAL DEPOT—BALDWIN, O. O. D.
CABLE ADDRESS: ATNOVCO.

ATLAS NOVELTY CO.

2200 N. Western Ave., CHICAGO, ILL. (General Offices)
1901 Fifth Ave., PITTSBURGH.
Associate Office: Atlas Automatic Music Co., 3151 Grand River Ave., Detroit, Mich.

AMERICA'S LARGEST DISTRIBUTORS



ELMER BARTELS, Minnesota operator, pays a visit to St. Paul distributing houses.

respective territories are wild about De Luxe Baseball.

"De Luxe Baseball is now available on a new time-payment plan that has spurred sales to a new high."

Exhibit's Conquest Features New Idea

CHICAGO, Nov. 18.—"Double the biggest week's collection you have ever had from the best money-making five-ball free-play games you have ever operated and you will have an idea of the possible money-making ability of Exhibit's Conquest." That is the claim Exhibit Supply Co.'s sales staff is making for Conquest. The quantity of orders being received indicates that this is no idle boast, firm officials declare.

"The backboard is a beautiful picture of the early conquest of the West and the covered wagons, snow-capped mountains, deerskin-dressed pioneers and all the other things that belong to the Old West stand out in beautiful lights."
"The feature of the game is that new idea that all operators have been waiting for. It is called the Lost Horizon and it keeps the crowd around the game at all times."

The Exhibit Supply Co. states that it has been in production on the game for about three weeks and that from the reception the game has had it appears that the lights of the factory will burn every night until long after the holidays.

C. T. Parsley Dies

FARIBAULT, Minn., Nov. 18.—C. T. Parsley, representative of the Thomas A. Walsh Mfg. Co., died here November 6. Parsley had been suffering for a number of years from an illness which physicians failed to diagnose.

O-O-O-H!

ali-babi HIGH SCORE

by Stoner

operators who have been handicapped by a prevailing tendency on the part of clubs to own and operate their own machines. Clubs have in some cases been able to operate their own machines because they number in their membership someone who has had experience with bell machines. But the 4 Bells Comolo is an entirely different matter. It is a combination of mechanical and electrical equipment that at first glance might look rather awe-inspiring. Actually it is not complicated at all.
"The machine is simply a grouping of four units, identically the same and each unit individually is far more simple, workable and easily understood than any electrical game I have ever seen," concluded Schlacht.

Western Baseball Demand Continues

CHICAGO, Nov. 18.—"We've had more favorable comment on our De Luxe Baseball than we have ever had on any other machine," declares Don Anderson, sales manager of Western Products, Chicago.

"Comment forthcoming from operators and distributors has been most complimentary. They tell us that players with whom they've come in contact have asked that De Luxe Baseball be kept indefinitely on location and if they would put more Baseballs in the location."

"It is not unusual to see two or three or more Baseballs in one location. Countless operators have told us about having demands for more and more of the games. Orders for De Luxe Baseball are constantly pouring into our office and what is important, they ask for immediate shipment."

"Among the distributors of De Luxe Baseball who praise it again and again are the G. N. Vending Co., Columbus, O., and Royal Distributors, Inc., Elizabeth, N. J. They tell us that operators in their

Big Sales on Keeney Big Six

CHICAGO, Nov. 18.—"Our latest coin game release, Big Six, should be called Big Sales," declares Jack Keeney, head of the J. H. Keeney & Co., Chicago. He referred to the success of the game since its release a few weeks ago.

"Orders from column in all sections of the country have proved the wisdom of releasing this game at the time we did. A tremendous response had developed and we are now endeavoring to produce enough games to deliver without delay."

"We have stepped up our production forces and are shipping the games as quickly as possible. However, we are not producing as many games as is humanly possible because we insist that each and every game must pass rigid quality tests before it goes out the shipping doors of the Keeney factory."

"We are taking this care in order that these machines will hold up during the many months they will undoubtedly be in locations. A slight shipping delay may occur, but we know that a day or more of patience will be well rewarded with a Big Six, which will earn high profits for months to come."

Use 4 Bells To Regain Locations

CHICAGO, Nov. 18.—"4 Bells has shown itself admirably suited for operators in any location which would ordinarily accommodate regular bell machines," declares Charlie Schlacht, Western division manager of the Mills Novelty Co.

"As a club machine it is without equal. This our tests have proved conclusively. We believe 4 Bells will prove a boon to



SIGNING THE CONTRACT FOR ROCK-OLA'S RADIO Sport Review Program is Ben Boldt, advertising manager of the Rock-Ola Mfg. Corp. The program is to be a daily feature on Station WIND, Chicago. E. S. Mittendorf, WIND program director, is also seated. Standing, left to right: Fred Kane, WIND sales representative; H. L. Bauer, Rock-Ola assistant advertising manager, and F. T. McCain, account executive.

AMERICA'S BEST BUYS!

Bubbles	\$12.50	Davy Jones, Jr.	\$32.50
Bang	22.50	Major	17.50
Box Score	15.00	Speedy	18.50
Cherion	28.50	Spotlum	28.50
Chubbie	15.00	Strip & Go	11.00
5th Irving	22.50	Streaks, with new steel gears	27.50
Lois-Fun	25.00	Airport	25.00

1/3 WITH ORDER, BALANCE C. O. D. WRITE FOR COMPLETE LIST!

BUDIN'S, INC. 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone: NE-3-0140

ALL FREE PLAY MODELS!

Twinkle	\$45.50	Bubbles	\$29.50
Premier	40.50	Winn	25.50
Lois-Smoke	35.50	Trophy	21.50
Cherion	37.50	Fish	25.00
Fair	27.50	Blue	28.50
Magnum	18.50	Box Score	20.00
Top	27.50	Gene	21.50

1/3 With Order, We Ship Balance C. O. D. F. O. B. Poughkeepsie, N. Y.

PENNY SLOTS \$10.00 EA.
CONSOLES CHEAP!!!

EXHIBIT RACES
JENN. GOOD LUCK
TANFOLAN
JENN. MULTI-RACER
EACH \$20.00

SQUARE AMUSEMENT CO., 88-90 MAIN ST., POUGHKEEPSIE, N. Y.

Chicago Coin's

O'BOY

The Cash Box Tells the Story

"BEST GAME YOU'VE MADE THIS YEAR"
 "WE RECOMMEND O'BOY TO EVERYONE"
 "OUTSELLING 'EM ALL IN NEWARK"
 "SWELL GAME—MAKING BIG MONEY"
 "AN ABSOLUTE GOLD MINE FOR OPS"
 "BEST I'VE SEEN IN A LONG TIME"

- SAVOY VENDING CO.
NEW YORK, N. Y.
- BANNER SPECIALTY CO.
PHILADELPHIA, PA.
- GEORGE PONSER
NEWARK, N. J.
- JOE CALCUTT
FAYETTEVILLE, N. C.
- MAYFLOWER SPECIALTY CO.
ST. PAUL, MINN.
- LOU WOLCHER
SAN FRANCISCO, CALIF.



BERT LANE
Says:

KEEP PUNCH IN

and your collections will be knockouts!

SEABOARD SALES, INC.

619 Tenth Ave., New York
Phone, Wisconsin 7-5688

SAVOY'S WEEKLY SPECIALS RECONDITIONED and GUARANTEED

PAYOUTS	CONSOLES	J. Silly, So Chiefs
Senior Champs . . . \$25.00	Paces Racer 5557, Bwn, Calk, 20-1, J.P. \$150.00	J. Crake, Frl, 25c Chfs, 35.00
Fairgrounds . . . 19.50	Paces King Pin 5700, Bwn, Calk-30-10c 59.50	J. De Blue Chfs, same as So Silly, Chfs. 25.00
Genl. Multiple . . . 19.50	Balltimes, 1935, 5c 69.00	J. Go Blue Chfs 19.50
FREE PLAYS	Balltimes, 1937, 5c Red Wd. 39.50	Mills So Melon Bells 45.00
Ocean Pt. \$49.50	Kentucky Club . . . 59.50	Mills Smoker Bells, new 40.00
Labo-Fun 39.50	Jenn. Multiple Racer, 39.50	Mills So Blue Frnt, S.A.P. 25.50
Up & Up 32.50	Jenn. Lib. Ball, flat top 29.50	Mills So Blue Frnt, D.A.P. 22.50
Spotless 29.50	Jenn. Flashing Thru & Stand . . . 25.00	Mills So Blue Frnt, converted to Melon Bells, 25.00
Spotless 29.50	Mills Rio 25.00	Mills Extraordinary . . 15.00
Coolest 27.50	Bally's Teepee . . . 15.00	Wading So Relstop . . 15.00
Majors 27.50	SLOTS	
Chubbie 27.50	J. Silly So Dix. Mel. Bells \$45.00	
NOVELTIES	1/3 Deposit With Order, Balance C. O. D., F. O. B.	
Bally Reserve Side Kick \$9.50		
Ode Ball, Res. Robin Hd., Res. Each		

SAVOY VENDING CO. 406 S.W. FRANKLIN ST. BALTIMORE, MD.

SAVE WITH SAVOY! RECONDITIONED and GUARANTEED

CLOSEOUT!	FREE PLAYS!	FREE PLAYS!	Specials !!
DAVY JONES FREE PLAY Original Castes \$50.00 SLIGHTLY USED \$39.50	Chubbie . . . \$27.50 Fair 17.50 Labo-Fun . . . 39.50 Majors 27.50 Coolest 47.50 Up & Up 32.50 1/3 With Order, Bal. C.O.D., F.O.B. Brooklyn	Kick \$15.00 Ragtime . . . 17.50 Sop & Gp . . 19.50 Tipper 45.00 Spotless . . . 29.50	Groechen's Metal Typex Floor Sample, \$149.50 Western Baseball, 1939, Lightup Backboard, Like New, \$89.50

SAVOY VENDING COMPANY, INC. 651 ATLANTIC AVE., BROOKLYN, N. Y. (TEL. NEIGH 8-3183)

Watch THIS SPACE FOR IMPORTANT ANNOUNCEMENT!

MAJORS \$14.50	BOX SCORE \$14.50
SPOTTERS 27.50	BUBBLES 10.00
CHUBBIE 14.50	TOPPER 27.50
SNOKES 22.50	ST. MORITZ 5.00
8YH TRING 19.50	8YH KICK 8.00

SUPREME VENDING CO. 557 ROGERS AVE. • BROOKLYN, N. Y.

You can ALWAYS depend on JOE ASH — ALL WAYS SPECIAL CLOSEOUT ON USE GAMES and FLOOR SAMPLES!! WE OVERBOUGHT! OUR MISFORTUNE IS YOUR GOOD FORTUNE! WRITE, WIRE OR PHONE FOR LIST!

ACTIVE AMUSEMENT MACHINES CORP.
900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.

GOOD PHONOGRAPHS DESERVE

"CALCUTTONE"
AMERICA'S FINEST PHONO NEEDLE
SAMPLE — 35c LOTS OF 25—28c
LOTS OF 10—31c LOTS OF 100—25c
2500 PERFECT PLAYS

ALL OTHER PHONOGRAPHS NEED THEM!

THE VENDING MACHINE CO. 205-15 Franklin St., Fayetteville, N. C.

LARGE CLEAN Mufoscope Diggers \$50.00 EACH
OR WILL TRADE FOR LATE MODEL SLOTS
DIXIE SALES 1108 CAMP, NEW ORLEANS, LA.

REAL BARGAINS

1 New Contact, f.p., never uncrated \$35.00	Arlington . . . \$ 9.50
Major, F.P. 25.00	Callie 25c S.J.P. . . 8.50
Box Score, F.P. . . 22.50	Mills 25c S.J.P. . . 8.50
Top, F.P. 27.50	Mills So D.J.P. . . 8.50
Bally Royal 14.50	chs. separator
Midway 14.50	Mills So S.J.P. . . 8.50
Patm George 5.00	Dixie, ch. separator
	Dixie, safe, comb. 15.00

1/3 Deposit, Balance C. O. D.
MARYLAND COIN MACHINE CO. Baltimore, Md.
5910 Marhuk Ave. Hamilton 4936

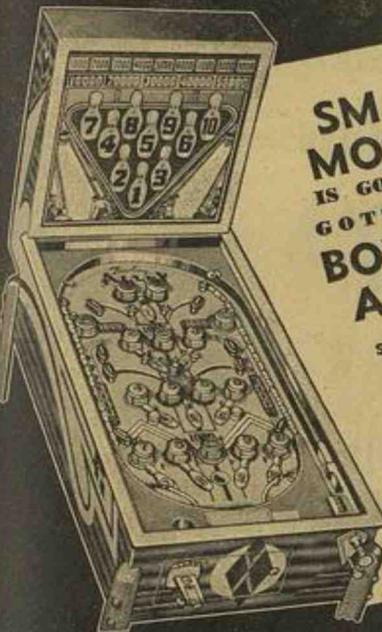
TEXAS
OPERATORS SWAP WITH WILKY
Rock-Ola-Bally-Groelchen
Phone C-1431
UNITED AMUSEMENT CO.
310 SO. ALAMO, SAN ANTONIO, TEXAS

EMPIRE 1c PLAY CIGARETTE MACHINE
Equipped with Ball Gum Vender. Reels have Positive Stops—Cannot be Shaken or Cheated. Phenomenal in Earning Power. Small, but made for big use and hard abuse.

\$17.50
1/3 Deposit. BALL GUM 15c a Box (100 Pieces)
CASE (100 Boxes) \$12.00.

SICKING, Inc. 1922 Freeman, Cincinnati, O.

BOWLING ALLEY • LITE-O-CARD



SMART MONEY IS GOING ON GOTTLIEB BOWLING ALLEY!

SIMPLE AS A-B-C!

3 WAYS TO SCORE

FREE PLAY

\$99.50
(Convertible)

IMMEDIATE DELIVERY

BUSTING ALL RECORDS WIDE OPEN!

ALLURING SELECTOR FEATURE!

FREE PLAY

\$104.50
(Convertible)



STILL IN PRODUCTION ON DE LUXE GRIP SCALE GREATEST LEGAL COUNTER GAME!

D. GOTTLIEB & CO., 2736-42 N. PAULINA ST., CHICAGO, ILL.

J. H. WINFIELD CO.
1022 Main St. BUFFALO, N. Y.

BUFFALO'S
distributor of
Wurlitzer Phonographs
and Coin Operated Amusement Machines of Leading Manufacturers.

A good display of new and reconditioned Novelty and Free Play Machines on hand at all times.

Evans Credited With New Trends

CHICAGO, Nov. 18.—In reviewing the history of the H. C. Evans & Co. in the coin machine industry, officials of the firm said: "H. C. Evans & Co.'s greatest coin machine trend-makers—and there have been many besides Ten Strike—came as a result of pioneering work in developing brand-new ideas. When introduced these ideas received tremendous acceptance from the trade and from the public. Some of the industry's foremost developments have been contributed by Evans. A few of these are console games and multiple-play console bells which permit five persons to play at one time.



NEW! RED HOT! DIFFERENT!

Grab this chance to make more money more quickly than you ever did before. This is the newest thing out. Deal consists of 12 beautiful imported Tapestry Table Covers and Boards. Every play wins one of the Table Covers at a cost of 1c to 3pc. No Higher. Each Deal takes in \$4.00. Don't wait! Order one or more deals right away. 1 Sample Deal, prepaid, \$2.00, 6 or more Deals, \$1.80 Each.

Also Other Sure-Fire Deals. Write Today.
(We Sell Only to Operators)
S. & K. SALES, INC.
Dept. C-104 N. Broadway, St. Louis, Mo.

CANDY FOR OPERATORS
24 1-Lb. Boxes of Chocolates. \$4.25

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"Head of H. C. Evans & Co. is R. W. Hood, known to the trade as 'Dick' Hood. Under his vigorous leadership the Evans company has not only originated some of the greatest coin machine successes but has been identified with many major forward moves in the industry. Many of the foremost ideas and developments of the coin machine business have been evolved under his personal direction.

"Rex Shriner, able personal assistant to Hood, is also well known in coin machine circles for the many contributions he has made for the benefit of the industry. To the brilliant technical staff of the Evans organization credit must be given for working out the ideas under the direction of Dick Hood, that have made Evans' successes so noteworthy."

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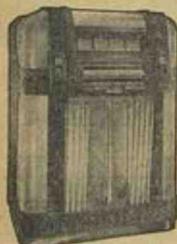


FACTS
ABOUT "GENTLEMAN JIM"

First of the great scientific boxers.
Beat John L. Sullivan for the title in 21 rounds in New Orleans.
Cleverest heavyweight who ever lived. Fastest of the big men.
Lived a clean, wholesome life. Fought clean—hence the nickname "Gentleman Jim."
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JOE CALCUTT

is prepared to answer the above questions to the entire satisfaction of any operator in Virginia, North Carolina and South Carolina from actual records.



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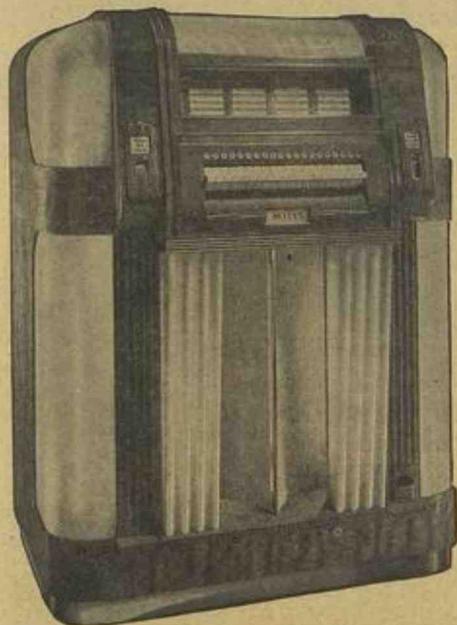
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Time Limit Nov. 30

SOUTHERN OHIO OPERATORS
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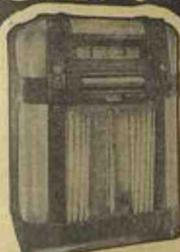
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ACT QUICK!

Phone, wire or drive in today. Get our proposition before Nov. 30.

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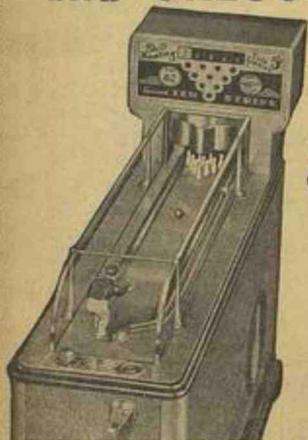
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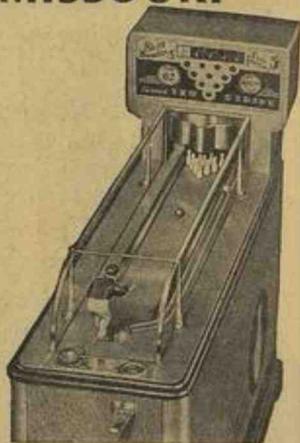


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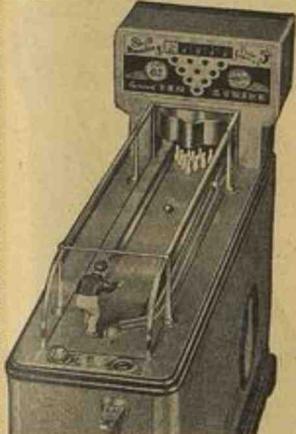


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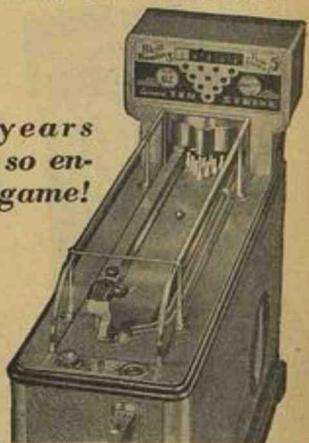


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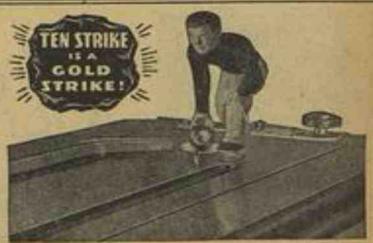
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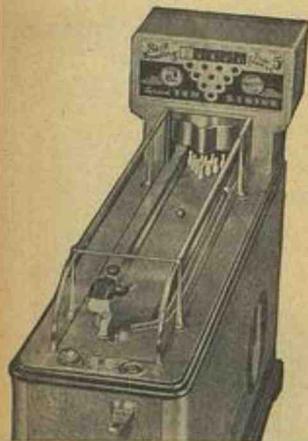


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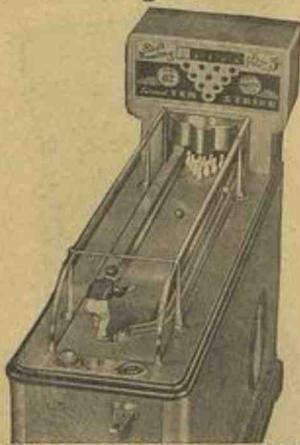


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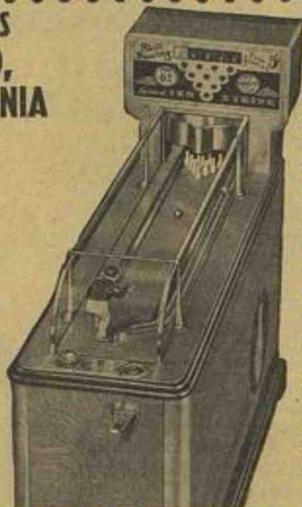
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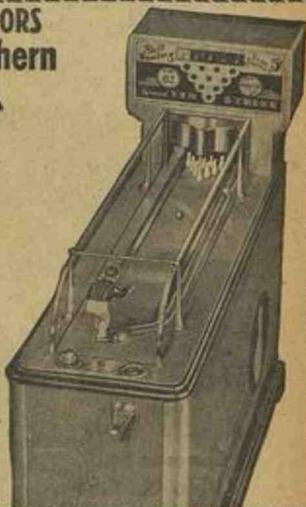


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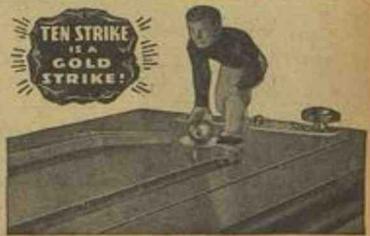
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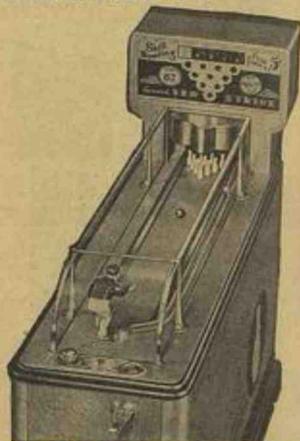


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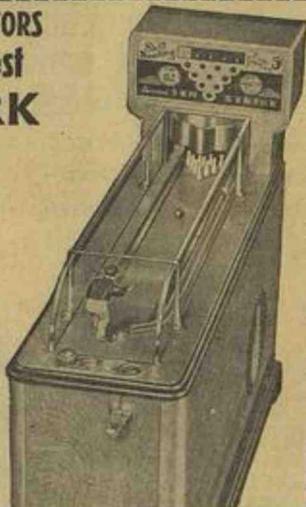


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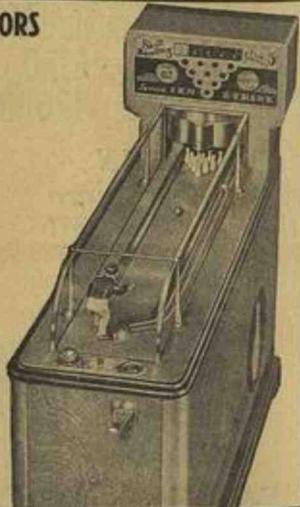


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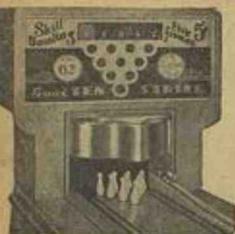
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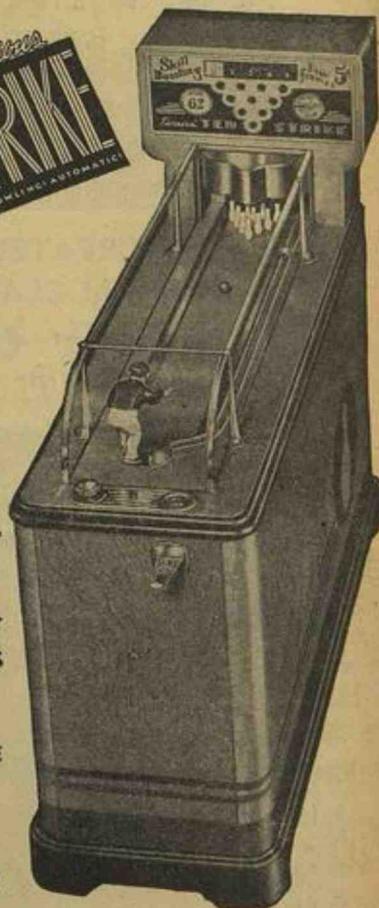
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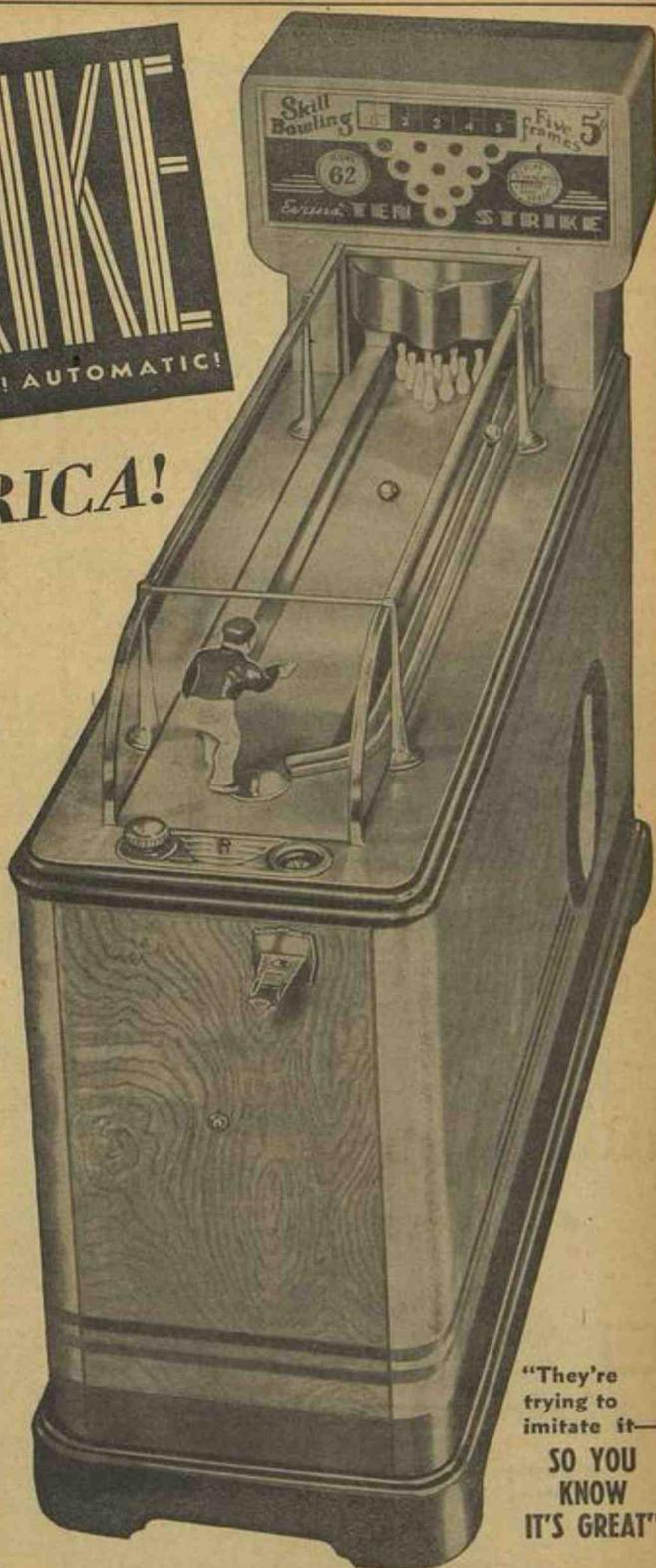
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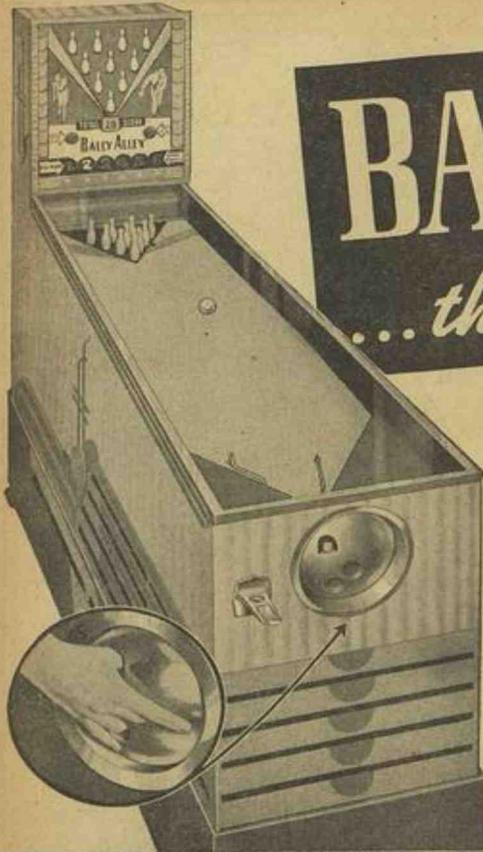
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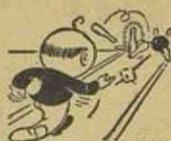
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tion.



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- * When all bumpers are hit, bumpers light up again.
- * Now every hit on any bumper will score 1 FREE PLAY.
- * LOST HORIZON window shows number of games played.
- * Numbers shown in window Reset To Zero when any free plays are scored.
- * When number 30 appears in lost horizon window ALL BUMPERS AUTOMATICALLY BECOME FREE PLAY SCORING BUMPERS.
- * Score void if machine is tilted. . . . This game for amusement only.

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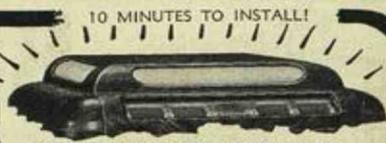
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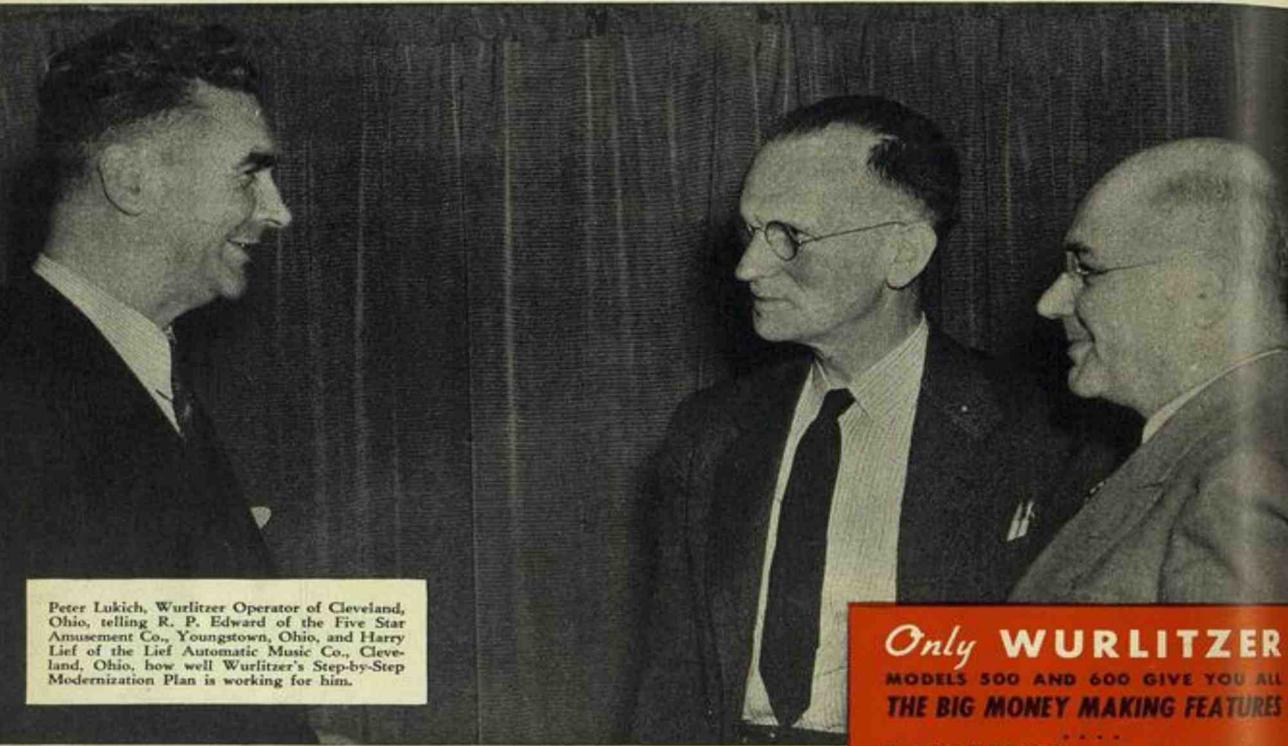
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