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The World's Foremost Amusement Weekly

DECEMBER 9, 1939

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VOL. 51. No. 49



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The Billboard

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No. 49

The World's Foremost Amusement Weekly

December 9,
1939

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TELEVISION AND ACTORS

Marcus Show Folds After Week in Chi; Other Legits Ok

CHICAGO, Dec. 2.—A. B. Marcus, unit producer who for years has been changing in quite profitably glamorizing American acts and girls in foreign lands, realized this week that he made a mistake when he decided to invade the legit field by taking out *A Night at the Moulin Rouge* at \$2.75 and \$3.50 top prices. After a disastrous tour that started in Davenport, Ia., in September, he brought the revamped *Moulin Rouge* into the Grand Opera House here Sunday to be greeted by one of the sourest sets of notices ever given any legit attraction.

While show retains such names as Helen Morgan and Shaw Kavanagh, it seems any book idea or even unusual production thoughts. It is merely a jumble of vaude acts, blended with some girls and a couple of burly performers. That is folding at the end of its first week was to be expected. No payment shortages are reported, Marcus having a solid reputation for paying off talent regardless of the status of his shows. The producer is reported to have dropped over \$100,000 in this venture.

Second legit arrival of the week, Outward Bound (Harris), was accorded a more cheerful reception. While retaining the same leads used in New York, some of the supporting players are new. Noticeable among them is Diana Barrymore, who in addition to delivering a vibrant performance is the subject of an (See **MARCUS SHOW FOLDS** on page 26)

Union for Working Agents?

NEW YORK, Dec. 2.—During a moment of analysis at the open meeting of the Artists' Representatives' Association Thursday (30), I. Robert Broder, attorney, had the guests sold on the notion that the American Guild of Variety Artists is really an association of employers and not a labor union, because its members are really independent contractors. He carried the subject to the point where the agents were really the employees and argued their organization could logically constitute a union.

LNyT Irons One Issue, But Ducat Code, Guild Pact Pend

NEW YORK, Dec. 2.—Of the three issues which have been occupying the attention of the League of New York Theaters since September, only one was settled at the League's meeting yesterday. At long last the managers and treasurers of the IATSE signed a two-year pact, with the ticket sellers squeezing out \$5-a-week increase. Disposition of the theater ticket code was put off until Monday (4) to give the lads more time to digest the revisions. The expected acceptance of the new Dramatists' Guild contract did not materialize.

Failure of the League to commit itself on the playwrights' pact is viewed by

NBC Feels Film Players N.S.G.; Air Experience No Help; Plans Producing B'way Flop Scripts

By PAUL ACKERMAN

NEW YORK, Dec. 2.—After approximately eight months of television broadcasting on its current schedule, NBC

execs believe several important tenets regarding production and talent have been established. As stated by NBC's Tom Hutchinson, these include the following: (1) Few film stars are suitable for television; (2) Radio performers, when trying to crash tele, must "stop thinking radio"; (3) Legit and vaude experience is more helpful than radio experience; (4) Talent in general is advised to take stock of visual and personality appeal, and, if these factors are not present, to "stay home."

In connection with production Hutchinson said that plans are now under way to buy up scripts rejected by Broadway producers—two such scripts already being set for production around the first of the year—and to produce Broadway legits which turkeyed shortly after presentation. Reason for the latter is that NBC feels most of these scripts must have had some merit, or they would not have reached production in the first place. (See **Television and Actors** on page 19)

some as logical. It is explained that in all these years of negotiations between the Guild and the managers, the Guild has refused to deal with the League as a representative of its membership but has insisted upon negotiating individually with each manager, thus weakening any possible united opposition from the League. Throwing the playwrights ruling back at them, the League yesterday explained that a League confirmation is meaningless because the individual signatories to the old pact must each individually Hancock the new one. Guild officials have also suggested that picture companies had a few plans in the League to prevent the pact from going thru in its present form.

Hennies Shows Made ACA Unit

CHICAGO, Dec. 2.—Amusement Corp. of America continued its expansion program when Hennies Bros' Shows became a unit of the ACA.

Deal was closed at noon today in offices of the corporation with Harry Hennies and officers of the ACA present. Acquisition of Hennies Bros' Shows gives the corporation four shows, ranking among the largest on the road.

Major Outdoor Meets Are On

Parkmen, Devicers Convening in N. Y.

NEW YORK, Dec. 2.—Advance guard of park ops, caterers and other delegations today started to move in on the New Yorker Hotel for the 12th annual convocation of the National Association of Amusement Parks, Pools and Beaches, combined with the American Recreational Equipment Association, December 4-8. By tomorrow more than half of normally anticipated attendance will have arrived, and by Monday, when the opening gun will be fired, sparked off by registration, practically the full quota will be on hand. Owing to the day-and-date powwow of the fairmen and showmen in Chicago, several device-equipment-supply firms will be absent from the local scenery until after the "Friday" City's doings, which come to a close Wednesday evening. Many in this group will then train their eyes on the New York parley, figuring on attending for Thursday and the concluding session and banquet on Friday.

Exhibit, central magnet of the confab, what with it usually being a veritable show window of coming season's items available for the carnival-park-resort markets, will be the main attraction, according to A. R. (Al) Hodge, executive secretary of Chicago, who has been here a day and a half, tying up the loose ends and arranging for a multitude of activities in concert with Arnold B. Givler, of Elitch Gardens, Denver, who is pro tem president of the org, and Harry J. Batt, of Non-Theatrical Beach in New Orleans, 2d vice-president and executive head of program sessions. "Moral sellout" is taken to mean that word went out that association couldn't sell more than 80 booth spaces, whereas Secretary Hodge declared today that only two or three spaces out

of a possible 90 are still unfilled, but predicted they would be occupied when the panorama is ready for informal inspection Monday night and official opening Tuesday.

Expected in over the week-end are Norman Alexander, Woodside Park, Philadelphia, key man in the public liability insurance set-up; Fred Pearce, of Detroit; Rex D. Billings, Belmont Park, Montreal; Leonard B. Schloss, Glen Echo, Washington, D. C.; J. E. Lambie Jr., Euclid Beach, Cleveland, the "Bisque" promotion man; Adrian W. Ketcham, Forest (See **PARKMEN, DEVICES** on page 53)

Jurisdiction of Outdoor Workers Up to 4A's Board

NEW YORK, Dec. 2.—A committee of the Associated Actors and Artists' of America, APL International union covering performers, will submit a report next Wednesday to the Four A's executive board on whether outdoor workers are to be absorbed in the Four A's thru the American Guild of Variety Artists.

Frank Gillmore, president of the Four A's, today said no decision had been made and that it was not even settled as to whether the Four A's jurisdiction could be interpreted as including these performers. Statement is particularly pertinent in view of the fact the Four A's had battled the American Federation of Actors, subsequently superseded by the AGVA, over the advisability and propriety of the APA taking in such workers.

Mrs. Dorothy Bryant, executive secretary of AGVA, said the problem was a Four A's matter, and that she had as yet received no knowledge of a decision.

Fairmen, Showmen Arrive Early in Chi

CHICAGO, Dec. 2.—Last night the Hotel Sherman lobby broke out in a rash of posters of all sizes, shapes and colors, setting forth the names and room numbers of attractions people here for the 49th annual meeting of the International Association of Fairs and Expositions. There is no Merry-Go-Round or Scooter in the lobby this year, but every available inch of space where card, poster or banner could be hung is occupied.

Upstairs the attractions people are busy arranging their display rooms to be ready for the influx of fair men that will be at its height tomorrow (Sunday).

Showmen got an early start to the convention. Many were here a week or more in advance. Since Wednesday they have (See **FAIRMEN, SHOWMEN** on page 53)

Stadium for Boston; Plan Includes Shows

BOSTON, Dec. 2.—Agitation begun some time ago by newspaper columnists for erection of a municipal stadium here in which all sorts of events may be staged is to bear fruit. City government is to take up with the federal government the project and has assurances that it will be looked upon with favor.

Plan is to build, probably in the Fenway near the Back Bay, a stadium seating at least 75,000. In addition to use for football, baseball and track meets, it is planned to use the stadium for carnivals staged by American Legion or Veterans of Foreign Wars Posts, cir- (See **STADIUM FOR BOSTON** on page 53)

In This Issue

	Pages
Advertisers, Agencies and Stations	9
Broadway Beat, The	23
Burlesque	24
Carnivals	40-45
Circus	30-32
Classified Advertisements	46-48
Coin Machines	58-84
Endurance Shows	25
Fairs-Expositions	34-37
Final Curtain	28
General News	3-5
General Outdoor	56-57
Hartmann's Broadcast	33
Legitimate	15-16
Letter List	27-28
Magic	24
Music	9-14
Night Clubs-Vaudeville	17-23
Non-Theatrical Films	26
Notes From the Crossroads	33
Orchestra Notes	33
Out in the Open	24
Parks-Pools	38-39
Pipes	54-55
Possibilities	19
Radio	6-8
Sales Talent	6
Sponsored Events	49
Repertoire-Teat Shows	25
Rinks-Skates	33
ROUTES: Orchestra, page 14, Acts, Units and Attractions, 20 and 55, Dramatic and Musical, 56, Carnival, 56, Circus and Wild West, 56, Miscellaneous, 56, Show Family Album	47
Sponsored Events	49
Television Reviews	6
Tony Sugar's Domino	4
Wholesale Merchandise-Pipes	50-55

PRIVATE NEW YEAR'S EVE

Sunday Liquor Ban Keeps Lushes From Public Spots; Bookings Up

Private party boom provides work for plenty of bands and acts—Jack of legit shows may help clubs in New York—performer prices being hiked

NEW YORK, Dec. 2.—The problem of how and when to cash in on New Year's Eve, since it falls this year on a Sunday night, when many cities and States prohibit the sale of liquor or public entertainment, has become a pressing one to night club and hotel owners and promoters; but for the booking offices this quick has meant a land-of-opportunity business. Employment for bands and acts this year is expected to double last year's bookings. Problem has resulted in a bumper crop of private entertainment plans and sponsored affairs and has hiked the asking price for all sorts of bands and act attractions. Bands that ordinarily take a day off Sunday are getting an extra day's work. Those in the semi-name class and under are drawing up to \$750 for the one night's work and name bands are getting \$1,000 to \$1,500 up.

Agencies are being flooded with calls for bands for Sunday, December 31. Since most towns have ordinances against running public dances Sunday nights, some promoters are getting around it in another way. Instead of running the dance as a regular promotion, they are getting lodges, legions and fraternities to sponsor affairs, with a small split for the organization treasury. Billy Shaw, one-night booker for Cen-

solidated Radio Artists, said that last New Year's Eve his office had 50 bands working the holiday session, but bookings thus far, one month away from the holiday, have totaled that already and he expects at least to double the number this year because of the public curfew angle.

This once-in-seven-year cycle was observed as reviewing the lush days when imagination and money ran riot in the preparation of private New Year's parties. Club and society bookers have usually signed up too many bands about a month before the holidays, in an effort to be able to make good on all their bookings. The local musicians' union, for example, still has many a squabble against bookers who tied up musicians for New Year's Eve parties last year and then failed to deliver work.

This year most of those offices signed up all the individual musicians and performers they could after Thanksgiving, with guarantees of around \$25 per person for the date. In this way they hope to be able to take care of the last-minute calls and up a bit of the double or triple because of the "accommodate" (See PRIVATE NEW YEAR'S on page 17)

White Plains Vaude Still Sunday Sock; Up More Than \$1,000

WHITE PLAINS, N. Y., Dec. 2.—That Sunday vaude is catching on with Westchesterites was further evidenced at the County Center here Sunday (26) when Les Roe's Show of the Week grossed \$4,808. This was the first Sunday both of the season and of the year. While the matinee undoubtedly kept the evening show from hitting the 5,000-odd of last week, still the aggregate was more than \$1,000 better than last week's total.

Charlie Barnett, Hal Kemp and the Smoothies, the hit which certainly also included Billy Wells and the Four Fays, Andy Mayo's Pansy the Horse, Sinclair Sisters, Jerry White, the Honey Family, Diamond Brothers and Jack Powell, were the featured group. Charlie Barnett and the vaude team comprised the first half of the program, with Kemp's organization rounding out the bill.

Entire bill was well received, with the Kemp organization's polished work especially pleasing. The harmonizing of the Smoothies, the singing of Bob Allen and Jack Le Maire's zany burlesquing of a jitterbug all drew well-deserved applause. Harmed group had a bit of trouble—as was to be expected due to lack of rehearsals—dishing out music for the acts, but more than redeemed itself when time came to give forth with some of its hot jamming novelties. Jack Powell copied top miffing honors among the vaude turns with his rhythmic drum-sticking.

Bob Crosby and his orchestra, together with George Hall and Dolly Dawn, head next week's offering. Shows will be presented on Saturday night only instead of Sunday, due to previous booking of the hall. Beginning Sunday, December 10, Rees plans two shows Sundays as far into the summer as patronage permits.
Meynard Reuter.

Bill Fields Is P. A.

DETROIT, Dec. 2.—An unusual boost for a stage production was given to the *Jack of Diamonds* opening at the Case Theater, thru the issuance of a proclamation by Mayor Richard W. Reading. In his proclamation the mayor said: "In these troublesome times, this play, more than anything else, demonstrates, visualizes and teaches the true spirit of American democracy and becomes a rare instructor of American history and American patriotism."

Third Edition of "Pins & Needles" Keeps Smash Pace

NEW YORK, Dec. 2.—Last Saturday night (25) at the Windsor Theater Labor Stop officially opened the third edition of *Pins and Needles*, which has probably become the most famous revue ever produced. It started more than two years ago as an amateur effort by the International Ladies' Garment Workers' Union, as everyone knows, and now is a thoroughly professional presentation, with the cutters and basters of its cast all members of Equity and turning in jobs worthy of any of their Equity confreres. In addition, they retain the freshness and spontaneity that made the original edition a delight. *Pins and Needles* is still about as swell a show as anyone could want to see.

A few of the better numbers from the first two editions are retained, a couple are slightly changed, and there are new interludes that hold up the original standards. *Sunday in the Park* is still there in all its nostalgic glory. *The Red Mikado* still pokes hilarious fun at the D.C. conservatives, mutilator of *Easy operettas* and other insects, and the four little angels of peace are now five, with the addition of Stalin. *Papa Lewis*, *Mama Green* still poke pointed and hilarious fun at the intractable way of the unions, and *Call It Un-American* is still a terrific number. In this last, too, a new introductory skit has been written, not so effective as the first; even now it is still more effective to be anti-Fascist than merely anti-Republican.

As for the new numbers, most of them are terrific, notably a side-splitting parody of *Our Town* and a certain more clear-headed criticism in 10 minutes than the daily reviewers turn out in a year; a charming and hilarious take-off on old-time meller called *Bertha*, the light-hearted *Gracie* or *It's Better With a Union Man*; a terrific rhythm number called *Mene, Mene, Tekel* (which is, for the benefit of illiterates like this reporter, "Handwriting on the Wall"); and, best of all, *Wesley's hard-hitting, hilarious truth-telling, smashingly effective and uproariously funny poemarding of Father Coughlin, Senator Reynolds and Fritz Kuhn*. It is called *The Hermyng Boys*, and it alone is worth the price of admission.

Al Eben is still an excellent comic and so, for that matter, is Harry Clark, with Mr. Clark showing a stage presence and comedy technique that, in the days since the second edition, have catapulted him into a position as the show's most effective performer. Also contributing notably are Beryl Gordon, Hy Gardner, also excellent comic; Al Levy, a personable juvenile, and those stand-bys from the previous shows, Ella Gerber and Ruth Kubstein—and, in fact, everybody else in the cast. And scoring *Pins and Needles* the greatest personal triumph of the evening is a newcomer, a Negro rhythm singer named Dorothy Harrison. Miss Harrison, who sold a song to Bobo's business, and if professional showbusiness ever allows her to return to garment making, then professional showbusiness is crazy.

H. Gordon's staging can give lessons to practically all the directors of Broadway's more pretentious revues.
Eugene Burr.

"Time's Grand in Des Moines"
DES MOINES, Ia., Dec. 2.—On *Borrowed Time* grossed slightly more than \$1,000 in its one-night run at the Grand Auditorium November 15. The no official estimate of the receipts was given by the management, close to 1,500 persons watched the performance, with tickets scaling 50 cents to \$2.24.

Thru Sugar's Domino

FUNNY thing about the cafe booking business. That is, funny about the miffs and bickers who manage to grab off many of the best spots. For the good of the industry, with the welfare of performers in mind particularly, a terrific educational job should be done among cafe men. As a class, they are at the receiving end of the longest and strongest line of boloney that has been handed out in our time. In vaudeville's heyday we used to think that independent theater operators strolling thru the market place looking for act bargains presented a sad spectacle of blind, stupid buying. There had not yet been born the species of cafe operator who seems unable to offer resistance to the phony who fills the floor with a lot of unimpressive double-talk; who cares not a whit about the good will of the spot, the actor or the night club business in general. All the phony is concerned with is how much he can grab off while the grabbing is good—and before the cafe operator gets wise to him. And swings over to another phony with a new line of boloney.

It has been so stated here on other occasions and time again that there is a heap lot of money to be made, a lot of good to be done in the cafe booking business, by an organization with substantial resources, and plenty of man power. The man who has the guts to do it, who are show-wise, who have vision and who have a minimum of larceny and a moderate share of principle in their hearts. As sure as night follows day the hole-in-the-wall gets what is true even to themselves, and even some of the stuffed shirts with panel-walled offices who are now licking their chops over the spoils of a sadly disorganized cafe booking business will one day come to the wall unless they are given stiff competition by new organizations that regard the field as a legitimate business rather than a vestige of the roaring and racket-ridden twenties.

VAUDEVILLE is still alive today and, in certain sections of the country, retaining new strength because of the shot in the arm given the field by the kind of the enterprising "old" or "name" variety. Public preference for bands that are household words because of the build-up given the leaders by radio work and recording has kept the lights burning in countless ways and has made change machines sing their merry tunes where there was darkness and dust before. Having done more than their share to put new life into the theater situation, bands have spread the business to the wide open and new field—fairs and expositions.

We are at a stage today where bands are no longer considered a freak attraction of annual meetings for the International Association of Fairs and Expositions in Chicago and at the convales of the National Association of Amusement Parks, Pools and Beaches in New York there is plenty to show how much the business has advanced. Bands have become, in Chicago, at the Hotel Sherman, the fair men are holding discussions of the band angle of grand-stand shows and dancing; not casual discussions, but exchanges of opinion that stamp bands as one of the more important items of the business.

The larger booking offices, engaged in seasonal work in the potentially lucrative field, are now convinced, even with the progress already made in introducing bands into the picture, that the surface has been lightly scratched. They see big money in the field of music and are busy for themselves and they see how the new avenue of employment can be enhanced from year to year by continued plugging.

In connection with the topic under discussion it is interesting to note how broken down in recent years thru radio and films—and latterly thru the renewed popularity of recordings merchandising in automatic phonograms. It is not in automatic phonograms. (See SUGAR'S DOMINO on page 26)

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NO FAILURES IN PHILLY

Grosses Collapse In Des Moines; Once a Bonanza

DES MOINES, Dec. 2.—Critical Iowa audiences have stayed away in droves from stage attractions so far during the fall season, and even the producers can't give the answer for the sudden drop in attendance for their shows at the Shrine Auditorium.

The Shrine here holds the world's record for one-nighters, and in the past could be counted on for a good house, regardless of the attraction. But so far five shows have failed to click, with some of the smallest houses in Shrine history. Mrs. George Clark, manager of the Shrine, advanced the fall season this year, having formerly awaited cold weather for the major attractions. Apparently the delayed cold weather is the only answer.

One of the best nights was at the showing of *A Night at the Moulin Rouge*, with an estimated crowd of 2,500, rates ranging from \$1.12 to \$3.58. The scheduled performance of Grace Moore had to be canceled when she came down with a cold, and Lunt and Fontaine in *The Taming of the Shrew* failed to outdraw the Marcus show.

Jackie Coogan in *What a Life* played before virtually a deserted house, with only 500 out front. On *Dorothy* Time attracted 1,500 on November 19, and the latest show, *I Married an Angel*, had less than 2,000.

Omaha Cracks Down; Acts, Bands, Bookers All Suffer Heavily

OMAHA, Neb., Dec. 2.—Tightening of regulations by city authorities has put a crimp in night club and band business, with floor shows taking a fast fade-out.

The present administration passed new closing regulations some time ago but only recently started cracking down. Under the new set-up hard liquors are supposed to stop flowing at midnight and beer at 1 a. m. Omaha formerly was a good spot for flesh acts and small bands, with things run virtually wide open. But with the shorter hours and elimination of the best income time the operators have been forced to cut down

SEND IN ROUTES

The Route Department (appearing in this issue on Pages 14-20-36 represents one of the most important functions that this paper performs for the profession. Certain listings are obtainable only thru the consistent co-operation of the performers and showmen involved.

How about helping your friends in their efforts to locate you? This can be done only by keeping *The Billboard* Route Department informed of your whereabouts, and sufficiently in advance to insure publication.

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and entertainment has been hit the hardest.

Flesh acts that have been headquartering in this territory are moving on to other territories which are already crowded. Bookers are losing heavily and are steering around the Omaha spots. Small bands in many instances are breaking up.

Larynx Union, Webs Agree on Contract

NEW YORK, Dec. 2.—Basic agreement between the American Guild of Musical Artists and network artist bureaus went into effect yesterday, with the following schedule of commissions agreed upon:

Series of radio engagements.....	Pct. 10
Guest radio engagements.....	15
Concerts, others than civic or community.....	20
Civic and community concerts.....	15
Operatic engagements.....	10

Past had been held in escrow since March 29, pending the franchising of the artist bureaus under license plan of Screen Actors' Guild. Guild is still working on details of its standard agency pact. Officials now expect the SAG contract to be ready within two weeks.

The AGMA-NBC-CBS agreement deals chiefly with working arrangements in the concert field. Some conditions there, however, also govern radio and pictures.

Films Disappoint All But Few Air Announcers Seeking Gravy

HOLLYWOOD, Dec. 2.—Easy pickings for commercial spouters in film plants are limited to very few of flickerdom's fraternity of radio announcers. Announcers who are hoping to grab an other commercial and line their pockets on the side with celluloid sugar find the studios bidding for old stand-bys with few exceptions.

Heading the list for number of pictures worked is Sam Hayes, who just signed for the new 20th Century-Fox contract, *He Married His Wife*. This marks Hayes' 91st film appearance and sets some kind of a record. Not far behind Hayes is Don Wilson.

It is generally figured that most announcers who trade on their other reps in flickers double their salaries by their picture work. Most announcing spots in films take two days, and, although actual figures are not available, those in the know claimed that some top-flight announcers received around \$500 per day, picking up anywhere from \$1,000 to \$2,000 for their efforts.

While Hayes and Wilson are considered the top announcers getting flicker work, there are several other old stand-bys who get called now and then. John Conte, Ken Niles and Bob Sherwood are figured in the \$50 to \$100 per day bracket for picture work. Gray Breckner and Tom Hanton also come in for bids.

KHJ-Mutual's bid for film honors in the announcing field is taken by Norman Nesbitt, brother of John. Although his price could not be learned, he was figured in the \$200 per day bracket. H. V. Kallenborn's appearance in Mr. Smith Goes to Washington was one of the first bids for announcers outside of the Hollywood boys. Kallenborn was believed

All Legits This Year Made Dough; Few Tryout Turkeys Booked In

By JOE COHEN

PHILADELPHIA, Dec. 2.—With the transformation of most of the town's legit houses into parking lots, Philadelphia has been changed from a dog town where tryouts were the general rule into a city where tested theatrical fare is most certain to enjoy any degree of financial success.

Today there are only three houses operating here, and so far this season eight productions have been seen for a total of 14 weeks. In 1939 10 houses were going full blast to provide 125 productions. However, the essential difference today compared with 1929 is that Philadelphia is now a profitable theatrical stop, and every show takes with it a comfortable bit of profit.

Philadelphia degenerated as a legit town simply because the citizenry, lacking its '29 bank roll, shopped for its plays instead of patronizing any one that the ticket broker would designate. Today Philadelphia seems stabilized as a profitable theatrical city, with all plays drawing heavy grosses. All the productions seen here came with excellent references from Broadway, with a few exceptions which came with a retinue of stars that compelled attention.

The current season got under way much later than last year, when an August opening had most of the femmes in the audience revealing suntan in the spots the governs didn't cover. This year the first opening came September 18, when Helen Hayes and Philip Merivale in a weakie, *Ladies and Gentlemen*, netted \$41,000 during the two weeks allotted. This Arthur adaptation had the advantage of being the only show in town as well as the season's curtain-raiser.

The heaviest gross this year was registered with *Lease It to Me*, with Sophie Tucker, William Gaxton and Victor Moore, which drew \$60,000 for a fortnight. In single-week engagements Mau-

rice Evans' uncut *Hamlet* was good for \$25,000, and *Very Warm for May*, the Kern-Hammerstein collaboration, collected \$22,000. The Raymond Massey troupe of *Abe Lincoln in Illinois*, despite the loss of business due to its arrival during election week, came thru with a sizzling \$38,000 for two weeks.

The aforementioned plays were all seen at the Forrest. Shubert's largest and most opulent house. The other Shubert house, the Locust, drew products of lesser quality but stamped approved on Broadway. These also returned profits. *Outward Bound* in two weeks scored with a total of \$23,000, an okeh figure since sources close to the Shuberts' confided that over \$1,000 would have realized their most optimistic outlook. *Kiss the Boys Goodbye* registered a surplus when the b-o. treasurer counted up to \$16,500.

The Erlanger, with the exception of its current occupant, *Great Guns*, U. of P. musical which is getting the full support of socialites, collegians and regular theatergoers who make a habit of attending the annual effort of the Mask and Whig Club, hosted only a single production. Few independent producers are willing to go to this out-of-the-way house, and it has only been able to snare a mediocre company touring with *O' My Dear Man*. The management resorted to two-for-ones, and the fortnight's engagement resulted in a take of \$11,000, at which figure this company can pay off dividends.

At the beginning of the current season it was believed that high grosses were the rule because many shows came at a time when they were the only legit in town. However, that contention was disproved when on November 9 three plays came here simultaneously for two-week stays, and prosperity grosses were chalked up for each of them.

WINDOW CARDS

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JIMMIE LYNCH

AND HIS
DEATH DODGERS

See Page 37 this issue

WHEN IN DETROIT

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THE TOLEDO TICKET COMPANY, Toledo, Ohio

THE NETWORK SHOWS ON THE AIR

American Tobacco Puts K. Kyser On MBS Thru Tape Transmission

NEW YORK, Dec. 2.—First network transcription program starts January 4 over Mutual for Lucky Strike cigarettes (American Tobacco Co.) and will consist of recordings on Miller tape transmission of the Kay Kyser program. Show has been broadcast, after its original Wednesday night NBC Red time, on WOR by way of Miller tape for some months now. Recent surveys showed a strong field of the New York audience listening to the broadcast.

In addition to the Mutual stations, additional outlets, including WIP, Philadelphia, and out-State New York stations may be added to the list. Transmission in this case will be by way of WINS, New York, which has Miller equipment and which, while it will feed the program, will not carry it.

Mutual stations carrying the tape re-broadcast include, in addition to WOR, WAAB, Boston; WNBH, New Bedford, Mass.; WLLH, Lowell, Mass.; WRDO, Augusta, Me.; WCOU, Lewiston, Me.; WBAR, Fall River, Mass.; WYAK, Concord, N. H.; WYBY, Rutland, Vt. Time was bought thru Mutual by Lord & Thomas advertising agency.

Rebroadcast of programs has been a slowly increasing radio practice, but now seems to be getting considerable impetus. Start of the Transcontinental Broadcasting System came thru the desire of

Frisco News, NBC Smoke Peace Pipe

SAN FRANCISCO, Dec. 2.—NBC has set a reciprocal agreement with The San Francisco News, a Scripps-Howard afternoon sheet and second daily here to agree to mutual promotional activities. The Chronicle, an independent, and NBC worked a deal recently for broadcast of election returns, with sheet now cooking up radio ballyhoo calling attention to paper's 75th anniversary.

Outland Foot-Enquirer also handled a promotional tie-up with all stations for special Christmas edition.

Frisco papers have been very cold to radio for some time now.

See WIP Power Boost As Step Toward NBC Blue

PHILADELPHIA, Dec. 2.—Increase to \$100 weekly has been granted WIP by the Federal Communications Commission. Wattage increase is expected to go in effect as soon as a new transmitter at Westville, N. J., is completed. Work on cable building will begin after the first of the year and will be completed by July. Benedict Gimbel, pres. of WIP, denies the power increase will be used in an attempt to get the time from the station. NBC denies applying for the franchise or being approached to take over the Philly outlet for the chain. At WFIL, Joe Connelly, p. a. for the station, said that NBC's contract was renewed last year for an additional five years.

Lottridge Manages WOC

DAVENPORT, Ia., Dec. 2.—J. Bury Lottridge has been appointed manager of WOC here, effective as of yesterday. Lottridge was formerly a station representative with offices in Chicago and Kansas City and later became sales manager of Central States Broadcasting Co., Omaha; ditto KOMA, Oklahoma City, and general director of KVOO, Tulsa. In February, 1939, he joined the sales department of WHO.

Imperial's Wax Shows

NEW YORK, Dec. 2.—Imperial Tobacco has signed Felix Knight with the Novotone, the Four Belles, Al and Lee Lester, Landri Trio, Funnyboners and the Four Showmen for a series of disks. Deal was set by Charles Fisher, of the NBC Artists' Service.

Blackett-Sample-Hummert to increase rebroadcasts of their daytime shows on stations additional to WMCA, which has had the rebroadcasts several months. Kyser's show is already on NBC Red network of 82 stations.

General Foods has been considering a broadcast made up of various parts of their leading shows, which include Jack Benny; We, the People; Lum & Abner and Kate Smith, rebroadcast also to go on Miller tape. However, this deal is reported cool now.

Phila. Stations Drop Victor, Bluebird Wax

PHILADELPHIA, Dec. 2.—Because of the licensing system by RCA which went into effect yesterday, most local stations are steering clear of Victor and Bluebird recordings and confining their platter playing to Brunswick and Columbia discs. Later firms are awaiting the final decision on the Paul Whiteman-Victor-NAPA case.

A meeting of the heads of all the broadcasting studios here was held on Monday evening. Results were not announced. It is evident that all stations affected by the licensing system will follow this course of action.

WPNB, WDAJ, WHAT, WIPB and WIP are the stations in town affected by the new system. WCAU in its few recorded shots will play Columbia pressings, which are naturally granted it since CBS owns that pressing outfit. KYW carries the recorded symphonic programs sponsored by Victor and must necessarily use those discs. Another program on that station, the LeRoy Miller program, uses Bluebird platters.

WHAT will resort to tax-free libraries. WPNB is the largest user of platters here, and it is expected that most of the stations which have a large number of transcribed programs will follow its lead.

Wings May Take "America"

NEW YORK, Dec. 2.—Brown & Williamson, which has been boosting its radio budget materially in recent weeks, may hike it even more by sponsoring Listen, America for Wings cigarettes on the Don Lee Coast network. Show is a co-operative sponsored Mutual program, bankrolled by Pontiac in the East. Talent has Erno Rappee, Tune Twisters, Gracie Barrie and Pearson and Allen, columnists.

Batten, Barton, Durstine & Osborne is the agency.

Air's Biggest Audience Show Cut in Half; Coffee Sales Off?

NEW YORK, Dec. 2.—Chase & Sanborn program, which has been topping program surveys for several years and has the largest audience of any commercial program, will be cut in half at the end of this year and starting January 7, 1940, will be a half-hour program. Talent line-up at that time will have Edgar Bergen, Donald Dixon, Vera Vague (Barbara Jo Allen) and Bob Armstrong's Orchestra. Going off, in addition to guest stars, are Don Ameche and Dorothy Lamour.

By the company of Standard Brands, parent company of Chase & Sanborn, will save about \$9,000 a week on time; \$1,000 a week on Miss Lamour and \$3,900 on Ameche, as well as the guest star budget, which had practically no limit. Musicians' cost is also reduced.

Altho J. Walter Thompson, agency for the account and producers of the program, would not give any reason for the shrinking of the leading show in radio, it is generally believed that the radio between production costs and sales results has been unsatisfactory for some

Force of Habit

NEW YORK, Dec. 2.—Stanley L. Stevens, director of the National Youth Administration Radio Workshop, which gives youngsters between the ages of 18 and 24 experience in all phases of radio, was alone at the desk of an agency exec whom he was visiting when the telephone rang. Stevens answered.

"Hello," boomed the voice. "Listen, I have the greatest baritone you've ever heard. He's got everything. He

"How old is he?" Stevens absent-mindedly asked.

"Twenty-six . . . limit." Stevens snapped and banged down the receiver.

Expect Changes, Raises at WMCA

NEW YORK, Dec. 2.—A "general housecleaning" salary increases for the employees not let out, re-establishment of staff morale and a "streamlining of personnel" are authoritatively reported in the works for WMCA. Plans are now being made, it is said, by Don Shaw, recently named executive vice-president of the station, and William Wiseman, vice-president and the station's legal adviser. Report is that the two executives are studying the station staff, salary rolls and general set-up with a view to effecting the changes noted above.

Info doesn't state whether the personnel realignment is to be of small or major degree. However, it is believed that after changes are made the staff will be informed that there are to be no more, with pay increases coming at the same time. Morale improvement is being sought because many employees have felt shaky for some time in view of the rumors that the station might be sold.

Another reason for the changes is that the management wants to get the station into top working form for the proposed advent of the Transcontinental Broadcasting System, of which WMCA is to be the New York outlet. There is even a remote possibility that one of the reasons in mind is the possibility Blackett-Sample-Hummert or a group represented by this agency might want to buy WMCA if the TBS project clicks, with those employees retained not suffering in case such a sale goes thru.

Station is also said to be looking for a boost to five-kilowatt power.

NEW ORLEANS, Dec. 2.—W. F. Summerville, manager for Station WGBT, Atlanta, is soon to be named manager of WFL, Loyola University 50-kilowatt station, according to reports from reliable sources.

Talking Shop

By JERRY FRANKEN

Rating the Shows

This column is a continuation of last week's, wherein the NBC Red shows were rated. This week covers the CBS shows next week, Mutual and the NBC Blue. Nighttime shows only, unless otherwise indicated.

Sunday

obby Lobby. Okeh human interest show, which age seems to improve. Ben Bernie. Well, if you like Bernie. But I can remember the same routine about 18 years when he was at the old Radio in New York. It was good then, but isn't it a bit old by now?

Silver Theater. Cheese blintzes. Gateway to Hollywood. Now you see what kind of a nuisance a chore like this can become.

Screen Guild Theater. In and out. Campbell Playhouse. Despite all the aroma of ham, it's darn good radio.

Elery Queen. Okeh show, with better than average production and bum plot. **Sammy Gray Evening Hour.** Standard symph stuff.

Monday

Tom Howard and George Shelton. A good time to turn off your radio. **Camel Radio Theater.** Most overrated show in radio.

Guy Lombardo's Orchestra. A relief once in a while, but that's all. **Rionde, Stinks.**

Amos 'n' Andy's Old Man River stuff. Just keeps on going.

Tune Up Time. That Kostelanets music.

Tuesday

Jimmie Fidler. Hokey and I do mean you-ey.

Second Husband. Let's get on with this thing.

Big Town. High-powered hoke.

We the People. Burlap. **Major Carson.** One of the better swing bands in Bob Crosby and one of the smarter lyricists in Johnny Mercer, but the show is overloaded with talk and it's impossible to expect Mercer to keep a 1,000 batting average. Show is too self-conscious in that Dixieland song shop idea, or whatever it is.

Wednesday

Burns and Allen. Same old stuff, but you gotta laugh at it.

Al Pearce. Okeh.

Paul Whiteman. Entertaining.

Texaco Star Theater. Dramatization half of the show far superior to the rest half, but the whole project is steadily improving.

Dr. Christian. Effective hoke.

Thursday

Vox Pop. Standard offering.

Ask-I-Basket. Okeh.

Major Bowes. I can't listen to it, but can understand why so many do.

CBS Workshop. A lot of the productions have been worthy, but the Workshop is still annoyingly self-conscious.

Professor Quid. Okeh, except that the Professor gets annoyingly smug quite often.

Kate Smith. Okeh stuff, but not those Snow Village sketches.

Johnny Prencis. Okeh.

First Nighter. See comment on Blonkie.

Grand Central Station. See comment on First Nighter.

Young Man With a Band. Variable, obviously, but too much script.

Friday

Gang Busters. Ten-twenty-thirt.

Wayne King. Five-ten-fifteen.

Hil Parade. Lited out of the rut by Mark Warnow.

Masterpiece

This little tidbit was heard this week: Man: (French accent) And when I was in Stain . . . (sings to background).

Butler: (Softly voice). Modom, we have no more of the imported wine. What shall I serve M'ieu Gaston?

Modom: (Con bravura). Why, Elizabeth, serve me domestic, of course.

(See TALKING SHOP on opposite page)

MILTON BERLE

ON STAGE

TITLE: "SEE MY LAWYER"
PRODUCER: GEORGE ABBOTT
THEATRE: BILTMORE, NEW YORK
TIME: DAILY

COMMENT:

Milton Berle exposed himself as a surprisingly good legit player.

WALTER WINCHELL
DAILY MIRROR

The best news of the evening to me is that Milton Berle . . . turns out to be an excellent farceur and a convincing juvenile as well.

BURNS MANTLE
DAILY NEWS

Mr. Berle does his best work as the boyish attorney of this farce.

BROOKS ATKINSON
NEW YORK TIMES

Mr. Berle plays with competence and modesty and with considerable skill.

RICHARD WATTS JR.
HERALD TRIBUNE

ON RADIO

TITLE: "STOP ME IF YOU HEARD THIS ONE"
SPONSOR: QUAKER PUFFED RICE
NETWORK: NBC-RED
TIME: 8:30 P.M. E. S. T. EVERY SATURDAY

COMMENT:

Milton Berle's back with a show that packs wide appeal . . . Berle was in fine shape . . . quick on the rebuttal, with his humor hitting the bull's eye.

RADIO DAILY

Milton Berle program gets laughs with ad lib answers. . . Milton Berle's quiz has become a good half hour in the Saturday night schedule.

ALTON COOK
WORLD TELEGRAM

It's a good comedy show . . . with Milton Berle as a fast working and fast thinking emcee.

THE BILLBOARD

WILLIAM  MORRIS AGENCY

Program Reviews

EST Unless Otherwise Indicated

"It's Fun To Keep House"

Reviewed Wednesday, 1-1:15 p.m., CST. Style—Household hints. Sustaining over KWK (St. Louis).

Brien Adams, home counselor, is featured on this home-economics show, and her efforts to convince the housewife that it is fun to keep house (or at least we'll try to make it fun for you) keep it from being just another home-ec show. Teaming up with her are Bill and Louise, a better-than-fair vocal duo, who break the monotony that might come from a straight quarter hour of conversation.

Miss Adams discusses problems of the home, ranging thru the care of children to clothing. She gives the day's best St. Louis vegetable and produce buys, an occasional recipe and other things of interest to the hausfrau. Thru it all is a vein of light humor, usually produced by quips between Miss Adams and Earl Kossowich, the announcer.

While not striking to the average male, it sounds like the sort of thing which the average housewife might like to hear.

Jackson.

Pegeen Fitzgerald

Reviewed Friday, 11-11:15 a.m. Style — Commentary. Sustaining WZZWOR (IMBS network).

Mrs. Fitzgerald is the second of the Fitzgeralds to go on WOR, following in the footsteps of husband Ed Fitzgerald, a WOR standard for years. Her program is a feminine commentary session and seems to have the stuff for a click. Impression is that she is distinctly sponsor-worthy.

A good point in her delivery is its complete lack of any stilted quality—a lack, in fact, which is marked by a sort of "er, er" in her talk. However, rather than detracting, it adds to the informality so necessary in shows of this nature and brings home the effect that Mrs. Fitzgerald is holding a direct conversation with each listener.

On this show she discussed domestic

wages and two fashion shows she had covered during the week. One of them was the jewel show in which society gals modeled; it was good to hear frank criticisms of what they wore, rather than the usual gush. However, in view of the newspaper coverage given the jewel thing, it seemed sort of odd for radio treatment. Show is shortwaved thru WRUL.

Franken.

"Listener's Theater"

Reviewed Friday, 9:30-10 p.m. Style —Dramatic. Station—On WICC, Bridgeport, Conn. (Colonial Network).

A radio laboratory experiment presented in co-operation with Yale University's Department of Drama, this program marked the second of a series produced with the aid of Professors Allardyce Nicoll, Walter Pritchard Eaton and Constant Welch. Students use radio facilities as an outlet and furnish casts for original scripts, while staff of WICC is in charge of actual production.

Piece this evening was titled *Flight Number Two*, a yarn about a disastrous night flight across the desert from an airport in Tunisia. Play was exciting, holding interest.

Production in charge of Bill Farley and Jeanne Poll, with Farley announcing. Lefkowitz.

"I Give You Your Life"

Reviewed Sunday, 6-6:30 p.m. Style —Variety, partly in Jewish. Sponsor —General Foods for Maxwell House Coffee. Agency—Benton & Bowles. Station—WMCA (New York).

Slanted for both Jewish and American audiences, this half-hour variety program put together for Maxwell House Coffee should do quite well for the sponsor. Top attraction is Molly Picon, who sings, gags and appears in a dramatic sketch. She's an excellent all-round performer with an assured audience. Other performers are Harry Sisters, singers, and Seymour Richtreit, male tenor artist. Abe El-

stein conducts the orchestra and vocaled one number himself.

Singing is both in Jewish and English. Barry Sisters, for instance, doing *Comes Love in English* followed by Picon's *Yiddish version*. Commercials, too, are in both languages.

Drama is based on experiences of listeners, these stories being culled from mail sent to the station. Hence the title of the show. This drama gimmick should prove a good audience puller.

Program debuted well and will probably continue strong. Ackerman.

"Young Dr. Malone"

Reviewed Friday, 11:15-11:30 a.m. Style—Serial. Sponsor—General Foods. Agency—Benton & Bowles. Station—WJZ (NBC-Blue network).

There was a pretty successful picture series built around a young medic known as Dr. Kildare and it thereby became only a question of time before there'd be something like *Young Dr. Malone* on the air. It's one of those daytime things, with our hero deciding to stay in a hick town and build a hospital, rather than go to Chicago to take a big job there. A Mr. Linderman promises 10 gee's for the hospital, but as the curtain falls, he and bold, the philanthropist is identified as a hit-and-run autoist who injured one of the kids the Doc knows.

Cast has Alan Bunce, Elizabeth Keller, Ralph Locke, Tess Sheehan and Tommy Hughes. They probably suffer, too.

Some of the sales talks are delivered by Miss Keller as the doctor's nurse. Product is Post Bran Flakes. Franken.

WADC Accepts Union Show WJW Canceled

AERON, O. Dec. 2.—A year's contract between WADC and the Akron Industrial Union Council, central body for the Congress of Industrial Organizations here, has been signed for airing weekly *Voice of Labor* programs.

Voice was taken off WJW here about a month ago after the station and AIUC officials failed to agree on broadcasts including discussions of what were termed "controversial issues."

Petrillo Men in Agencies

CHICAGO, Dec. 2.—Ad agencies and transcription makers in this territory have been informed by James C. Petrillo, local union music chief, that from now on all transcriptions played in their offices for audition purposes will have to be handled by union musicians. Heretofore Petrillo claims that sponsors have been brought into agencies and the manager or some other nonpro has set the records on the machines. Petrillo, who is always on the hunt for more jobs, decided these jobs should go to his men.

"Grand Hotel" Back

NEW YORK, Dec. 2.—Campana Sales Co. restores *Grand Hotel*, dramatic program, to the air on CBS January 7, show was on NBC until about a year ago. Campana also has *First Nighter*, another dramatic series, on CBS. Agency is Aubrey, Moore & Wallace.

TALKING SHOP

(Continued from opposite page)

Sound effects; gurgle of pouring wine, clink of glasses, etc.

Man: (French accent) Marvellieux! Such wonderful wine! It is imported, of course, non? You must tell me the year, so that I may buy some.

Madam: Oh, no, that is domestic wine, made from grapes grown in California.

Man: (French accent). Mais non! What a wonderful country is this America. I must go out and get my citizenship papers.

Announcer—commercial.

Seriously, this is pretty close to the dramatized spot announcement caught, showing radio hasn't quite made its infancy in some departments. Gentlemen—that's the business you're in.

DON'T

listen to BOB BYRON on WHN Monday thru Saturday from 1:30 to 1:50 (EST).

Commentary on Radio Talent

New York

By JERRY LESSER

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 carries each time it is presented.

Blondie, with ARTHUR LAKE and PENNY SINGLETON playing the comic strip roles, is a pleasant enough half hour of light comedy on CBS. Program impresses as of a type that would draw as listeners essentially the same people who follow the characters in the daily papers. Plot content is rather infantile, but experience has shown that people like to follow such material—probably because it necessitates no serious mental concentration.

While plot was of utmost simplicity, it was rather timely—centering around the desire of Mr. Dither, Dagwood's mischievous boss, to have the chops instead of turkey for Thanksgiving dinner. He is inveigled into a hunting trip, he and Dagwood getting lost in the woods in their attempt to knock over some cuffs wild turkeys. Childish, Singleton and Lake keep within the limitations of their characters.

Commercials for Camels are good, in that they do not sound too much like hoks.

P. A.

The Camel half hour headed by the BOB CROSBY Ork and JOHNNY MERCEY (WABC, 9:30-10 Tuesday nights) is greatly improved over the show that debuted several months ago, but it still cries out plaintively for a script a little less decorated with corn kernels. Dialog exchanges between Crosby and Mercer as proprietors of the Dixieland muste shop have brightened a bit and at times a genuine gleam of humor shines thru the muck, but on the whole it's an unfunny, forced patter that tries des-

perately to be amusing and succeeds only in being spine-chillingly coy.

Musical end is something else again. When the Crosbyites, on masse, give out with their particularly fine brand of Dixieland swing; when the eight Bob Cats step down for their inning, highlighted by the superior sax work of Eddie Miller, the great BILLY BUTTERFIELD trumpeting and the RAY BAUDUC-BOBBY HAGGART rhythm-aptation, and when HELEN WARD lends her lovely voice and beautiful phrasing to the proceedings, this is one of radio's best muste shows for the simple reason that it's all top talent on display. The Crosby vocal outpourings are not quite as ear-compelling as the other items in the melodic output, but they satisfy in a

It's only the Mercer style and delivery that save him when it comes to the specially lyricized version of some particular news bit of the week. It's true that maintenance week after week of the same high comedy lyric standard of which Mercer is capable is a tough job. In the face of that, then, it would seem more advisable for Johnny to use the stunt once every two or three weeks and make it really good rather than weaken it with ineffective rhymes and thoughts, due to the press of turning it out for each show.

Commercials are inoffensive, but they're passed over to announcer GEORGE BRYAN by Crosby or Mercer (and handed back again) with that sacre aura of coyness that pervades the entire script. D. R.

Hollywood and Los Angeles

By DEAN OWEN

BEN ALEXANDER doing swell job as emcee on NBC's new Little Or' Hollywood show. . . . Six Hits and a Miss, vocal group on the Bob Hope show, into the Zetor Room of the Town House. . . . Tom Breneman gets a new "quiz" show over KNX starting February 10. It will be called Answer Auction and will be sponsored by National Lead Co. . . . Beverly Hills. Rudy Vallee fronting Garwood Van's Ork is currently holding down the spot.

Darrell Walker, formerly with Kestelanz and Gus Heuschen,

was named musical director for Davis-Schepere this week. . . . Lee Cooley, lead KJL-Mutual announcer, leaves for New York December 8 to take over the December 8 for the Ethyl Gas Show, "Tune Up Time." . . . Peter Lorre gets a spot on one of Arch Oboler's plays on NBC. . . . Horace Heidt due to tour with his "Pot of Gold" show. . . . Curtis Mitchell of "Radio Guide" in town long enough to wine and dine Hal Book, Mark Finley and Hal Burke, and top a plane for Chicago. . . . Robert Schuetz, who has taken over NBC's transcription department, cracked KMPC for a "Thesaurus" contract. . . . Wibur Eickelberg of KJL-Mutual back at his desk following an operation.

From All Around

A. L. GODWIN conducting new Question A Box program over WWL, New Orleans, three times a week. . . . Loretta Low network singer, has a younger sister, Jane Claire, on staff of WWL. . . . Jimmie Wilson, WWL's program director, builds a new home on Music street in New Orleans. . . . F. C. Ewing, general manager of WOCM, Gulfport, Miss., plans new transmitter equipment. . . . After

guarding his Russian appellation as real for years, staff announcer Ignor Ivan, of WMP, Memphis, now confesses his real name is W. Taylor Briggs. It all came about when he took out his marriage license this week. Bride is Lavelle Hale, of New Albany, Miss. . . . Ralph Gram, conducting a new series of "The Name" interviews on WWNC Asheville, N. C., started off with Russ Morgan, band leader playing a one-night stand at the Plaza Theater in Asheville. Evelyn Brent, film actress now playing in vaude, and Robert Wadlow, world's tallest man, followed. Gram and Wadlow are old friends, Gram introducing Wadlow to New York audiences when Wadlow was with the Ringling show.

Walter Hurd and His Singing Cowboys have returned to WWNC, Asheville, N. C. . . . Composed of Hurd, Slim, Curly, Smokey and Chuck, group has been making blood and Victor discs, and for mail count took a big leap in the act's first week. . . . A. Gordon Sears, of Tenafly, N. J., has joined the engineering staff of WAPI, Birmingham, Ala. . . . Eva Prinsleg, formerly of KITE, Kansas City, has joined WHP, Harrisburg, as announcer.

HAROLD DeBECKER gets the thrill of a lifetime when he opens in two Broadway plays in the same week—Foreigners, in which he appears in the first act, and The Woman Brown, in which he appears in the last act, all of which is plenty convenient. . . . JOHN-NY KANE is playing Chick in When a Girl Marries. . . . LUIS VAN BOOTEN is father of a baby girl. . . . Localist DORIS RHODES, whose husband is JONIE TAPS, has a baby girl too. . . . PETER DONALD'S Light Up and Listen Club has been renewed for 52 weeks by a Canadian firm. Had PETER scared for a while, as they thought the dropping foreign exchange might force them to cancel. . . . CHARLES WEBSTER portrays Tartuffe in Mollier's play of that name on the NBC Great Plays series December 10. . . . CHARLES DINGOLE, now in Broadway's Little Forest, has leading roles in CBS' Aunt Jenny stories. . . . CHARLES LEONARD, currently seen in Flicker, Another Thin Man, starring in Grand Central Station.

Burgess Meredith and Franchot Tone will appear on the "Parasol of Happiness" program in the radio version "The Man Without a Country," a role which this actor and columnist had the pleasure of

portraying three times on the Ripley shows. . . . Dinah Shore and Det Courtenay took pictures for "Radio Mirror" magazine last week demonstrating "Do's and Don'ts for Dates." . . . Glen Galyon, of the Stardusters on the Chiclet program, is planning an early elopement with Mary Helen, doctor. . . . Opening broadcast of CBS's "Human Adventure" series which soon will acclaim last summer, has been postponed, so as to be able to include several new ideas developed by the University of Chicago, collaborating with CBS on the series. . . . "News, Views and Song Cues" is the name of a series over the N. Y. Broadcasting System every Saturday. It features Terry Audin as soloist, Don Gormley as commentator and "Two hands named Joe" at the piano. . . . Eleanor Phelps, lead of CBS's "Life and Love of Dr. Susan," has been visiting hospitals in real life these days. Her husband has insisted a lamp used in treatment of various skin diseases and is often called for medical meetings, at which the actress is a silent partner. . . . Joan Tetzel plays leading roles in "Grand Central Station," while her dad, George James Tetzel, draws illustrations for her sponsor's product.

Chicago

By HAROLD HUMPHREY

SHOWN'S LEAGUE OF AMERICA "took over" Wednesday eve on NBC's Quick Sitter show, which is regularly aired from the Hotel Sherman lobby. Place was jammed with showmen attending their convention, and all trying to answer questions popped by RANSOM SHERMAN and BOB BROWN. . . . SAM THOMPSON, of the Cadets singing group, received a letter this week from O. C. Cash, of Oklahoma, president of the Society of Preservation and Encouragement of Barbershop Quartet Singing, inviting him and the Cadets into the org as life members. . . . On one of his WGBM news shots this week, TODD HUNTER proposed that a contest be held among the cops in town to see who could get the most music out of his traffic whistle, and also suggested that Jimmy Petrillo, the music union chief-tan, be one of the judges. When informed of the idea, Petrillo did not say yes or no to the invitation but cracked "You'd better see me first before going ahead." HUNTER hasn't decided yet who the gag is on!

Joan Winters, radio actress, and her husband, Frank Rering, threw one of the year's most lavish parties Monday eve, in honor of Mr. and Mrs. John Garrity. He was for many years the Shubert manager here. Among those present were June Travis, Betty Winkler, Philip and Emily Lord, John Barrymore and daughter, Diana; Victor Moore, Anne Seymour, Judy Meredith, Essi Flynn, Lois Hall, Eddie and Fannie Cavagnish, Louis Hector, Dick Powell and many others. . . . Don McNeill and Mercedes McCamery were auditioned this week by the Russell Seeds agency for Brown & Williamson. . . . Bob Strong, the ex-NBC maestro, premiered his radio band at the Tribune Ballroom Thursday and expects to become a permanent fixture in the dance field. . . . Ed Allen, WGN announcer, is reading himself to become a papa. Mrs. Allen is a radio continuity writer.

Advertisers, Agencies, Stations

By PAUL ACKERMAN

NEW YORK: ON WEDNESDAY (6) WNEW's Rosalind Sherman will do a series of interviews with station people, ranging from minor clerks to top execs. . . . Irving Kahn, former press agent for Larry Clinton, now director of radio publicity for 20th Century-Fox. . . . By the end of December Jerry Clinton, WNEW's Annual Christmas party to be thrown by Al McCosker for WOR employees' kids to be held December 16.

Sells Unger debuts January 1 in "Hollywood News Girl" or Borderline Farm Products. Show, set by E. B. D. & O. will be a quarter-hour period, three a week, on WEAF only. . . . Screen Guild Theater has been started, starting January, and program will continue the same. Gasp started back to the Coast Sunday night (3). . . . Bill Irwin, radio editor of The Chicago Times, likely to take a Florida vacation this month. . . . WVEW's Bertie Lovce will soon branch out as a legit critic with program titled "The First Night Reviewer." . . . Compton writers

have written Art Van Harnay into the "Vic and Sae" script again. He returns after an illness of three weeks. . . . WNEW will modernize its studio equipment within a few weeks. . . . Sid Walton has joined American Radio Network as commentator and reporter. . . . Bob Pitt has replaced George DePue as head of the WHN Transcription Service. DePue left to become assistant manager of WGAN, Allentown.

CHICAGO:

NILES TRAMMEL, NBC exec V-P, spent the week in Chi, making his first extended visit to his former home since moving to New York. That since moving to New York, Trammel has canceled his option at the last minute on the Musico show, fearing that the "Feds" are still going to knock it out on the lottery angle. . . . A producer at RCA sent out an audition card the other day for a part in a show, but when his appointed time arrived he was amazed to see about 50 people in the studio and yelled, "Say what is this? I called only 30 people for this!" Frank McQuiver, of the WGN mail department, left there to take a job as announcer and head of the commercial copy department at WJBO in Bloomington, Ill. H. H.

Suprelles

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 150 West 46th St., NEW YORK CITY

LISH LOOK OVER MIAMI

Outdoor Meets Discuss Bands

Fairmen confab in Chi—Sacks, MCA, speaking—parkmen gab in N. Y.

CHICAGO, Dec. 3.—Annual meeting of the International Association of Fairs and Expositions will be held here next week (4-6) at Hotel Sherman. Representatives of all the major band-booking offices have reserved suites at the hotel, meaning that they will be courting the fair folks to make way for contacts in sales of bands at the agricultural exhibitions next season.

Fair field promises to become an important branch of the band-booking industry and for the first time fair meet has invited a band booker to participate in the discussions. Manie Sacks, who heads the fair department out of New York for Music Corp. of America, will rub elbows with the fair secretaries on the speakers' platform for a discussion Tuesday (5) on "Name Bands as Grand-stand Attractions" and again Wednesday (6) on "Dancing as a Feature for Fairs."

Grand-stand gab will have Sacks talking wordage with Phil C. Travis, Tennessee State Fair; Ethel M. Simonds, Oklahoma Free State Fair; Robert B. Mueller, California State Fair; and Frank H. Kingman, Brockton (Mass.) Fair. Kingman is also secretary-treasurer of the Fair Association. Dance discussion will include the speeches of Arthur H. Corey, Iowa State Fair; Herbert H. McElroy, Central Canadian Exposition; Elwood A. Hughes, Canadian National Exposition, and Dr. Linwood W. Snow, Michigan State Fair, with Sacks spinning the seller's angles.

NEW YORK, Dec. 2.—Just getting over the hangover from entertaining the hotel managers in town last week for their annual show, band-booking agencies this week will direct their attention to the amusement park managers congregating at Hotel New Yorker for the 21st annual convention of the National Association of Amusement Parks, Pools and Beaches (4-6).

Most of the band agencies will have exhibits, and all are keeping open house at their hotel suites. Only discussion concerning bands will be held on Thursday (7), when Edward J. Schott, president of Cincinnati's Coney Island, will direct a round robin, with "Removing the Unjust Security Tax on Name Bands" as his theme.

Jacobs Takes Charge For MCA in Detroit

DETROIT, Dec. 2.—Music Corp. of America branches out here with Merle Jacobs heading the Detroit office. Jacobs handles the hotel department and local bookings at the Cleveland office and is dividing his time at present between the two cities.

All departments, including one-nighters, will be handled out of the Detroit office for this territory. Jacobs said. Present arrangements for booking local dates thru the Mike Falk Agency and Del-Ray Orchestras will continue, also the MCA office. First sale was for the Ramon Ariza, rumba foursome, with Pura Reyes vocals for the London Chop House.

VOCALS by
CONNIE BOSWELL
and
BEA WAH
History Repeats Itself
writes Connie
with Bea the referee
Both a Feature in the
Holiday Greetings Number
Dated December 30

Piggys, Wiggy, Woo-Woo!

NEW ORLEANS, Dec. 2.—Vincent Lopez, winding up a stand at the Jung Hotel here prior to a December 8 opening at San Francisco's Palace Hotel, has been conducting musical intelligence tests for chimpanzees. Recently he thought he'd enlarge his scientific horizon to include the effect of music on the mating instincts of guinea pigs, said to be notably like humans.

Three pairs of male and female pigs were assembled at the Jung, where Lopez alternately played sweet and swing for them. The pigs, however, remained singularly cold to each other during both sweet and hot tunes. It wasn't until the experiment was over that Vince found out why it had laid an egg—the subjects were too young to be romantically attracted to one another.

Barnes-Carruthers Rep CRA for Fairs

CHICAGO, Dec. 2.—Deal was consummated this week between Charles E. Green, head of Consolidated Radio Artists, and Mike H. Barnes, general manager of Barnes-Carruthers Fair Booking Association, for the outdoor booking office to represent all Consolidated bands, acts, units and attractions for fairs, expositions and all other outdoor forms of entertainment. CRA is the second of the big band agencies making a definite bid for fair biz. Music Corp. of America setting up an outdoor department within its own organization.

Tie-up with Barnes covers bands and acts handled by the subsidiary, Consolidated Radio Artists, Ltd., and Glaser-Consolidated, Inc., as well as the parent agency in view of the fact that there is a long-standing territorial deal between Barnes and the George Hamid office in New York. Barnes' bookings are restricted to the Midwestern territories. Hamid offices taken in the East, and there's a strong likelihood that a duplicate deal may be worked out between Consolidated and Hamid.

Singers Quit Whiteman

NEW YORK, Dec. 2.—Clark Dennis, vocalist with Paul Whiteman, left the band leaders' fold last week during his engagement at the Hotel New Yorker after differences that arose over contract renewal. Singer couldn't get together with Whiteman over terms of the new contract, which was for five years, and a recovery Corp. single under the management of Corky O'Keefe. John Edwards is also leaving the Whiteman organization.

Christenberry Says She Can't Go and Lose It at His Astor

NEW YORK, Dec. 2.—The recording of *She Had To Go and Lose It at the Astor*, waxed by Johnny Messner and ork for ELL Oberstein's United States Recovery Corp., at the Hotel New Yorker releases from the new disc firm, is likely to extend its sphere of performance to a court of law, if the rumblings of legal action emanating from the Hotel Astor, famed Times Square haven, get much louder. Taking exception to the allegedly irrelevant reference to the hotel as a cradle of iniquity, Robert Christenberry, the Astor's major domo and managing director, has instructed the hotel's attorneys, Healey & Holmes, to delve deep into their law tomes and find out if the song's wordage can be construed to be libelous. Lawyers are presently engaged in finding basis for a suit, and whether the matter reaches a court is not dependent upon their report to Christenberry and the latter's decision from that point on.

The song was written by Don Raye

Heavy Tourist Spending Season In Florida Swells Band Buying

No-gambling edict doesn't phase 'em—war fever keeps winter gadders-about at home—band buying bullish—hotels, however, steer clear of fancy names

MIAMI, Fla., Dec. 2.—All indications point to a banner winter season for Miami and all the Florida resorts. With seafaring a risky excursion in mine-infested waters, coin usually spent by Americans overseas will be kept in circulation at home. Reservations and inquiries for hotel accommodations are more than 50 per cent ahead of last year. But altho hotel managers are not going overboard on their entertainment budgets, boys taking their instruments to this playground State feel more secure in knowing that this season the work will be steady, with no cutting of pay roll or personnel to abridge the job for the entire season.

Whiteman Break-Up Rumor Is Denied

CHICAGO, Dec. 2.—Frank Burke, Paul Whiteman's manager, emphatically denies that the maestro is planning to break up his band. He added that there is no basis to the rumor that Whiteman is contemplating to join the William Morris Agency.

Burke, here with Norman Campbell, one of the Whiteman staff, to represent the leader at the fair men's convention, pointed out that Whiteman and his boys will take a brief vacation in January after closing at the Hotel New Yorker and in February are scheduled for a four-week run at the Strand, New York, in conjunction with *The Fighting 69th* picture. Whiteman leaves his sponsored air show end of this month.

Ork Parade Set at Fiesta Danceteria

NEW YORK, Dec. 2.—A parade of dance bands of caliber has been lined up by Richard M. Decker for his Fiesta, Broadway cafeteria-danceteria. Polley calls for Joe Marsala with Iva and Antonio De Vera's rumba rhythms to linger till mid-January, with marquee changes for the top bands.

Teddy Powell, first in, gave way to Bunny Berigan on Thursday (30), with Decker taking over for tonight (2) only and George Hall following on Sunday (3) thru Tuesday (5). Week starting Thursday (7) has Ben Bernie, with Jack Jenay following for a fortnight (14-27). Van Alexander gets the nod on the 28th and stays until January 17.

Spot is a two-floor set-up, with polished hoofing space on both flights. Gate fee of 60 cents, six-bits on week-ends and holidays and 50 cents for matinees, gives dancers that much in food and beverages peddled cafeteria style.

and Hughie Prince and has been one of Messner's most requested numbers for some time, with a natural corollary being his waxing of it for U. S. Record. Ditty is published by Leeds Music under the imprint of Square Deal Music Co., with the names of Raye and Prince hidden under the anonymities of John Doe and Joe Doakes. Since its release several weeks ago Messner disk has been steadily increasing in automatic phone popularity, with several other versions due shortly from other waxworks.

Oberstein's reaction to the proposed suit was short and to the point, record chief stating that the local hostility is not the only inn tagged Astor in the country and what makes Christenberry think his place is the one meant on the record. Hotel's attorneys will probably have their report in Christenberry's hands within a week.

P.S.: What she had to go and lose at the Astor was a sable cape.

Further seasons found many bands being paid off in dimes or else stranded as soon as the authorities tightened the lid on gambling. Now that the boys expect the wheels to turn without interference this season, but feeling is that either city fathers will look the other way or that the bumper crop of tourists will take up the slack with other diversions. All gambling, except pari-mutuel betting at race tracks and on jai-alai (Cuban tennis of a sort), is illegal in Florida.

Even as Florida prepared for its annual influx of winter merry-makers, Governor Fred P. Cone sent out a no-gambling edict. Cone last March ordered a drastic shutdown on gambling, but the betting boys at that time were not discouraged because a season-end shutdown was not unusual. Governor reminded that last season's order was still in full force and effect.

Emphasis on the night-life diversification will be on music and entertainment, with the bands getting the nod being those that know how to cater to the money crowds rather than the national names. Many hotels and casinos have still to make up their minds as to the music-making for the season, which gets under way officially at Christmas time. Bands already set for the season out of New York for local spots and near-by resorts include:

Dave Carson; Casa Marina, Key West.
Al Davies; Clarendon Hotel, Daytona Beach.
Maximilian Berger; Miami Biltmore Hotel, Coral Gables.
Michael Trini; Don Ce Sar Hotel, Passaic, N. J.
A-Grille.
Bill Marshall; Ponce de Leon Hotel, St. Augustine.
Alex Borlino; Continental, Miami.
Oscar De La Rosa; Continental's Cuban Room, Miami.
Ron Perry; Boheme, Miami.
Rudy Vallee; Royal Palm Club, Miami (Dec. 30-Jan. 2).
Abe Lyman; Royal Palm Club, Miami, (starting Jan. 15).
Vicent Bragale; Dempsey-Vanderbilt Hotel, Miami.
Michael Zarin; Roney Plaza Hotel, Miami Beach.
Pete Vero; Roney Plaza Hotel, Miami Beach.
Paul Sparr; Biltmore Hotel, Palm Beach.
Vic Olman; Whitehall's, Palm Beach.
Walter Miller; Breakers Hotel, Palm Beach.

DETROIT, Dec. 2.—Jules Klein Booking Office has taken over management of three additional bands, Andy Downey's Society Orchestra, Art Carlson and Lynn Carroll and her Melodians, an all-girl swing band.

★ THE RADIO MAESTRI
Read 'Em or Weep Is the Sage
Advice to Musicians From
ROY SHIELD
Your Hit Parade Gets an Explanation and Interpretation From
MARK WARNOW
Both a Feature in the
Holiday Greetings Number
Dated December 30

★ THE BAND, THE BOOKER and THE BUYER
PHIL SPITALNY Writes of Girls That Make Good — Musicians, of Course.
THOMAS G. ROCKWELL, Head of General Amusement Corp., Sells 'Em.
MARIA KRAMER, President of Hotels Edison and Lincoln, Buys 'Em.
 All Write Features in the
Holiday Greetings Number
 Dated December 30

PANCHITO
 and His Rumba Orchestra
 2nd Year
VERSAILLES, N. Y.
 Dir.: WM. MORRIS AGENCY

Dick Kuhn
 and his Music
 VOCALS BY MARCELLA HENDRICKS

58th Week
HOTEL ASTOR, N. Y.
 Mutual Network 3 Times Weekly
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The Champagne Music of
LAWRENCE WELK
 NOW PLAYING
ADOLPHUS HOTEL
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 VOCALION RECORDS
 Exclusive Music Management
 FREDERICK BROS. INC. MUSIC CORP.
 New York — Cleveland — Chicago.

★ DIRECT FROM TOUR OF FOX ★
 MIDWESTERN THEATRES and HOTEL
 HEIDELBERG ROOF, JACKSON, MISS.

Jack Wardlaw
 and his
Rolling Rhythm
 Now Arranging Holiday Tour Management, Southwestern Orchestra Service, Columbia, E. C.
 When in Musical Distress write or wire S.O.S.

JOHN KIRBY
 AND HIS ORCHESTRA
 Now Playing Third Month at the Smart Set's Pump Room, Ambassador East, Chicago
 Broadcasting NBC 6 Nights Weekly
 Latest Vocalion Platter:
 "Royal Garden Blues," "Blue Skies"
 DIR.: MUSIC CORP. OF AMERICA

Orchestra Notes

By M. H. ORODENKER

Gotham Cab
ALTHO it was no soap for **TOMMY A. DORSEY** when he made a flying trip to New York from Chicago to buy what was left of Artie Shaw's Band, the visit wasn't a wash-out in the altogether. . . . Tommy was able to get the managerial reins on **JOHNNY LONG** . . . reckon the words of some of the big band agencies blush if they knew the big extent of Tommy's personal management holdings—and we don't mean those of **JOHNNY GLUSKIN**, his own personal manager . . . which reminds that the personal management contract held by **BENNY GOODMAN** on **LIONEL HAMPTON** runs out mighty soon, meaning that the vice wiz will step out with a band of his own sooner than many may expect in spite of his high rating on the Goodman pay roll . . . **Lionel** lay-out calls for **CHAUNCEY OLMAN** for the personal representation, with **MCA** on the management and booking end, also **JOE GLASER** may step in where the latter trends . . . **Olmán**, incidentally, has added **RED NORVO** and **MILDRED BAILEY** to his managerial wings.

Eastern Chatter
JOEY KEARNS, out of **Bob Crosby**, follows the footsteps of **Bob Zurke** and **Joe Sullivan** . . . you guessed it, the sax blower is building a band of his own with the builder-upper this time taking an unusual twist . . . **Kearns** will strike out via the airlines, becoming the new studio maestro at **WCAU**, Philadelphia, with the new year . . . **Joey** should feel at home in such surroundings since it was at that CBS station that he was in the sax section for **Jan Savary** . . . **MCA** plays the management part, with **ARTHUR MICHAUD** figured for the personal representation . . . **SLIM GAILLORD** goes to New Castle, Del., Friday for a fortnight at **Joe's** going home which calls to mind that **LEROY STEWART**, the base-playing **SLAM** half of the **Flat Foot Floogie** twosome, joined the **Royal Rhythm Boys** (**Bill Moore** on guitar and **Prince Carter** on piano), playing the Harlem hotspots in New York . . . **JOE MARGOLIAS** opened his own artists' management office in Utica, N. Y. . . . has **ROY DEAN** under his wing and routing the name bands in the territory as well . . . **Union Orchestra Booking Service**, Philadelphia, adds **ALBERT KENTUCKIANS** and **JERRY DONER'S** Pennsylvanians to the band rolls . . . office spotted **Tracy** for six weeks, starting January 15, at **Black Kat Cafe** near Wilmington, Del. . . . **TREDDY POWELL** makes his first appearance out of New York in Boston, taking in a two-weeker at **Raynor Ballroom** starting the 25th.

Western Chatter
SONNY KENDIS takes annual leave from the **Stork Club**, New York, and again goes to Detroit, this time at the **Motor City's Athletic Club** . . . opens Friday (8) for four weeks . . . **ART MOONEY**, a Detroit fave, takes on the **Stanford Zuecker Agency** in New York for his personal management . . . and with **MCA** booking, opens in St. Paul at **Hotel Lowry** on the 15th . . . **Nappo Gardens**, Chicago, brings in **HENRY GENDRON** on the December 15th . . . **NICCO PISANI**, former fiddler with **Vincent Lopez**, clicking on his own at **Coronado Hotel**, St. Louis, streamlines the billing to read **NICK PANI** . . . **DIRKS MOFFITT** moves his musical crew from the pit of **Cincinnati's** **Gruber Theater** across the Ohio River to **Beverly Hills Country Club**, Newport, Ky., for a fortnight's stretch starting Friday (8) . . . then returns to the **Shubert** trench on the 22th, with **ORRIN TUCKER**, taking the **Beverly** band stand for two weeks . . . **FRANK LOCKAGE** already set for the starter next March at **Fruitport Pavilion**, Muskegon, Mich. . . . band is now playing a series of dance dates at **Michigan's** **Edge Awaits**, Athletic Clubs in Grand Haven and Whitehall.

Dixie Doings
BILTMORE BOYS, with the band enlarged, open the first day of the new year at **Rice Hotel**, Houston, for four weeks . . . **Jung Hotel**, New Orleans, gets **WILL BRADLEY** on the 25th for a similar stand at **St. Charles** country club hit up Friday (24) at **Paintsville**, Ky., with **BENNY ALLEN** coming over from **Williamson**, W. Va., to make

the music . . . **CHIC SCOGGIN** returns to **Hotel Heidelberg Roof**, Jackson, Miss., **Jack Wardlaw** bowing out . . . **HERBIE KAYE** to **Atlanta's** **Anasley Hotel** on Friday (9) for a fortnight . . . **GEORGE KING** is next in line for the same town's **Hotel Henry Grady**, following **Glenn Garr** late in the month . . . **DON RESTOR** into **St. Anthony Hotel**, San Antonio, until the first of the year, hopping to **Dallas** the following day for a stay of 14 January 15 at **Baker Hotel** . . . **Restor** gives way at the **Baker** to **DEL COURTNEY**, coming in for four weeks . . . **Courtney** carries on at **Ambassador Hotel**, New York, until he's ready to make the hop.

Platter Chatter
ANOTHER of **Benny Goodman's** boys is grabbed up by the waxworks to carry the label billing . . . sax star **TOOTS MONDELLO** gathers together a gang for **Eli Oberstein's** U. S. records, using **Ziggy Elman** and half a dozen or so of the **Goodman** boys, with **Carl Kress** on guitar and **Claude Thornhill** at the piano . . . **Eli** also has **JESS STACY**, **Bob Crosby's** piano pounder, set for another cutting session with a jam gang . . . **COUNT BASIE** steps up from **Vocalion** to the **Columbia** 50-centers . . . **Columbia** factory reading a **MILDRED BAILEY** Christmas album—neither sweet nor swing . . . with the **Charloeters** caroling, jackets will house the holiday hymns . . . **GUY LOMBARDO** using a new first record disc, his 14-year-old kid sister, **Rose-Marie**, singing the songs . . . **LYLE (SPUD) MURPHY** set anew for a **Bluebird** waxing career.

Broadway Band Stand
WOODY HERMAN takes in a return trip to **New York's** **Paramount Theater** late in February, following his current click at the town's **Famous Door** . . . **Paradise Restaurant** brings in **LEO REISMAN** on the 23d . . . **Savoy Ballroom** returns **ELLA FITZGERALD** on the 14th for six weeks . . . **BENNY CARTER** moving over to the tier to **Brooklyn's** **Roseland Ballroom** . . . **CARLOS MOLINA** draws eight more weeks at **La Couza** . . . **BOBBY MARTIN**, Negro trumpet back from **Paris**, has installed his band at the **Place**, **Greenwich Village** spot . . . **BERRY KING**, sax star out of **Nick Toce's** **Village Brewery**, **Russ Perry** pointing for **Miami** . . . **DEE ORR** has taken over **Andy Anderson's** **Ork** at the **Show Bar**, **Forest Hills**, L. I. . . . **Anderson** will handle **Caro** Friday (24) . . . **TOMMY TUCKER**, takes leave from **Murray's** at near-by **Tackahoe**, N. Y., on the 22d, but for nine days only to pick up some one-nighters and then return to the stand.

Notes Off the Cuff
GEORGE HALL ushers in the new year in Florida, opening the holiday eve for two weeks at least at the **Hollywood Club** in **Hollywood** . . . **BILL PALEY**, former drummer boy, is the new manager for the **JOE SANDERS** **Ork** which is now playing its 12th engagement at **Chicago's** **Edgewater** . . . **LAS D'AMICO** gathers his belongings at **Hotel Piazza**, New York, moving deeper into the East Side to replace **MAXMILIAN BISHOPRE** at the **Versailles** . . . **Bersere** jumps to **Florida** . . . for the first time in the **Milk Bar**, **Edgewater Park**, **Rochester**, N. Y., brings in big bands . . . formerly used the smaller units and first of the biggies in is **GENE LEONARD**, opening Wednesday (6) for three weeks with the customary optional . . . **CHUCK FORTES** has over '41 February 15 at the **Biltmore Hotel**, **Bowling** . . . among the cocktail combos, **GRACE** and **SCOTTY** get the call for the December 11 week at **Hotel Vendome**, **Evansville**, Ind.; **Tommy Ryniec**, of the **Chicago**, will cut out office, draws a holdover ticket for **PLINER** and **EARLE** at the **Broadmor**, **Colorado Springs**, Colo., and **WALLY WILLIAMS'** **Swing Poursome** swing back to **Hotel Utah's** **Rechenbush**, **Salt Lake City** . . . **BENNY GOODMAN** cuts short his stay at **Waldorf-Astoria Hotel**, New York, closing Thursday (6) . . . **Cafe Society**, New York, resumes the Monday night jam-fests, with **JAMES P. (POPE) JOHNSON** playing the **Edgewater** . . . this-worliders . . . **TED PIO RITO** into **Congress Hotel**, **Chicago**, Friday (8) . . . and so we send our cuffs to the cleaners.

★ THE SONG WRITER and THE MUSIC PUBLISHER
AL DUBIN Sets the Tempo for Broadway Show Music
JACK ROBBINS Takes the Film Tunes to Task
 Both a Feature in the
Holiday Greetings Number
 Dated December 30

Revoked UOS Runs Into Act Trouble
PHILADELPHIA, Dec. 2.—United Orchestra Service may have about up shop completely unless the decision by the musicians' union here in revoking his license is rescinded at the trial before the federation trial board on December 15.
Bill Smith, UOS head, despite his license revocation has been booking act shows. Last Wednesday night agents of the Pennsylvania Department of Labor; **Tom Kelly**, business agent of the United Entertainers' Association, and **Florence Bernard**, head of the Entertainment Managers' Association, raided a show booked by Smith for the annual frolic for the employees of the E. G. Budd Co. at the Penn A. C. on the ground that he had obtained no license to book acts here. The show was allowed to go on when Smith promised that he would make application for a State license the following day. The contracts with the entertainers working in the show were turned over to **Harry Biben**, who recently reinstated into membership of the E.M.A.
 Smith, in making his application for a license, asked **Charles E. Anthony** and **Margaret Burke**, State enforcement officers, to hold his application in abeyance pending the outcome of his trial before the AFM. He told them that he would leave the business if this appeal was denied.

J. Dorsey Sets Ritz High
BRIDGEPORT, Conn., Dec. 2.—**Jimmy Dorsey**, coming to town last Sunday (26) for a one-nighter at **Ritz Ballroom**, his first appearance here this season, broke all records for the season so far when 1,999 terpers turned out to greet him. Admission was upped for this engagement to 85 cents, making a beautiful gross of \$1,750.32. **Ocell Golly** in on December 3 and **Count Basie** on December 10.

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 A Favorite on the
 "Gold Coast" . . .
 Convenient to the "Loop"
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 310 ROOMS WITH BATH
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ORCHESTRA LEADERS & TRAVELING UNITS
 Cut your traveling costs by owning your own bus. A large assortment of good dependable used buses usually on hand and available at bargain prices. Also new equipment designed to meet your requirements. Write, please, for wire.
The FitzJohn Coach Co.
 Muskegon, Mich.

Music Items

CARMEN LOMBARDO and Cliff Friend, taking their cue from Walter Winchell's column, penned *Concussus* Say, Olman releasing. Latest Christmas songs are Clarence Glavin's *All Aboard for Christmas* and the Arthur Jones-Lesman *My Some Old Christmas Wish to You*, Mills tune. Jones goes a little further with *A Happy New Year To Love*, Pauline Alpert collabing and Mills releasing.

Marks Music has a new Irish compo, coming by way of England and Peter Maurice Music Co. *With Me And Clay Pipe*. Nth adaptation from the classics is Eddie Duchin's and Lew Sherwood's *My Twelfth Dream*, out of Chopin's *Nocturne in E Flat*. *Greetings From Heaven* and *Sleigh Bells in the Snow*, by Mary Shaeffer and Arthur Terker, released by Red Star Songs.

Apollo Music also goes in for a Yuletide ditty, *Santa Claus*, by George Buynak and George Llapis. Mabel (Romona) Wayne comes up with a new holiday tune, *As Round and Round We Go*, introduced by Sammy Kaye. *Blondie*, by Bill Arz, ork leader on the radio series of similar name, is rolling on Sastly-Joy presses.

Spring in My Heart goes to Lincoln Music from the pen of Mills Herth, Phil Grogan and Johnny (Scott) Davis. The Hawaiian melody used as the theme song of the Al Pearce radio commercial is *Paradise Isle*, by Sam Koki, Hawaiian guitarist in Carl Holt's Ork, featured on the show.

Publishers and People

JOE JORDAN joined Handy Bros. Music Co. as contact man on radio and records and also as a member of the arranging staff. Jordan has authored hit tunes himself and is writing and releasing several others, all to be published by Handy. Vic Pelle augments the Chappell plugging staff in New York.

George C. MacKinnon, former Boston columnist and writer of several songs, is now making New York his home, affiliating himself with a music mag. Lon Mooney, Miller professional manager, is set for a drive on Orrin Tucker's new one, *Wouldn't I Mind?*

Mary Greenhut, sister of John Greenhut, head of the newly formed International Attractions, Inc., turns to something with her new one, *Of All Things*, accepted by Clarence Williams. Jack Wardlaw, maestro playing in the South, adds *Mississippi Moon* to his list of creative musical efforts.

We suppose it had to happen, so Brenda Frazier, last year's *Comair* Deb No. 1, is now the inspiration for a song *Let's All Go Dancing in Our Stocking Feet* is Ray Mayer's and Willard Robinson's poetic title of Frazier inspiration. Donald Shore, NBC and Bluebird disk singer, turns out a new one with the tentatively titled *This Must Be Our Parting*.

A busy man is Al Sanders, Chicago tune and lyric scribbler. Four of his tunes have been accepted by Davis & Schwieger, Los Angeles pub, namely "Dance Hall Dust"; "No, No, No, Not Tonight"; "It's Been a Long Time" and "First Line Blues." Records, of which Sanders has three, include Sanders' tunes, "Julius Seize Her," "While Pizzanout" and "Rain Wet Roses," while Pizzanout Music Co., of London, accepted a war song from him, "Dinner in Berlin."

On the Hollywood Front

FOUR Jimmy McHugh-Frank Loesser tunes go into Jack Brann's *Para Flicker*, Buck Benny Brann's *Para Flicker*, *As Dreams in the Night*, *Say It Over Again*, *My Kind of Country* and *My My!* Walter Rulick, pianist for Astaire-Powell on MGM's *Broadway Melody of 1940*, penned *There's No Time for Love Like the Present*, Astaire's new lyrics, which will be used in the studio's *Good News*. . . Arthur Freed, ex-lyricist now a Metro producer, changed his *Our Love to Our* *Affair*, Ditty set for the *Good News* pic which Freed is producing. Five tunes that Gene Kelly, who will sing in *20th Century's* *Going High* are *One Love in a Lifetime*, *Little Band of Gold*, *I Want To Be With My Friends*, *My Rambo*, *Shanty and Dreams* and *Wanderers* of the *Westland*. Universal took Sammy Lerma and Ben Oakland's *Almost for Charlie McCarthy, Detective*. D. R.

Sheet-Music Leaders

(Week Ending December 2)
Acknowledgment 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.	Title	Wk.
1	1	South of the Border	2
2	2	Scatterbrain	2
3	3	My Prayer	2
4	4	Oh, Johnny, Oh	5
5	5	Lilacs in the Rain	3
6	6	Blue Orchids	3
7	7	El Rancho Grande	8
8	8	Over the Rainbow	12
9	9	In an 18th Century Drawing Room	11
10	10	Last Night	14
11	11	I Didn't Know What Time It Was	9
12	12	Man With the Mandolin	13
13	13	God Bless America	14
14	14	Are You Havin' Any Fun?	10
15	15	What's New?	10

Martin Block To Publish and Plug Compos of His Own

NEW YORK, Dec. 2.—Martin Block, impresario of WNEW's *Make Believers* *Bedroom* and one of radio's major savants in the use of phono platters on the air, shares the same light as hand leaders as thorns in the side of established music publishing houses by bringing his valuable plugging facilities to bear on his own music firm. Radio's disk exploiter No. 1 is starting his own publishing house under the name of Block Music.

Block claims to have only one purpose in setting up his firm, to publish only his own songs (and possibly a very few from other writers that particularly appeal to him) and make more on them than he has when his stuff was brought out by other firms. He claims he has always done his own plugging on his songs with other houses, and netted only about a cent per copy in royalties. Bringing them out himself, necessitating no more plugging than formerly, he estimates, will earn him about 18 cents a copy. Plans call for no more than three or four numbers a year, the first release being *Faithful to You*, with

Songs With Most Radio Plugs

'Scatterbrain' and 'Heaven' Lead Pack; 'Tep' Does Dive

Songs listed are those receiving 10 or more network plugs (WJZ, WEAP, WABC) between 5 p.m.-1 a.m. each day and 8 a.m.-1 a.m. Sundays, for the week ending Friday, December 1. Independent plugs are those received on WOR, WNEW, WMCA, and WHN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position	Last Wk.	Title	Publisher	Plugs	Net	Indie
1	1	Scatterbrain	Bregman, V. & C.	35	16	22
2	2	Speaking of Heaven	Robbins	29	13	16
3	3	Lilacs in the Rain	Robbins	25	12	13
4	4	South of the Border	Shapiro, Bernstein	24	21	3
5	5	Goody Goodbye	Olman	22	10	12
6	6	Stop, It's Wonderful (M)	Mark	21	7	14
7	7	El Rancho Grande	Mark	20	5	15
8	8	I Didn't Know What Time It Was (M)	Chappell	19	17	2
9	9	My Prayer	Skidmore	18	16	2
10	10	Tomorrow Night	Berlin	17	9	8
11	11	Make With the Misses	Mercer	17	9	8
12	12	Many Dreams Ago	Harms	17	6	11
13	13	Last Night	Witmark	16	12	4
14	14	What's New?	Harms	16	10	6
15	15	Honestly	Santly, J. & S.	16	8	8
16	16	Are You Having Any Fun? (M)	Crawford	16	8	8
17	17	All the Things You Are (M)	Chappell	15	16	0
18	18	Melancholy Lullabye	Paramount	15	16	0
19	19	Blue Orchids	Mark	14	17	0
20	20	Can I Help It?	Remick	14	9	5
21	21	Moonlight Serenade	Robbins	13	16	0
22	22	Oh, My Blue Heaven	Paramount	13	9	4
23	23	I Thought About You	Mercer	13	6	7
24	24	At Least You Could Say Hello	Felst	12	12	0
25	25	Who Told You I Cared? (F)	Witmark	12	4	8
26	26	Baby Me	ABC	11	11	0
27	27	Day In, Day Out	Bregman, V. & C.	11	8	3
28	28	I Must Have Seen More Kisses	Santly, J. & S.	11	8	3
29	29	Good Morning (M)	Chappell	11	4	7
30	30	After All	Sun	10	10	0

Shaw Retracts Duress Charges In Suit Brought by Oberstein

Settlement reached amounts to more than \$7,500—Shaw band, co-op, set thru GAC for N. Y. Roseland—Osborne replaces it at Penn

NEW YORK, Dec. 2.—Final settlement of the legal action brought by Eli Oberstein, head of United States Record Corp., against Artie Shaw for an accounting of moneys allegedly owed Oberstein by Shaw as the result of managerial services rendered was reached this week. Matter was settled out of court when Shaw resigned a statement to the effect that Oberstein's contentions were correct and in which he agreed to the payment of several thousand dollars as compensation for Oberstein's efforts in his behalf. In preliminary court hearings Shaw's defense was based on a plea that Oberstein had forced him to sign a contract with him, holding over his head the weight of a Victor record contract. Oberstein at that time was recording manager for Victor, with Shaw claiming that in that capacity Oberstein had used duress and fraud. Statement signed by Shaw this week publicly retracts these accusations, stating that his answer to Oberstein's suit was "inspired by an impulse which I now regret," and that "I now realize that Mr. Oberstein did not coerce me nor by threat compel me to enter into a contract with him."

Shaw further states that Oberstein's advice and assistance were "in no way related to his position with the Victor company, but on the contrary . . . were given prior to any contract that I had with Victor, and . . . that at no time was there discussed or held out to me any promises to record for Victor." Oberstein's settlement will be in excess of \$7,500, according to Oberstein. Approximately half of that sum has already been paid by Shaw, with the remainder expected shortly.

NEW YORK, Dec. 2.—Hotel Pennsylvania, scene of the Artie Shaw earthquake, has definitely decided not to keep the band under the George Auld baton

music by Harold Green setting off the Block lyrics.

Songs will be cleared thru Lou Levy's Leeds Music, with Block assigning copyrights to that pub and having copies printed by Leeds. Procedure establishes ASCAP ratings for the numbers. Also numerous band leaders have branched out as music pubs, this marks the first time anyone with prominence achieved thru radio work has turned into a Tin Pan Alley threat.

Blues Silver Jubilee For Handy-Gershwin

NEW YORK, Dec. 2.—A national music festival for the week of March 2, 1940, has been framed as "the silver jubilee of the blues" in honor of W. C. Handy and the late George Gershwin, among other composers. Marks 25 years after Handy penned his famous *Memphis Blues*. Plan is to have silver jubilee balls sponsored by Handy, each with six sections, each plugging the events. In addition to blues, festival will feature Stephen Foster tunes, Negro folk songs and syncretism from ragtime to swing.

Idea was conceived by Edward Laska, whose *Alcoholic Blues* was a popular hit at prohibition. George M. Cohen is honorary chairman of the sponsoring committee.

NEW YORK, Dec. 2.—A second annual "From Spirituals to Swing" concert at Carnegie Hall is to be produced by John Hammond, with Columbia recording exec, Christmas Eve (24). Theater Arts Committee sponsors the swingfest.

Benny Goodman will solo with Count Basie's band, which has the featured spot in the evening's presentation. Albert Ammons, Meade Lux Lewis and Pete Johnson, with blues shouter Joe Turner, will again take part, the boogie-woogie boys appearing at last year's spirituals-swing festival. To make the plantation and honky-tonk aura authentic, despite the trappings of cultured Carnegie, also on hand, among others, will be blues singer, Ida Cox; Sonny Terry, blind accordionist; Bill, race singer; and the Golden Gate Singers for the spirituals.

Thief Grabs Spitalny Dough

OMAHA, Dec. 2.—Phil Spitalny, ork leader, lost \$13,800 in checks and \$1,200 in cash to a sneak thief who entered his dressing room at the Paramount Theater here this week. During opening show Spitalny left the bank roll in his clothes, expecting to send the money to New York for pay-roll checks. When he learned of the loss, he was unable to play the next show.

Flit News for J-Bugs

DES MOINES, Dec. 2.—Sneers for the shag and jeers for jitterbug were mustered by dancing teachers from six States in a one-day meeting held here this week. Terp tutors, members of the Chicago Association of Dancing Masters, predicted that "smart ballroom dancing is on its way back."

Review of Records

Dance Disks

WEEK'S waxes likely to be desired for taking to dancing with the turntable. And these chosen couplets have no trouble holding the attention for those who might rather sit it out and lend a listen.

The Artie Shaw fans are undoubtedly grabbing up everything available. But no matter to which swing king you pay respects, his dancing of "You're a Lucky Guy and Love Is Here for Bluebird makes for sweet licks for the lullabies. Love lyric is a sentimental swinger with the tempo stepped up for righteous rhapsody on *Easy Street*. In the same register, Benny Goodman dishes out a fetching couplet for Columbia with a pair of *Gulliver's Travels* movie music, *Faithful Forever* and *Blarney* in the *November* and the first time there'll be no variance on the vocal quality of Goodman's grooving, what with Mildred Bailey giving the wordage a sing-along on Columbia. George Crippe shoots a couplet with a couple stomperos. Titles are *Hodge Podge*, from the Duke Ellington-Johnny Hodge pen, and *On the Beach*, arranger Fred Norman collaborating with the maestro. Tooling is off the top and for the first time to these jaded ears band really sounds as having something on the ball.

(See REVIEW OF RECORDS on page 67)

802 Med Fund Nets \$11,000

NEW YORK, Dec. 2.—Third annual Medical Benefit concert and dance staged by Local 802, AFM, netted the union \$11,000 and attracted a crowd of more than 10,000 people. Benefit is held to provide a fund for medical attention to needy union members and their families. Concert held at Madison Square Garden November 27, offered Frank Black and the NBC Symphony Orchestra. Twenty-five swing bands took over from 11 p. m. to 4 the next morning for dance enthusiasts.

N. Oak Grove Hall Burns

DYERSVILLE, Ia., Dec. 2.—Dance pavilion which had been used as a skating rink at Oak Grove Park, near here, was destroyed by fire last week. Charles Marche, of Earlville, manager of the hall, had planned to renew dancing this winter. Building was owned by the receivership of Farmers Savings Bank and the loss was estimated at \$5,000.

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The Lightweight Stand

Music in the Air

By DANIEL RICHMAN

Extra Edition

WHAT might be called an extra edition of a dance remote extra thought used in its name and only once in its listening—is that of CARL RAVAZZA (St. Francis Hotel, San Francisco, WZL). Calling it the "Ravazza Review" and basing it on newspaper terminology, this leader more than makes up for his band's innate musical ineptitude and a far from outstanding choice of numbers by putting on a remote with an idea, thereby making his show a candidate for headline honors at Ripley's Odditorium.

With Ravazza as music editor and his own and vocalists as a "staff of reporters," the announcing script carries such clever linkage of journalistic phrases to song numbers as "reporting on two current spot news items" (pair of Bill Paraders), "scoop of the week" with the editor telling the story" (most promising new tune, Ravazza singing); "scoop up the presses with an item sent in by our Latin-American correspondent" (fast-tempoed rumba); and "last minute dispatches" (final one-chorus number). Program is arranged as an "edition," and the wind-up announcement is to the effect that "the editors hope you'll renew your subscription."

There may be cynics who look down their noses at this type of thing (similar in concept to Del Courtenay's "Leading Ladies" remote), as being on the corny side. Maybe it is, but there's no denying the fact that it's solidly attention-getting. Audiences go for it, will remember it in the welter of unimaginable remotes, as being on the corny side. Maybe it is, but there's no denying the fact that it's solidly attention-getting. Audiences go for it, will remember it in the welter of unimaginable remotes, as being on the corny side. Maybe it is, but there's no denying the fact that it's solidly attention-getting. Audiences go for it, will remember it in the welter of unimaginable remotes, as being on the corny side.

Back to Normal

NOTHING else as unusual came from this department's customary close scrutiny of the week's airmiles, EDDIE FITZPATRICK (El Patio, San Francisco, WGB) provided a pleasant surprise in the quality of his music, which was more than proficient musically and commercially and without the patter of mice feet. A further pleasant reaction was caused by Fitzpatrick's apparent knowledge of the necessity of pace and variety to add up to a well-balanced, entertaining half-hour.

Show contained 14 numbers (almost too many), but mixed up in a way that brought no two similar tunes together and mingled oldies and pop hits, ballads and a general pleasing repertoire. Despite the lack of any particular novelties or unusual items, Fitzpatrick can get attention with his good, clean, listenable arrangements.

Newcomer

ONE of the latest entrants in the band-leading marathon, and therefore the dance remote sweepstakes, is WILL BRADLEY (Hotel New Kenmore, Albany, N. Y., WABC). The new maestro's previous experience as a radio trombonist, plus that of his partner in the new act, Ray McKinley, erstwhile Jimmy Dorsey hide-beater, now stands him in good stead in planning his own shows, with the one caught in the trap of a general pleasing repertoire. In addition to excellent commercial and out-of-the-world swing, Bradley exhibited a fine selection of numbers, including items like *Johnson Rag*; the up-and-coming *Fit To Be Tied*; the disco *Leigh*; the current hit, *I Did It 'Cause What Time It Was*; a swing, *I'm Coming, Virginia*; and a swell novelty, *Old Doc Yak*, featuring McKinley on drums and vocal. Carlotta Dale's superior warbling (in contrast to the feeble *Four Tops* dissembly of the most remotes) was a further aid in pushing this program into the Grade A category.

BUDDY CLARKE (*Pegasus Club, Rockleigh, N. J., WNEW*) offered nothing like the foregoing, but still managed to come across with a good try. Program heard was only a 15-minute *Hot* number, too good to let a band really can do. Even with only a quarter-hour, however, Clarke threw in a pop and music-comedy oldie, two new ones and a rumba, giving a nice balance. Only one item, a rumba, was a real come-side-by-side, for which there shouldn't be any excuse.

Enoch Light

(Reviewed at Hotel Left, New York)

TAPT grill room bandstand apparently is possessed of adhesive qualities, with Light following in the long-run footsteps of his predecessor here, George Hall. Talking over after his seven-year tenure, Enoch is now well in his second semester and doing a patronage-pleasing job that should keep him here for a record stay of his own. Band has that too-infrequently found ability to satisfy all types of dancers, turning in a smooth performance on straight current pops, standards, Latin American stuff, waltzes and commendable if not sensational swing. With additional versatility in the form of novelties and a jam band-within-a-band, tagged the *Light Brigade*, audience appeal reaches a maximum.

Make-up is three brass, three sax and four rhythm, with vibes, clarinet, sax, trumpet, bass and drums stepping down for the get-off numbers disseminated by the *Brigade*. Latter affords nice contrast to the straight full crew output and allows the shaggy, swinging, swinging, offering good variation to the embellished sweet stuff as "the sweet potato section," saxmen dropping their notes to form an ocarina trio. It's listenable variety like this and the baritone soloing that makes Light's one of the better bands of its type.

Ork is well equipped vocally also, with Peggy Mann and George Hines (guitar) taking care, respectively, of the rhythmic and romantic wordage. Both do a strong selling job. Enoch's fronting is easy and personable and filled with the quiet assurance that his baton varies over a group capable of a wide, consistently good performance. Richman.

Louie Panico

(Reviewed at Tarrapke Casino, Lincoln, Nebraska)

IN 1925, Isham Jones lost a trumpet player, who ducked out of the brass section, where he played a fine muted instrument, and decided to front an outfit of his own. The guy was Louie Panico, and he has been a consistent figure in the music business since.

Some of his men have been with him seven or eight years, and his style has remained much the same. It's smooth music, featuring Panico's lipping, with a rhythmic touch. Frame is four rhythm, three sax and three brass.

Lon Saxton, guitarist, does all the talking and male vocals for the orchestra. He's stellar in this department, possessing a fine personality and a neat set of pipes. Not so much can be said for the femme side, Eleanor Wynn, who off-kecks and tends to be a little too lusty. She's a pretty fair looker, and with a little less muscular and vocal energy might settle into the job with better effect.

Panico's music is definitely for the class places, and should satisfy the sophisticated. Oldfield.

Don Kelly

(Reviewed at King's Ballroom, Lincoln, Nebraska)

KELLY is a trumpet player, sitting back in the two-man brass section of his five crew and allowing Tony Marsh, a regular in the dance field, to do the fair amount of rostrum sashay, to do the wand waving. There are three sax men and three in the rhythm section. Fair share of the showmanship is Tiny Whelan, bass, who works hard on the big fiddle.

No chance for this outfit save in the country and the helter-skelter jerms where gymnasiums prevail over dancers. Outfit has an avowed intention of playing to and for the litterbug exclusively. Oldfield.

Bob Millar

(Reviewed at Chase Club, Chase Hotel, St. Louis)

ONE of the younger outfits featuring a piano-playing leader working in the Duchin manner. Basically a good dance band, it stacks up as good fare for both hotel and ballroom. Entertainment value it also has a good personality in the leader, who works hard and to good effect, a couple of capable singers and a trumpeting comedian.

Instrumentation is solid, working with four rhythm (counting the maestro's extra piano), three sax and three brass.

The two trumpets and trombone, draped, get featured billing in many of the current hits and share the spotlight in others with Millar's generous keyboard work. Music is danceable, easy on the ears and, while boasting of no unusual style, has appeal for both young and old. Swing shares equal honors with the sweet and it's dished out in accordance with the audience on hand.

Bob Hunter temors capably, doing particular justice to the sentimental favorites. The comedy honors are in the hands of collegiate looking Bob Fimmel, trumpet man, who vocalizes in the nonense manner. Honisberg.

Woody Herman

(Reviewed at the Famous Door, New York)

WITH any sort of decent break Herman could be the country's next band leader. Right now he has one of the finest swing outfits in the business, even though the fact is not appreciated to the extent it should be by John Q. Public. It's a terrific band of distinctive swing that Woody dishes out, spiced by the originality of a blues style superimposed on some splendid hot jazz. Ork is subtitled the "Band That Plays the Blues," but Herman is savvy enough not to overdo the style, carrying it only far enough to produce swing with a difference.

Band (which is co-op) is staffed by six brass, five reeds (including Woody's clarinet and alto) and four rhythm. Key men are Joe Bishop, single horn virtuoso; Saxie Mansfield and his hot tenor; Neal Reed, playing a beautiful jazz trombone, and, of course, Herman. Latter is amazing in his versatility and is no small reason for the band's general excellence. Known primarily for his fine clarinet work, Woody is concentrating upon superior alto sax blowing more than in the past. His ballad, blues and comedy vocal style and personality are among non-playing maestro would give much for, but good as his warbling is, it's only secondary to his superb musicianship.

Outstanding in a library that takes in most of the necessary conventional stuff is the assortment of items like *Blues on Parade*, *Casbah Blues* and *Blues Upstairs and Downstairs*. Paced by Herman's reed work, these are in a class by themselves. Listening is all that matters here; danceability and sentimentality, it is taken care of by the other more familiar parts of the books. Showmanship is also served in large doses, again thanks mainly to Herman's handling of his instruments and an all-time lyric, aided in the comic department of the latter by Steady Nelson, trumpet. Pop stuff wordage now goes to Carol Kay, replacing Mary Ann McCall. Gay does all that's asked of her. Richman.

Bob Campbell

(Reviewed at Garden Ballroom, Spokane, Wash.)

FORMER leader of the University of Idaho pep band, Campbell has molded some experienced musicians into a combo having both elan and class. Band turns out music that keeps even the most awkward feet going smoothly, with a moderate tempo featured. Interperated along musically sound lines, there is no attempt at band-and-vaudeville. Customers who come to dance get their money's worth, ork not even stopping for the usual intermission. He's the clip away at times, but the ones left behind turning on a little more power.

Campbell's trumpet sets the pace for the 10-piece outfit, composed of three horn sax and four rhythm. Campbell also arranges and covers. George Ruschka at the piano, Dave Lindgren is featured on clarinet, Reed Rhea on trumpet. Most of the warbling is by Monica Whalen, a swell looker with good vocal pipes who should improve her diction a bit. Conrad.

Alex Grand for Fraters

SCRANTON, Pa., Dec. 2.—Van Alexander drew a neat \$1,000 gate here Thanksgiving night (29) at the Inter-United Club. Five hundred revues attended at \$1 per person. Weather was ideal.

Bands on Tour

Advance Dates

GRAY GORDON: Univ. of West Virginia, Morgantown, Dec. 8; Triadon Ballroom, Cleveland, Dec. 9; Pullades Ballroom, room, Cleveland, Dec. 10; Auditorium, Washington, Pa., 19; Irigou Gardens, Louisville, 21; Army, Johnstown, Pa., 26.

FRANK TRUMBUELL: Auditorium, Kansas City, Mo., 10; Danleison dance, Hotel Ritz Carlton, Boston, Dec. 8.

ANSON WEEKS: State-Lake Theater, Chicago, Dec. 8 week.

CLYDE MCCOY: Military Ball, Univ. of Minnesota, Dec. 8; Junior Prom, Iowa State College, 9; Rink Ballroom, Waukegan, Ill., 10; Adams Theater, Newark, N. J., 15 week; Paramount Theater, Springfield, Mass., 22 week.

RUBY NEWMAN: Harvard Waiating Party, Lowell House, Cambridge, Mass., Dec. 9; Wilton (N. H.) High School, 14; JERRY ELLEN: University of Pennsylvania, Philadelphia, Dec. 9; Century Theater, New York, 13-18; Anawanda Club, Hotel Astor, New York, Jan. 5.

VAN ALEXANDER: Connecticut State College, New London, Dec. 9; Univ. of Syracuse, N. Y., 23; Hotel DuPont, Wilmington, Del., 25.

DUKE ELLINGTON: Blackstone Hotel, Chicago, Dec. 9, 29 and 31.

DON PEDRO: Athletic Club, Indianapolis, Dec. 9.

CLAUDE HOPKINS: Roseland Ballroom, Brooklyn, Dec. 10; also Ina Ray Hutton.

GEORGE HALL: Raritan Ballroom, Perth Amboy, N. J., Dec. 10.

COGNIT BASSIE: Ritz Ballroom, Bridgeport, Conn., Dec. 10; Manhattan Center, New York, 17; Apollo Theater, New York, Jan. 12 week.

RAMONA: County Center, White Plains, N. Y., Dec. 10; Chagrin Valley Hunt Club, Gate Hills, O., 15; State Theater, Hartford, Conn., 24, for five days.

JIMMIE LUNFORD: Keith's Hall, Boston, Dec. 10; New Peter Claver Auditorium, Brooklyn, 22; Willard Hall, Washington, 23; Flesher Auditorium, Philadelphia, 25; Albert Hall, Baltimore, 26; Lincoln Collonades, Washington, 27; Apollo Theater, New York, 29 week; Rockland Palace, New York, Jan. 1.

OSZIE NELSON: Paramount Theater, Atlanta, Dec. 13 week.

HAL KEMP: Univ. of Maryland, College Park, Md., Dec. 15; Rider College, Trenton, N. J., 16; Ritz Carlton Hotel, New York, 20; Charles Keith dance, Providence, 21; Junior Women's Club of Larchmont, New Rochelle, N. Y., 23.

MAL HALLETT: County Center, White Plains, N. Y., Dec. 17.

WALTER WALLACE: Edgewater Beach Hotel, Chicago, Dec. 20.

TOMMY TUCKER: George F. Pavilion, Johnson City, N. Y., Dec. 22; Sunnyside Ballroom, Pottstown, Pa., 23.

AL DONAHUE: Hotel Astor, New York, Dec. 22; Greenwich (Conn.) Country Club, Dec. 23.

GLENN MILLER: Mohawk (N. Y.) Army, Dec. 23.

JOHNNY (SCAT) DAVIS: Orpheum Theater, Minneapolis, Dec. 23 week; Roxy Theater, Atlanta, 31 week.

JOHNNY GREENE: Hotel Waldorf-Astoria, New York, Dec. 23; Commodore Hotel, New York, 31.

BENNY CARTER: Army, Harrisburg, Pa., Dec. 24.

PAK MESSNER: Ballroom Hotel, U.S. N. Y., Dec. 25; Homeopathic Hospital, Reading, Pa., 27.

RED NORVO: Tarbot Cottillion Club, Boston, Md., Dec. 26; Hotel DuPont, Wilmington, Del., 27.

CHARLIE BARNET: Keith's Roof, Baltimore, Dec. 27; Howard Theater, Washington, Dec. 28 week.

JIMMY DORSEY: Paramount Theater, Anderson, Ind., Dec. 27.

JACK JENNEY: Flatbush Theater, Brooklyn, Dec. 28 week; Windsor Theater, Bronx, N. Y., Jan. 4 week; Carlton Theater, Jamaica, L. I., 11-14.

BOB CROSBY: Lincoln Theater, Pittsburgh, Dec. 29 week.

HARRY JAMES: Buffalo (N. Y.) Theater, Dec. 31 week; State Theater, Hartford, Conn., Jan. 12 week; Capitol Theater, Hartford, Conn., 28, for two weeks.

GENE KRUPA: New Hall, Philadelphia, Jan. 1; also Count Theater, Alexandria, Va., Jan. 1.

JACK WARDLAW: Reed Theater, Alexandria, Va., Jan. 1.

BURR FIELDS: Strand Theater, New York, 13-20.

TOMMY REYNOLDS: Albertus Magnus College, New Haven, Conn., Jan. 12.

GAB CALLOWAY: Chestnut Street Hall, Harrisburg, Pa., Jan. 14.

Open Season on Gagged Tags Again

CHICAGO, Dec. 2.—As recent letter to the editor of the Chicago Tribune, sent in by Stephen Allen, carries the band slogan matter just about to the saturation point. The gentleman writes that after listening to such cork tags as "Let's Go Dancin' With Anson and 'Dance in Dreams With Ted Weeks'" (not to mention the swing and away daddy of them all), he decided to go into the business himself, with the following contributions:

"Have a beer with Jimmy Grieg; ride a horse with Tommy Dorsey; let's all holler with Pats Waller; everybody's moolin' with Edicy Duhin; play tennis with Skinny Ennis; waste away with Glen Gray; be a killer with Glenn Miller; bring the dames to Harry James; tear your hair again with Jimmy Berigan; boopadopa with Gene Krupa; run on your battery with Jimmy Blatter; please don't scare us with Phil Barrie; slap a mosquito with Ted Pio Ruzicka; have us with Johnny (Scat) Davis."

That's all—with George Hall.

Werk Rings Up Neat Solo Stand Figures

DES MOINES, Dec. 2.—Lawrence Werk turned some nice gross while making a jump from Minneapolis to Dallas where he opens a four-week engagement at Hotel Adolphus. Stopping at Watertown, S. D., on Thursday (23), Werk turned in a \$510 gross, with 1,021 Dakotans paying \$1 a pair. At the auditorium at Yankton, S. D. his home burg, on Friday, Werk grossed better than \$500, with 600 getting advance tickets at 75 cents and 500 more laying down \$1 a couple at the gate.

Playing a return engagement at Tom Archer's Trobar here on Saturday (25), Werk grossed \$1,050, with 1,500 dancers paying 70 cents per duet. On Sunday, Werk played at Grand Island, Neb., and had 1,169 dancers, with 500 couples taking advance tickets at \$1 and the rest laying down 75 cents each at the gate for a figure well over \$500.

Norris Gives Turnpike C.

Neat Week-End With \$1,000

LINCOLN, Neb., Dec. 4.—Stan Norris, on his first stand in this town, provided the Turnpike Casino with a substantial \$1,200, on a three-day week-end (November 24 to 26). Celebration mood was helped by the Oklahoma-Nebraska game, won by Nebraska, which closed one of the most fancy Husker seasons in history.

R. H. Pauley, Turnpike manager, said he had 700 couples at \$1 per the night after the game, which is ultra attendance. Other ticket prices varied from 25 cents to 50 cents per person. This is the best non-name showing made since the fall season started.

Blue Monday Hits Morgan; Tenn. Solo a Scant \$1,000

CHATTANOOGA, Tenn., Dec. 2.—Bum Morgan brought scant 1,000 to Chattanooga's Memorial Auditorium on Monday (20) which left the promoters seeing red. Ork was well received by those present, however.

"Blue Monday" did a heck Morgan had a big day at the Martin Theater, Opelika, Ala., previous day, with three performances grossing a neat \$3,900.

Felton Pulls 7,000 Covers At Ansley for First Week

ATLANTA, Dec. 2.—Happy Felton has made a hit with Atlantans, playing at the Rainbow Roof of Ansley Hotel, and has received the most popular ovation of any band to play the room since it opened—ever, if it has not had in town, and didn't go nearly the business he did while she was here—even the she didn't go up to the dance room often.

Seeing the Band

Exploitation, Promotion and Showmanship Ideas

Newspaper Advertising

A COMMON cause of complaint—and a handy excuse—when the band lays an egg at the box office for a special dance promotion is that the promoter was a bit miserly in buying newspaper space. Be that as it may, fact remains that buying newspaper space puts a strain on the budget which makes it all the more interesting to note the advertising promotion pulled by a good many enterprising promoters, especially in Southern States.

Some of the boys are so well up on their promoting that they are able to promote a full page of newspaper space for their dance—and sometimes even make a couple of extra dollars to the good on it.

Plan is the same used by commercial and industrial firms. When a business opens in a town, custom is usually to have a full page or more in the local paper, with the butcher and baker and even the candlestick maker buying considerable space acknowledging the new enterprise. Carboning the idea, some promoters have met with success in getting the business houses to take small ads—enough to pay for a page each half page, of course—congratulating the promoter or club sponsoring the dance and in the same breath welcoming the band to town. It's a natural when the band is making a homecoming appearance or if an anniversary is in the air.

Buying newspaper space to advertise the dance is one of the biggest headaches to the promoter in plugging his date. Unless budget allows for big space, ad is usually lost when spotted on the amusement page and the promoter is left with the promoters faced with that problem might well turn their attention to some of the other advertising columns in the newspaper. The "Personals" and "Lost and Found" columns are as widely read as the comics and sports pages, and a properly worded ad there might bring some surprising results. At least it's worth a trial. Commercial houses have used these columns to good advantage and they may well

serve the purpose of the dance promoter, especially for a "beat the clock" dance where a "Dad, let's see us get down to Roseland Ballroom before 9 o'clock to look we can get in for only 25 cents. Let's make it real early so we can have plenty of dances with Joe Blow; he's my favorite band. Signed, Mary" ad.

Autograph Night

REGARDLESS of the pros and cons as when it comes to satisfying the autograph hounds, fact remains that it isn't until they start asking you for your signature that there is any real cause to worry. And there's nothing that makes an up-and-comeh feel as if he's getting there so much as when the dancers start saving signatures.

Deah Hudson is not only happy to pass out his John Hancock but even has all the boys and girls in the band sharing in that glory. If you can call it such, Hudson's location stand for eight weeks of music, Hudson designs one night a week as "autograph night." For a starter, he hands out his own photo, which is the step before they start asking you to sign it. Following week he also builds patronage for that night and so on until every member in the band backs in the autographing limelight.

Maestro found that not only does it help to build a following for the band, but also build patronage for that night of the week. It's surprising, he says, to find how many people will turn out on off nights to be sure of getting a full set of pictures of the band.

Apparently if folks will sit thru a double feature, selected shorts and 60 minutes of coming attractions just to save up a set of dishes, they'll go for Hudson's stunt.

When playing one-nighters Hudson gives his picture distributors a different twist with attending results just as successful. For a date at Joyland Casino, Woonsocket, R. I., he had 6,000 handbills showing the band made up with a marked margin for autographs. Sheets were piled on each side of the band shell on starting. Without any announcement or ballyhoo, plain curiosity on part of the hoofers prompted them to take a look-see. Others immediately followed suit and for almost half hour band was busy autographing the handbills.

Recent seasons had a wave of "candid camera" nights at hotel rooms, theaters and ballrooms, with patrons being told to keep their cameras, flashes and focus all over the place. Stunt, of course, has run dry, but the man-bites-dog test to it might make for a neat and novel trick. If there are several cameras among the members of the band, have a "candid camera" night vice versa the usual procedure and have the musicians take candid shots of the cash customers. It makes a useful stunt for the band, and the maestro, to the quiet, autographed by the maestro.

For Dear Old Donahue

AL DONAHUE has devised a novel, tho' quite expensive, way to find a place for himself on dormitory and fraternity walls. Rather than the usual glossy photo that keeps company with the other music makers, but only second billing to the Ann Sheridans and Robert Taylors as the room's gender may be, Donahue has had his own collegiate-styled pennants made up. Bunting pennants "Al Donahue's Best Orchestra," with a billing for his "Vocalion Records" under his face sketch. Is handing them out as souvenirs to the high school and college kids patrolling his one-night stands, and the no one who that they will wind up in the right place on the right walls. Oro.

Phonos in the Groove With "In the Mood"

NEW YORK, Dec. 2.—Glenn Miller's recordings of the Joe Garland swingin' piano "In the Mood" for the week moved up to join the blue ribbon winners on automatic phonograph turntables all over the country. Coin phone picture reveals a few other changes, for details of which turn to page 10 of this issue of THE BILLBOARD.

Riot Squad for J-Bugs at Barnett's Apollo Opening

NEW YORK, Dec. 2.—Marking the first time in five years that a white band had headlines in the papers, the Apollo Theater, police riot squads were necessary to keep the throngs from mobbing the doors as Charlie Barnett took to the stage for the week's opening day Friday (1). Curiously enough, Barnett was also the last white band to play the Negro showplace. House runs three and four shows daily, but mobs necessitated six shows a day. Sam Shiffman, house manager, amazed at the turnout, wanted to buy back Barnett's percentage privilege, but it was no go.

It wasn't until the 11th hour that Barnett got the word from medics that he could go on, being laid up with 104 degree fever the day before, with Coleman Hawkins held in readiness to front the Barnett Band just in case. Mary Ann McCall, Woody Herman warbler, joined the band here. Medics also floored another maestro this week, Frankie Masters pulling out of Loew's State Theater just before opening time at the Apollo when he was rushed to the New York Hospital for an appendix bobbing. Don Redman subs.

Buffalo Coppers Mine a Mint as Gordon Tic Toes

BUFFALO, Dec. 2.—With Gray Gordon on tap for the big Golden Anniversary Celebration of the Policemen's Benefit Ball, the affair did far above even the expected gross. Throng of 32,000 persons attended the dance November 22 at 174th Army, which holds about 30,000 comfortably.

Dancers plunked down \$5 a couple to take part in the proceedings for an almost fantastic record gross of \$80,000. Last year, which was by no means a bad one for the coppers, only 13,000 persons attended, and a profit of \$25,000 was netted. From this year should average well over \$70,000, which goes to the Buffalo Police Mutual Aid and Benefit Association.

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

Adina, Pats (Erie) M. NYC, ne.
Alberto (Belmont) Miami Beach, Fla.
Alexander, Van (Century) NYC, 10-11, t.
Ambassadors of Note (Book-Cadillac) Detroit, n.

Angelo (Berlitz) NYC, ne.
Ann, Ed (Eden) NYC, ne.
Arks, Don (Hanson) (London Chop House) Detroit, n.

Arms, Louis (Clifton Club) NYC, ne.
Arms, Ed (La Conga) NYC, ne.
Ayres, Mitchell (St. George) Brooklyn, n.

Baker, Bruce (New Kenmore) Albany, N.Y., h.
Bany, Nobby (Ten Eyck) Albany, N. Y., h.
Baroni, Jackie (Oasis) W. Palm Beach, Fla., h.

Barrie, Dick (Bill Green's Casino) Pittsburgh, n.
Barr, Wm (Edison) NYC, h.
Bartel, Joe (Piccadilly) NYC, h.
Bastie, Joe (Food Show) Jacksonville, Fla., n.

Bastie, Count (New Albert Auditorium) Baltimore 8, n.
Bastie, R. (Webster Hall) Brooklyn 5, n.
Bastie, R. (Claret) Brooklyn 5, n.

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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; r—road house; re—restaurant; rs—showboat t—theater.

Palmer, Jack (Vienna Room) Boston, re.
Palmer, Art (Club Minnet) Chi., ne.
Palmer, Art (Broadway) Evansville, Ind.

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Lands, Jules (St. Regis) NYC, h.
Lans, Jimmy (Mandaly) Los Angeles, ne.
Lans, Fredy (Club Cavalier) NYC, ne.

Lans, Fredy (Club Cavalier) NYC, ne.
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Lans, Fredy (Club Cavalier) NYC, ne.

Pearl, Kay (Gibson) Cincinnati, h.
Perry, Ron (Beverly) Baltimore, n.

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New Plays on Broadway

Reviewed by Eugene Burr

BARRYMORE

Beginning Monday Evening, November 27, 1939.

KEY LARGO

A play by Maxwell Anderson, starring Paul Muni, Staged and Directed by Charles McClintock. Music by T. B. McDonald. Construction, built by and painted by Triangle Studio. Press agents, William Fields, Philip Stevenson and Harry Forward. Stage manager, Alan Anderson. Assistant stage manager, John Fearnley. Presented by the Playwrights' Co.

Victor d'Alcala Jose Ferrer
Nirvona Charles Ellis
Miry James Gregory
Monte Alfred Drake
King McClintock Paul Muni
Sheriff Gash Ralph Theodore
D'Alcala Harold Johnson
Allege d'Alcala Uta Hagen
Cape Crahan Denton
Corky Richard Cowdry
Morillo Frederic Tozere
William Carl Madden
Priscilla Eve Abbott
Killamey Ruth March
Mrs. Aarson Cecile Hassellin
Cape Richard Bishop
Mrs. Wheeler Ethel Jackson
Mrs. Wheeler Richard Barbee
Sweeney William Chase
First Man Tourist John Fearnley
First Woman Tourist Norma Milley
Second Woman Tourist Helen Carroll
Sam Uta Hagen
Sam Hudson Stowell

PROLOG—A Hittite in Spain, January, 1939. ACT I—A Wharf on Key Largo, Florida.

Afternoon, the Following Summer. ACT I—The Interior of D'Alcala's House. The Same Evening.

Maxwell Anderson has joined the swelling ranks of dramatists who are fighting for faith in an ideal, in the midst of a faithless and unidealistic world. It is a noble fight when it rests its case upon the irrational nobility of the emotions; but Mr. Anderson has tried to reason his way into a defense of faith as against a rational mind. The result is as turgid, boring and mentally compromising as any irrational faith. It is called "Key Largo," and it dragged the way into the Ethel Barrymore Theater Monday night under the sponsorship of the Playwrights' Co., of which Mr. Anderson is a member.

Since it also marked the homecoming of Paul Muni to the legitimate stage, it possessed theatrical, as distinct from dramatic, interest. Mr. Muni plays the Anderson protagonist as beautifully as he has played anything in the past, with a wealth of multi-colored inflections and shadings, a stunning but admirably unobtrusive range of emotion, and that magnificent care for a multitude of details that ends by concealing the fact that any detail has been taken at all. In a splendid piece of work in an all but unplayable role; but not even Mr. Muni's bright inventiveness and clear sympathy can bring interest or clarity to the author's muddy writing and conception of the role. It is unfortunate that the return is made under such circumstances—particularly unfortunate since he is forced into slow and measured performing in the midst of direction that is fundamentally a play that has all the dramatic impact of dripping molasses.

Key Largo (if the title were really descriptive it would be *Key Largoletto*) is the

tale of King McCloud, leader of a small band of American volunteers in the Spanish civil war. When he finds that the Loyalist cause is lost—and when he finds, further, that even a victory for the Loyalists would have meant merely a change of evil rather than an elimination of evil—he deserts, particularly since his small band has been marked out for death anyhow. But, after ending talk, his companions decide to stay; they decide that they must fail themselves rather than acknowledge truth and act accordingly. It seems to me that they, rather than King, are the cowards; they are afraid to walk out into a life that has been turned into a vacuum by knowledge of the world's bitter truths.

In any case King, once his initial "surrender" has been made, makes others. And, dogged by a sense of his own evil, he trudges thru America, seeking out the families of his dead comrades. He is a man who has been on top of the rationality he has previously shown serves only to picture him as emotionally unbalanced and mentally despicable. In *Key Largo*, in Florida, he finds the sister of a blind father of one of the lads, and tells them what he has done. They are still willing to accept him until they find that, in order to escape later, he actually fought on the side of the insurgents—the whole logical difference that makes sense in the Loyalist cause was already lost, it is hard to see. In any case they let him stay.

A gambling gangster, however, has taken over their poor hotel for his operations and is grinding out lines according to sound rather than to whim. King too—until thru the girl's love for him he sees that an ideal is greater than reason, rationalizing his decision by claiming that recurrence of blind faith have been the motive power of evolution and have allowed man to progress from the fishes—but never realizing that that progress may, in truth, have been merely retrogression. Then he allows himself to be killed while killing a gangster. There is also much stuff about the murder and a sleazy sheriff, but for Mr. Anderson's

talk would be kindest not to go too deeply into that.

The first half is almost unadorned talk that goes revolving and revolving in concentric circles until it finally reaches the vortex and gurgles into the depths. The second half, with its attempted rationalization of irrationality, is complicated by a set of melodramatic events that are reminiscent of Dion Boucicault in his less inspired moments. And the whole thing is written in language that is insufferably pompous, pompous, insufferable and rococo without being beautiful, a sort of pseudo-Shakespearean patois of a Never-Neverland that lies between poetry and pomposity.

The bottom of the result is, to put it mildly, colossal.

And, of course, Mr. Anderson's play, in its fundamentals, was previously written—but beautifully and with the impact of humanity—by Ben Hecht in *To Quilt and Back*, in *To Quilt and Back*, however, Mr. Hecht rightly honored his protagonist for the clarity of thought that allowed him to see all sides and held him for the emotional emptiness that the world has in store upon him. Instead of honor and pity, Mr. Anderson offers only condemnation and, at times, contempt. And, of course, a very bad play.

With the exception of Mr. Muni himself, has quite a bit of trouble with the author's flowing periods, with even so experienced a trouper as Harold Johnson, as the father, appearing occasionally and grinding out lines according to sound rather than to whim. Frederic Tozere is sufficiently ominous as the gangster, Ralph Theodore is sufficiently sleazy as the sheriff, and nice way is contributed by various of the minor players, including Charles Ellis, James Gregory, Crahan Denton, Richard Cowdry and Carl Madden. Uta Hagen, as the girl, gives a mannered performance and uses a highly annoying accent that is reminiscent of Hagen in American, somewhat inexplicable.

The customers applauded long and loud on second night, but it is to be suspected that they were cheering, not Mr. Muni in *Key Largo*, but Mr. Muni in *Pastor, The Good Earth*, *Zola* and *Juarez*.

Review Percentages

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

- "I Know What I Like"—31%
YES: None.
NO: Brown (Post), Winchell (Mirror), Watts (Herald-Tribune).
NO OPINION: Mantle (News), Whipple (World-Telegram), Lockridge (Sun), Atkinson (Times), Anderson (Journal-American).
- "New Pins and Needles"—94%
YES: Watts (Herald-Tribune), Mantle (News), Coleman (Mirror), Winchell (Post), Whipple (World-Telegram), Lockridge (Sun), Anderson (Journal-American).
NO: None.
NO OPINION: Gould (Times).
- "Key Largo"—44%
YES: Whipple (World-Telegram), Lockridge (Sun).
NO: Brown (Post), Winchell (Mirror), Anderson (Journal-American).
NO OPINION: Mantle (News), Atkinson (Times), Watts (Herald-Tribune).
- "Fame of Three Echoes"—56%
YES: Mantle (News).
NO: None.
NO OPINION: Winchell (Mirror), Watts (Herald-Tribune), Atkinson (Journal-American), Brown (Post), Lockridge (Sun), Anderson (Journal-American).
"No opinions also include reviews that favored the casts' performance but disliked the play itself.
- "Mornings at Seven"—44%
YES: Mantle (News), Lockridge (Sun), Post (Post), Whipple (World-Telegram), Brown (Post), Whipple (World-Telegram), Coleman (Mirror), Atkinson (Times).
NO: Chapman (News).
NO: Watts (Herald-Tribune), Whipple (World-Telegram).
NO OPINION: Atkinson (Times), Lockridge (Sun), Coleman (Mirror), Anderson (Journal-American), Brown (Post).
- "Swingin' the Dream"—44%
YES: Chapman (News).
NO: Watts (Herald-Tribune), Whipple (World-Telegram).
NO OPINION: Atkinson (Times), Lockridge (Sun), Coleman (Mirror), Anderson (Journal-American), Brown (Post).

From the Front

By EUGENE BURR

The idolaters of William Saroyan rush to his defense so persistently that they make one wonder whether they are trying to convince themselves. Among such idolaters are, of course, Mr. Saroyan himself and Brooks Atkinson, who have both deployed in defense positions recently. Mr. Saroyan in *Theater Arts Monthly* and Mr. Atkinson in a Sunday article in his own paper. The Saroyan tidbit is so silly—and the writing of it is so fantastically bad—that it practically proves every point made by those who think Saroyan merely a large and rather tattered old man, whose only claim to fame is to be feared that his defense does no good either to Mr. Saroyan or himself.

As usual, Mr. Atkinson's argument is based chiefly upon two major points—Saroyan's magical, magnificent sympathy with humankind that infuses his characters with love and an attempt to justify formlessness in play construction. Since the first is the more important, it had better be considered at the start.

Says Mr. Atkinson, proving the point of certain superficial resemblances his characters resemble no other characters under the sun. "And there we have the crux of it. If Mr. Saroyan were writing a fantasy his characters could be as fantastic as he pleased, but if we are asked something human in it, it is because the Saroyan characters are lopsided cartoons, having no more relation to humanity than so many illustrations of *Wonderland*. And, surely, you can hardly express great sympathy for or understanding of a character simply by writing that character beyond all human recognition. If Mr. Saroyan's love for his waterfront bar-flies had been real he would have presented them with a full recognition of their foibles, of their cankers and scars and still made us love them. That can be done. As a matter of fact it is being done at the present moment in Sidney Kingsley's *The World We Make*, a beautiful play in which the glory of a love for mankind rises out of a knowledge of the twisted shapes in which true humanity is found. Mr. Saroyan's satiric and stylized puppets, on the other hand, are merely the devices of a poseur.

Meaning must take the trouble to know people before he can sympathize with them sincerely.

It is in this utter insincerity of Saroyan's that makes me distrust and despise his so-called "humanity"—and it is proven very obligingly by Mr. Atkinson, with an assist from Saroyan himself. Mr. Atkinson, clinching his point, quotes from Saroyan's *Theater Arts* article ("I mean to behave freshly and spontaneously and supernaturally") and then goes on to praise Saroyan's "purity of vision." ("If Saroyan or Mr. Saroyan can explain how anyone can mean to live spontaneously. The essence of spontaneity is, of course, the absence of a thought-out plan. If you plan to live without a plan you are being precisely the phony that I consider Mr. Saroyan. If he seems to live supernaturally, then his super-normality is the product of self-conscious intention and proves devastatingly that he is insincere.")

Meaning Atkinson and Saroyan have made my point better than I ever have hoped to.

As for the defense of formlessness it is based chiefly on a quotation from George Bernard Shaw. Claiming that Shaw's *Candida* "represents the well-made play to perfection," Mr. Atkinson quotes the bearded buffoon as saying: "A play should never have a plot, because if it has a plot, it is a kind of artificial construct itself, like a flowering plant, far more wonderfully than its author can consciously construct it."

Even aside from the fact that this presupposes "natural life" (something of which the Saroyan play possesses not an iota), the whole quote appears like typical Saroyan. Despite Mr. Atkinson's attitude is anything but a perfect well-made play; it is about as incompetent an example of the well-made play form as could possibly be conceived and, the space forbids it at the moment, I'll gladly cross columns with him in order to prove it. Shaw faltered devastatingly in his attempt to construct a well-made play and, in typically Shavian manner, he sought to rationalize his own inability—just as any incompetent seeks to defend his own incompetence, just as any fool seeks to defend his stupidity by seeking to rationalize it. (See FROM OUT FRONT on page 16)

CENTER

Beginning Wednesday Evening, Nov. 29, 1939

SWINGIN' THE DREAM

A musical variation of Shakespeare's "A Midsummer Night's Dream," with book by Gilbert Seldes and Erik Charell. Music by Sidney Van Dyke, and lyrics by Eddie de Lange. Setting designed by Charles Ellis, dresses and Walter Jaegeman, after cartoons by Walt Disney. Settings built by T. B. McDonald. Stage manager, John Fearnley. Triangle Scenic Studio. Cost and painted by Studio Alliance. Costumes designed by Herbert Andrews, and executed by Veronica Stone. Props designed by Charles Ellis and Brooks Costume Co. Production staged by Erik Charell. Dialog staged by Philip Loeb. Dances staged by Agnes de Mille. Hair and make-up by Agnes de Mille. Musical director, directed by Lyn Murray. Musical director, Don Voorhees. Vocal arrangements by Lyn Murray. Orchestrations by Phil Wall, Herb Guliger, Andy Greenwell and Jack Gardner. Press agents, Richard Macy and Henry Senber. Stage manager, Johnny McCabe. Assistant stage managers, Franklin Heller and Goetz Van Eyck. Presented by Erik Charell (in association with Jean Rodney).

Gardener, Servants and People From the Court of the Plantation..... The Emerald
Major Domo..... Herman Green
Theodore, Governor of Louisiana.....
Polina..... Joseph Holland
Puck..... Boyd Bennett
Crimson, Her Friend..... Catheryn Laughlin
Egeus, Cousin of Theodore..... George Lester
Cob, Her Father's Slaughter..... Eleanor Lynn
Cornelia, First Secretary to the Govern-
nor..... Thomas Cole
Alexander, Second Secretary to the Govern-
or..... Boyd Bennett
Helena, Clown..... Dorothy McGuire
Starveling the Tailor..... Nicodemus
Squint, the Midwife..... Jackie Mobley
Snout, the Cleaver..... Gertrude
Gnaw, the Steeplejack..... Troy Brown
Flute, the Iceman..... Oscar Polk
Bottom, the Friar..... Louis Armstrong
Pease, the Peasantry..... Fred
Puck..... Butterfly McQueen
First Pinch..... Vivian Dandridge
Second Pinch..... Dorothy Dandridge
Third Pinch..... Gertrude
Titania, Queen of the Pixies..... Maxine Sullivan
Oberon, King of the Pixies..... Sunny Payne
Demetrius, King of the Pixies..... Joan
The BENEVOLENT GENIUS..... Ben God-
man, clarinet; Lionel Hampton, vibraphone;
Fletcher Henderson, piano; Charles Christian,
guitar; Arthur Bernstein, bass; Nick Fatool,
drum.

BUD FREEMAN AND THE SUMMA CUM
LAUDE: Bud Freeman, saxophone; Max
Kaminsky, cornet; Poewee Russell, clarinet;
Eddie Condon, guitar; Brad Cowan, valve

AGENTS FOR CIRCLES—AGAIN

Hunt Non-Licensed Small-Town Agents In Illinois State

CHICAGO, Dec. 2.—Under the guidance of W. Frank Walkowiak, chief inspector of the Private Employment Agencies, Department of Labor, a drive is under way to license all talent agencies in Illinois. While Chicago agencies are licensed almost 100 per cent, offices in small towns are not operating without licenses.

McC B. Price, assistant inspector, recently returned from a trip covering several places and licensed a couple of offices in Bloomington and Champaign. Walkowiak will take in Danville this month for similar duties. Out-of-Chicago agents, according to the Employment Agencies office, hold American Federation of Musicians' licenses and have been under the false impression that they are exempt from State regulations.

Stevens Point Cafe Opens

STEVENS POINT, Wis., Dec. 2.—Belmont Cafe staged its opening November 15 and 16, with Benny Graham and his orchestra featured.

Private New Year's Eve Dates Promise Plenty for Acts, Bands

(Continued from page 4)
modation" at the last minute. Bookers claim they will be able to live up to all of the promises they made this time.

Club bookers here also expect a big holiday booking schedule, despite the fact that the curfew that exists in most parts of the nation will not be effective in New York City.

Local night club owners are still up a tree on policy for what they hope will be a good spending night, because last year most of the niteries came out second best. Some night clubs are going to try celebrating a double New Year's Eve, beginning on Saturday night and winding up Monday morning, but for the most part they'll be satisfied to get them in Sunday night.

Night club prices will not top last year's, and in many cases, for the first time, clubs will drop the cover charge.

Down in Greenwich Village, which attracts a lot of people for that one night, many owners are phoning each other to decide on a basis for the price policy. Ben Collada, owner of El Chico, is taking the lead among the Village operators to get them to pool their budgets on covering the ads in the newspapers to urge spending New Year's Eve in the Village.

Night club owners expect better patronage throughout the evening because only a few legit shows will be running that night.

CANTON, O., Dec. 2.—The New Year's Eve liquor bid in Canton won't be lifted this year because it falls on Sunday night, Mayor Ed S. Foltz has informed night club and cafe operators. Mayor Foltz said liquor dealers had requested they be given permission to open their places for sale of liquor Sunday, December 31, at 6 p. m., and remain open past dawn of the New Year. The request was refused.

Under the present city ordinance, liquor sales must stop December 31 at 1 a. m. No further sales will be permitted until 5:30 a. m. January 1.

The ruling, night club operators claim, will prevent any New Year's Eve celebrations other than in private clubs.

WILKES-BARRE, Pa., Dec. 2.—Local tavern, night club and hotel owners are steaming over the State Liquor Control Board ruling on the matter of New Year's Eve. State law prohibits sale of liquor and playing of music in a licensed place on Sunday. Operators were hoping that the law would be relaxed, since New Year's Eve falls on a Sunday night. However, they received a severe jolt from Clyde E. Smith, enforcement chief of the State liquor control board, with the statement that there can be no relaxation of the law. Shut off liquor dispensaries will have to shut off sales as usual at midnight,

Russian, But Non-Political

NEW YORK, Dec. 2.—The Kretschma, while Russian in atmosphere, is making clear in its publicity that the new show concerns itself with Czaristic Russia solely.

The vocalists, Nadia Mirova, is doing a medley of French songs as tribute to her four brothers who are fighting for France on the Western front.

Business Slump In San Francisco

SAN FRANCISCO, Dec. 2.—Clubs here failed to cash in on \$5 tops on "Big Game" night (Saturday), a traditional yearly revel for alumni of the University of California and Stanford.

Club Moderne, Musco Box and the Persian Room of the Sir Francis Drake Hotel were far from filled. Best of the spots at \$3.50 bait, and doing a good business, were the Bal Tabarin and Royal Hawaiian.

A general lull is evident, with club owners blaming slump on waterfront strike and exposition's closing, which had prolonged summer season.

Saturday, December 30, and may not open their bars again until 7 a. m. the following Monday, New Year's Day.

This is the spots and clubs, with only private parties and private clubs able to celebrate the start of a new year.

SCANTON, Pa., Dec. 2.—Faced with the State law which prohibits sale of intoxicants on Sunday, a number of Lackawanna County retail liquor dealers have been considering a plan to sell tickets in advance to cover New Year's Eve parties. This would be in conformity with the ruling on clambakes and outings, it was pointed out, but the dealers are understood to be awaiting definite legal advice on the proposal for fear the plan would not conform with the law.

A number of hotel owners felt that the Pennsylvania order will drive hundreds of celebrators from Scanton to near-by Binghamton, N. Y. where the Sunday closing order is not in effect.

PITTSBURGH, Dec. 2.—Theater managers are working up plans for what they anticipate will be a bang-up New Year's Eve business, while night club and hotel managers wailed the blues louder than ever over the State Liquor Control Board that bans entertainment, music and liquor sales in public places.

Most theaters are scheduling extra-size shows to begin at 12:31 a. m. January 1, believing that the week-end entertainment layoff will ripen customers.

Chief beneficiaries of State ruling are expected to be private clubs, where entertainment and drinks are allowed. District Superintendent J. F. Kern, of liquor board, has publicly dropped a hint that law will not prevent "individuals from gangling together to hire a hotel room or suite for a party."

PHILADELPHIA, Dec. 2.—Local niteries may take advantage of a loophole in the State liquor code in order to remain open after midnight on New Year's Eve. Plans are being studied to have entertainment and drinks allowed. By that method, they reason, they will be able to remain open legally that night. The club operators began studying the plan when the Philadelphia district supervisor for the State Liquor Control Board, D. Garrett, issued a statement saying that there was nothing in the law to prevent celebrators from hiring private dining rooms in hotels and bringing in a carload of their own liquor if they would do so.

Club owners feel that the same privileges would apply to them. The strict interpretation of the law would result in a loss to the clubs of more than \$1,000,000.

This Time To Deal With AGVA; Consider License Form Unjust

NEW YORK, Dec. 2.—An agents' association to end abortive agent associations and to protect the artist representatives in their relations with actor unions, in particular the American Guild of Variety Artists, got off to quick start Thursday (23) when 40 of the 70 who attended an open meeting called by I. Robert Broder, attorney, at the Hotel Edison, filed membership applications and appointed a steering committee to prepare the constitution and by-laws and determine the exact nature of the new body. Meeting approved the title of Artists' Representatives' Association and denied any intent to fight the union. Organization's aim immediately is to strengthen position of the agents in negotiations for licenses from AGVA.

In opening the session Broder pointed out again the terms of the present license contract preferred by AGVA, which he interpreted as unjust to the agents and then reminded them that unless they could command more respect from the union now they would find themselves on the same spot as legit agents who, he contended, are at the mercy of Actors' Equity Association. Possibility of Screen Actors' Guild extending its licensing policy in the East within the next 10 days, it was pointed out also, made it imperative that the agents band together quickly for a permanent organization to represent them.

Until the Associated Actors and Artists of America succeeds in establishing its much-talked-about one big actor union, Broder explained, agent organizations will have to be broken up into fields comparable to the division in the actor unions. Further, since it was too late now for legit agents to do much about uniting against Equity and since agents in Hollywood had their own guild to deal with, the proposed organization had better confine itself to problems in the variety field, which the actor unions have not yet tied up.

Dissenting points of view on this brought arguments that scope of group should include all types of bookers and agents so that they might shift from one field of activity to the other without inconvenience. View on this side is that they can still salvage the radio and picture fields for themselves, if organization is accelerated. Final disposition, however, was left in the hands of the committee, which will meet with Broder Monday (4) and have organization plan drafted and ready for presentation to membership at its meeting December 8.

Listing the weak features of AGVA's present licensing system, Broder declared that the agent body would have to "educate" the union because "the people who are running it don't seem to understand the language and problems of the variety field." According to the attorney, AGVA has already requested agents who accepted its licenses to submit their contracts for union approval. AGVA, he held, has been so tardy in supervising such contracts that

New Club Near Washington, D. C.

WASHINGTON, Dec. 2.—Opening of the Fiesta Room of the Del Rio Club was celebrated Wednesday (22) in great style, featuring five acts in addition to Max Zinder's Band. Previously a grill, bar and lounge, the Del Rio added a club-room. Spot is located at the Peace Cross in Bladensburg, Md.

Appearing there this week are the Dance Themes, Four Grand Four, Burton and Kaye, Nora Williams and emcee Walter Wayne. The Del Rio plans to use three acts regularly on a weekly basis. Acts booked from New York, according to Manager Herbert Sachs, but no definite agent has been selected yet. A permanent feature in the taproom will be Tony Ryan's "Blind" pianist.

Max Zinder's five-piece orchestra is doubling from Loew's Capitol Theater here.

He Can Fool AGVA, He Claims—But Not Equity

NEW YORK, Dec. 2.—At a meeting of bookers and agents called by I. Robert Broder, attorney, for the purpose of establishing a permanent agents' association, floor was thrown open to discussion of the need for an agent group to obtain better terms in licensing policies of the American Guild of Variety Artists. Nat Nasarro raised his voice to disagree with the chairman, Spocke Nasarro, who favored an anti-Actors' Equity unit.

"This new union is no worry, I can change my contracts and fool AGVA, but I can't fool Equity."

booking dates covered thereby have come and gone, with the original agent losing out to competition from the nonlicensed.

Steering committee consists of Herman Bernie, Jesse Kaye, of Pancho & Maroo; Miles Ingalls, of Music Corp. of America; Joe Plaum, William Liebling, William Kent, M. Leddy, Herman Citron, William Shilling, Phil Offin and Harry Kilby.

CHICAGO, Dec. 2.—First agency to lose business as a result of the local AGVA hotel and night club drive is Music Corp. of America, which has not yet caused by application for an AGVA franchise. The union recently signed the Sherman Hotel, which was booked exclusively by MCA and now must do business with AGVA agents only. New show which opened in the hotel's Panther Room last night was set by David P. O'Malley, who has an AGVA license. On his last visit here J. C. Stein, MCA prez, met with Leo Curley, AGVA rep, but no agreement was reached.

In addition to the Sherman, AGVA signed the Chez Paree, Colosimo's and a couple of smaller niteries.

Two New Night Clubs in Buffalo

BUFFALO, Dec. 2.—The Showboat Cafe, formerly the Savarin, opened November 21 under some delay caused by incompleteness of redecorations and search for suitable band and talent. The event was given an unusual ballyhoo campaign. Interior settings resemble a ship's deck and colors are dominated by ocean blue and green. Joe Becker, owner and manager, will use a \$1 minimum during the week and \$1.50 weekends and holidays. First band to play the spot is Duke Dally's 14-piece outfit, with Paula Stone, vocalist. Opening show included Lane, Edward and Allen, song and dance comedians; Helen Broocks, blues singer; Guido and Eva, adagio ballroom team; Moran Brothers, comedians; Omar, singer; the Miray's Dancers, 10-girl line. Al Davis stages the shows and Kitty Roth designs costumes. Publicity by Ray S. Kneeland.

The Hotel Markoen opened an intimate niterie room November 25, the Bonnie Brian Room. Opening featured Len Carlson and his Continental Band and Marie La Dere, accordion act. Larger shows may be added later. Ray S. Kneeland is the exclusive booker.

Hoodspout Club Reopens

HOODSPONT, Wash., Dec. 2.—Recently reopened is the Blue Oz, two miles north of here on the Olympic Highway, with Happy Harrison's seven-piece band. Edna Rae Shively, owner, staged the reopening.

Green Bay Club Shows

GREEN BAY, Wis., Dec. 2.—Rhodes G. Stathas has inaugurated nightly shows at his Acropolis Club here. Current program features Stan Stanford's music, Ebby O'Day, Ray Sgrus and Stan Haskins.

Night Club Reviews

Cotton Club New Show Good; Armstrong, Sullivan Featured

The only big Broadway night club open at the moment, excepting the Diamond Horseshoe, Herman Stark's Cotton Club opened its new show Thursday (30) with the usual fanfare of guest stars and the Broadway mob crowding the tables.

The new colored show is excellent, considering the low prices the club charges, and is a bargain so far as patrons are concerned—but the show is not as good as some of the previous editions. Louis Armstrong and Maxine Sullivan, doubling from the show *Singing the Dream*, are co-featured, but it is the comedy act of Stump and Stumpy that provided the greatest entertainment value. The only comedy turn in the show, the two youngsters took advantage of the opportunity and went to town with eccentric dancing, singing and comedy.

Miss Sullivan sang several tunes in her plaintive, smooth and extremely effective style which overcomes her voice's limited range. She sang *You're a Lucky Guy*, with Armstrong straightening, making it the outstanding new tune of the show, and returned to solo with *It's My Turn Now*, *Loch Lomond* and *Easy to Love*. She also did a *Shoe Shine* Boy number with Armstrong, whose gleaming teeth outshine the show's vast acreage of dental brilliance. Armstrong's foborn singing and his outstanding trumpeting combined with his winning personality to put him over. He led the band in some hot playing of *Struttin' With Some Barbecue* and *What Is This Thing Called Swing?* His band has 14 men and a girl vocalist.

The eight tall showgirls, including a blonde, and the 16 chorines parade and dance in spiffy Frances Feist costumes designed by Veronica. The production numbers, staged by Clarence Robinson, are eye-filling and altogether pleasing. Handsome baritone Bobby Evans leads the dance numbers. He sings of his love for Ball, while the girls turn slightly Oriental for the moment, and then he solos with a snappy set of dance routines, returning to warble *Love's Got Me Down Again*. He's an ingratiating fellow. Then there's tenor Sonny Woods who won ap-

plause with a good voice and ordinary delivery.

Aland and Anise, good-looking young ballroom team, scored easily with lively acrobatic and musical comedy numbers, the girl being especially lovely. Valness Ammon did fancy stylized movements in the Agn number. Kaloha, exotic and tall, again held close attention with her rubber-bodied contortionisms, including her belly-heaving specialty.

As in all Cotton Club shows, a new dance is introduced and this time it's Shorty George, a cute number that probably won't become a craze, however. Music for the show by Cain and Chaplin. The show's costuming is said to cost \$12,000, the highest in town for a night club.

Harry Bobol is still on the job as press agent. *Paul Denis.*

Blackhawk Cafe, Chicago

Joe Sanders and orchestra are back (their 12th engagement here) with relief from the recent barrage of swing. Boys remain until the first week in January, when Bob Crosby's Ork returns from the East. Sanders is a good showman in his own quiet way, fingering a piano commercially and singing pleasingly into the overhanging mike. He is of the neighborhood variety, calling most of the regular patrons by their names and bringing out some of them on the floor to perform their pet specialties (at this viewing, Ransom Sherman, of NBC, displayed the result of his interest in magic).

The band dishes out conversational music and goes overboard on sentimental medleys, featuring the sharp, ringing voice of Adrienne, a new, youthful warbler. The band is danceable and altogether satisfying to the ears.

Shows are brief and light. Two acts, augmented by ork specialties, comprise the bills. Mid-evening session caught was opened by June Brooks, cute blond fox dancer, who interprets the Mexican hat number and exits to tune of *Berkfoe Strutter's Ball*. Adrienne follows with a couple of pops, which included *Would You Put That Down in Writing and Body and Soul*. On the floor the girl lacks polish, which more experience will undoubtedly bring out.

Bud and Ella Roberts, comedy acro dancers, open in old-fashioned pilot suits with a fast whirl of tumbling tricks, and strip to formal attire for a nondescript bookish routine. Team is young and appearance presentable.

Johnny Duffy, at intermissions, plays simultaneous organ and piano music. Usually dedicates each number to some patron.

Minimum remains \$1.50 nightly (boosted to \$2.50 Saturdays). *Sam Hontberg.*

La Martinique, New York

This place spot has changed its show since last caught and now, in addition to Dick Gasparre and Oscar de la Rosa and their respective orchestras, Elvira Rios, Latin American warbler, and George Tapps.

Spot was caught at a disadvantage, it being a Monday night (27), altho his weekly goal is to show the place up. Because of the six-day musicians' week, Gasparre's Band did not show that night.

Show is emceed by Darlo, one of the co-owners (Ramon is his partner), Miss Rios starting off with her impressive tonalizing. She is a highly adept night club performer, with a style well tailored to intimate work. However, what really got the customers stomping was George Tapps' elusive hooftology. He had to beg off, after doing a rumba, a conga, a take-off on a 1916 vaudevillean and several other tap routines. He's a superb hooter.

De la Rosa's Orchestra is a distinct asset and, even tho the group hasn't been playing for the shows, pinches it well. Men wear out an infectious brand of Latin American music.

Catering to an upper bracket clientele, prices are high and the minimum is \$2 week days; \$3 Saturdays and holidays. *Maraschino is host.*

Press handled by Dorothy Kay and B. S. Berocovici. *Jerry Franken.*

Beverly Hills Country Club, Newport, Ky.

Beverly is still the top night spot in this part of the country, not only from the standpoint of sumptuousness, but for the money. Men wear out an infectious brand of entertainment in a sporting atmosphere, and for the performer who'd rather play for money than peanuts. Glenn Schmidt, the club's youthful manager, expresses himself as highly satisfied with business for the current season, which began last March and which winds up New Year's Eve, when Beverly again folds for its annual two-month sleets.

Current floor layout doesn't quite stack up with some of the shows that have been seen in past months. Truly Judson Gird (10), who returned here recently after a too long an absence, give the show a refreshing start with a novel routine to the ditty, *Scatterbrain*, sung by Rita-Ray, of the Gray Gordon ilk.

Ray Parker, somewhat mushy tho capable emcee, bows here to introduce Jeanne Blanche, a brunet lovely, who contributes some smart and intricate tap work. She was well received. Emcee Parker takes a spot to introduce a dumpy Porthole, for an unusual "ventriloquist" turn. Parker appears to be putting the words in Porthole's mouth, while controlling the latter's movements from a distance. Actually, however, a plant backstage does both. The show is "spicillities," but it is handicapped in its present form by weak material and the adult voice given to the dummy. Highlight is a mental routine, with Porthole answering the questions while Parker works the audience.

Sibyl Bowan, current headliner, registered well with her impersonations, altho take-offs here weren't as strong as some we've seen her do in the past. Offers first hit prima donna, and follows with a cockney entry in an English bathing beauty contest; a weak labeled "How Broadway Stars Are Born," winding up with her Amy Semple McPherson. Bowed to a strong finish and forward an *It's My Turn Now* and *Russian Folk Song*. The *Slave*, Encored easily and could have remained on indefinitely.

Truly Judson's Girls, whose appearance, wardrobe and training make them a valuable asset to the show, topped things with a military finale. Gray Gordon's Ork set the dancers a-re with their *Tic Toc Rhythm*, besides playing the show songs in fine fashion. *Bill Sachs.*

Chatterbox, Pittsburgh

With an avowed intent of becoming a show band, Johnny Long's Orchestra has moved into this William Penn. City innery with a terrific newspaper build-up, and delivers. Supported by the Arthur Murray dancers, Long's outfit needs only to add a few more display numbers

and more polish to get into the musical Big League.

The show is a combination of orchestration, solo and choral singing and the terps. For so young an aggregation—average age is 25—the band's showmanship is nicely developed.

Emceed by Lou, a personable, smiling emcee with a faint draw that evidently wins the feminine customers at the kick-off, the bill opens with Helen Young and Paul Harmon dueting on *That Hat*, a novelty. Number two is Swede Nelson, backed by the band's singing, on *The Little Man*. The Murray team, Margaret Trusty and Charles O'Connor, follow with a brace of ballroom routines, the kind a patron might feel like doing if he had a few extra-curricular dancing lessons. With song's introduction and a spotlight on an otherwise darkened floor, their turn has become more impressive than previously. Closer on the night caught was a band ensemble on *Curry Me Good*, by Glenn Miller.

The entertainment's length depends on when the Mutual broadcasts are scheduled. Additional floor features are Collegiate Nights, Mondays; Fraternity Nights, Wednesdays, and Trillo, a musical variety of floor arrangements. The press agent Milton Karle because of Rios' emphasis on trills in his arrangements. To be played every Friday, names of tunes supplant letters of the alphabet used in the corn-and-card version.

Show number interesting dance numbers during the evening feature Miss Young, singing pop numbers in a voice that's almost contralto; solos by Nelson, Harmon and Jack Edmondson, and trio tunes by the men vocalists. Stressing easy style, Lou's arrangements by Ed Butler and Johnny Murphy throw in an occasional swing medley, sometimes break into a waltz, tango or rumba. If there is any identifying style, it might be considered as megaphoned clarinets punctuated by sax.

Week days tariff is \$1 person minimum; Saturdays and holidays, \$1.50 per. Cozy despite its capacity of more than 400, and centrally located, this sub-lobby cafe has dining, a special Italian Terrace Chatterbox and special Italian Terrace failed to draw. *Morton Frank.*

Chase Club, Chase Hotel, St. Louis

Within the city limits hotel room entertainment predominates. There are a few small cafes, such as the Peanut Grove and Plantation Club, but only local and underpaid talent is on view. Across the State line in Illinois, the Brooklyn Club, spot has dining, a special Italian Terrace Chatterbox and special Italian Terrace failed to draw.

Chase is on the top of the hostelry parade, changing bands—names and semi-names—around twice a month, and augmenting floor entertainment with well-known acts. Bated in the same classification are the Park Plaza, society spot, Jefferson and Coronado, all but the latter using bands and shows. Coronado concentrates on bands only, while the Kingsway limits budget to cocktail combinations (current attraction being the song team of Lita and Jerry Marsh).

Chase Club is a huge rectangular room seating around 900, with room for another 300 available on the terraced lobby which is used only when business warrants it. Appearance of Velox and Yolanda last two weeks in November necessitated the use of every space having floor visibility. Team attracted some of the best spenders who have had years. She has reserved the night, included the dance team and talent from Bob Miller's Band. One of the newer com-

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tonations, it has plenty of rhythm and specialty talent. Miller, a la Edy Duchin, is a jazz personality, making a youthful appearance and pounding a commercial keyboard. Also passable as an emcee, handling the shows with admirable speed.

The orchestra opens the bill with a full arrangement of *Body and Soul*, followed by Jerry Shelton, the Velos and Yolanda leader, who scores with a fine medley of blues songs played expertly on an accordion. While lacking in physical showmanship, he has more than enough of it musically.

Bob Finnell, trumpeteer, furnishes some comedy with explosive song satires of such ditties as *These Foolish Things Remind Me of You* and *A Ticket to Tuzet*. Fairly funny.

Velos and Yolanda close and again prove themselves to be the main salesman of the dance. With service curtailed during their appearance and proper lighting and musical background furnished for each routine, set impresses as the best of its kind. While they have plenty of competition as dancing and singing teams, none have them as personalities. Stayed on for several numbers and, among others, introduced their new tango in which they do some tricky lifts and turns.

Miller's vocalists during dance sessions include the attractive Judy Janis, who delivers the comic and serious items, and the Bob Hunter filling in sentimental pops.

New show Friday (1) includes Dick Jurgens' Band and Roberts and White, comedy dance team, followed December 23 by Joe Reichman and orchestra. Minimum is \$1.50 week nights and \$1.75 Saturdays. Sam Hontberg.

Panther Room, Sherman Hotel, Chicago

This pre-Christmas layout is not as important as other name band set-ups that have been packing this jitterbug hangout the last few months, but will serve the purpose until December 29, when Jimmy Dorsey's Band arrives as the first of the General Amusement orchestras sold by that office (others to follow are Art Shaw's Band, which has the same present lineup will arrive January 9; Woody Herman, March 8; Larry Clinton, 8, and Glenn Miller).

Fats Waller's small combination is teamed on this return date with Jimmy McPartland's local seven-piece outfit. A 50-minute show, in addition, is presented three times nightly, making up a full, continuous program of entertainment.

Waller primarily is a showman, whether on the band stand or in the floor show. His piano work is individual and tailored for mass appeal. His cohorts co-ordinate on some real live, giving the teen age strutters the time of their life. McPartland's organization carries little from Waller from his swing standpoint. In this case the leader leads the parade with a sharp trumpet, generally dispensing tunes of today and yesterday. Has a likable, youthful personality and the boys are right behind him with harmonious musical support.

Show is emceed by personable Bob Hopkins, impersonator who thru a swell take-off of the Bing Crosby drawl introduces the acts. Some of his other impressions are clever, too, among them *Sparks*, Joe E. Brown, Peter Lorre and Johnny (Scott) Davis.

Tommy Wilson, fresh colored tapper, stays over with his Ripley specialty. With typical Negro enthusiasm, he sells a number on two tables placed side by side. He lifts both of them with his teeth and struts on down. Also dances with a chair in his mouth and spins on the knee. The kids get a kick out of it. Maurice and Betty Whalen, polished stage pair, repeated their slow but beautifully executed number seen in a couple of other hotels recently. Appear-

Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For FILMS

HOLLAGE SHAW—singer who is making her Broadway debut in *Very Warm for May*, Kern-Hammerstein musical now at the Alvin, New York. Has a remarkably lovely voice that she handles excellently. Tho there is still some work to be done on the middle register, that is merely a minor defect in a vocal instrument that is truly outstanding. A blond, Miss Shaw has a charming stage presence and should screen well.

For LEGIT MUSICAL

TAYLOR AND ALLEN—youthful and talented musical comedy dance team that has what it takes to fill a few bright spots in any book show or revue. Work is refreshing and routines are inventive. Caught at the 606 Club, Chicago, where despite the unusually small floor they executed intricate numbers with an abundance of grace and ability. Both are fine in appearance.

For NIGHT CLUBS

DOROTHY HARRISON—Negro rhythm singer in the new edition of *Pina and Needles* at the Windsor Theater, New York. Has stage presence and a sure knowledge of how to sock a number across for all that's in it. The two tunes she sings in the show are standouts in every way and she certainly rates professional engagements after her chores in the semi-amateur revue are finished.

ance is unusually youthful and work is thoroughly refreshing.

Mardon and a woman assistant do a good selling job of a magic and mental act. The man has a forceful delivery and pre-eminates thruout the proceedings. Works with cards and zig zags among the tables asking questions of his blindfolded assistant.

Oriska and Brona, nude dancers, offer interpretive routines which at this showing included a gold fantasia, so called because of their gold-painted bodies. Their offering is original and of interest but is more fitting in properly atmospheric production numbers.

The hotel's jitterbug group closes the show with its usual lining of explosive exercises. Both the McPartland and Waller combinations show off during shows with special arrangements of popular tunes. Gloria Faye, attractive brunet, is McPartland's make warbler.

Carl Marx still clowning around. Publicity handled by Howard Warber. Sam Hontberg.

Pavillon Caprice, Netherland Plaza, Cincinnati

This smart modernistic sanctum, governed by the personable Maurice, continues as the town's only major hotel room operating on a full-time basis, with business since the opening six weeks ago, showing a slight improvement over the same period last year. Thanksgiving week (P.D.I.'s) gave the spot the healthiest business to date, with receipts showing a slight let-down since, a natural trend for this time of the year when even the spenders who patronize this swank bistro feel the pinch of Christmas shopping.

Bernie Cummins, who brought his band in here a fortnight ago to succeed the Ship Fields crew, is given measurable credit for holding business to a satisfactory level. Cummins, who is mistaken-

ly credited with beginning his musical career here and generally looked upon as a local lad, has long been a favorite in the Cincinnati area.

Band, while boasting of nothing really outstanding, is a sound combo with a knack for knocking out danceable melodies for those who trip the light fantastic and suitable entertainment for those who merely sit, look and listen. Connie Barlean bears the burden of the warbling, and rates better than average. She makes a good appearance and sells her stuff with a zest. Walter Cummins is chief male soloist and does okay in that role. Brother Bernie breaks out in song at intervals, too, with Chet James, trumpeter, contributing a rural comedy piece that gets over nicely.

Chief floor attraction is the team of Crawford and Caskey, versatile and youthful ballroomers who scored warmly here last season. Team, nicely groomed and radiating class, caught on with their initial offering, a tango, and followed with *Stomping at the Saroy*, a rumba, an Astaire novelty with Caskey in mask, winding up with a swingy *Flat-Foot Floop*, all well received. Crowd appreciated their liberal attitude and sent them away with a smash hand. Bill Sachs.

Lula Belle, Scotty for Pie

CINCINNATI, Dec. 2.—Lula Belle and Scotty, former WLW Band Dance features, who came here recently to take one of the leading spots in the WLW Boons County Jamboree, departed this week for Hollywood to begin work on a new Republic picture, tentatively labeled *The Village Barn Dance*. The WLW Boons County show, which has just concluded its second swing around the Warner Bros. and Chakers houses in Ohio, has been drawing capacity houses to its regular Saturday night broadcasts and stage presentations at Emory Auditorium here the last eight weeks, with prices scaled at 25 and 40 cents.

TELEVISION AND ACTORS

(Continued from page 2)
place. In keeping with recent experience, NBC has also decided definitely to apeban "specialized programs" which appeal to classes rather than masses. Figuring tele as the thoughtest and

most brutal entertainment medium for artists, Hutchinson points out that they meet in some ways be more capable than either radio, screen or stage players. This is true because there are no retakes—as in films—and because the medium is the most intimate of all fields. While a stage actor plays to a comparatively large theater and gallery, tele performers must be so good that they elicit performing "in your own parlor," Hutchinson said.

Legit has already proved its worth, so far as performers and the genre is concerned. Vaude, too, according to Hutchinson, has proved good tele timber—particularly variety which has "closeup" value. In general, visual and personality elements are paramount, so much so that in many instances these factors outweigh the talent in question. A singer, for instance, will turkey on tele if she is just a good singer.

\$50 Average Pay, NBC Says

Regarding current employment on television, NBC has used about 175 artists a month since September. These people have been paid an average of \$50, which NBC figures comparable to wages in summer stock. While this is admittedly not much, Hutchinson points out that it is certainly helpful in view of existing theatrical employment conditions and feels that the talent unions should play along with the industry until it can be developed to where it will mean big money for talent. As Hutchinson put it, "Play along until NBC can take the load." In the event the unions are not careful on this score, they may force NBC to seek outside talent, it is argued. In the meantime, however, the artists are gradually building up to better salaries—some of them asking and getting more money for second and third shows.

When tele scales are finally drawn, Hutchinson figures the rates should vary for vaude, legit and other types of performers, the scale being commensurate with work done. Variety artists who do not have to learn lines and rehearse as extensively as legit artists, for instance, should be paid accordingly.

Material which has clicked thus far has been legit, variety as previously qualified, modernized illustrated lectures, adventure and exploration shows which are a combination of film and live talent. NBC feels it will also be able to develop a visual type of quiz, such as the spelling bee.

To The Billboard:

MANY thank for your kindness and constructive criticisms which have been so beneficial to me in the past. May you always show the same interest in my work.

Sincerely

Joey Martin

MEDRANO
AND
DONNA
Offering
Latin Character Dances
Opened DECEMBER 5
PERSIAN ROOM, Hotel Plaza
New York

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

Adler, Joan (Royal Palm Club) Miami, Fla.
Abbott, Larry (Cosy) Huntington D. C.
Ahn, Will & Gladys (Riverside) Milwaukee, W.
Ahn & Ann (Cotton Club) NYC.
Albright, Mabel (Chez Paree) Lovorno, Minn.
Alon, Roberta (McAlton) NYC.
Alon, Ed (Pines) Chicago.
Allen & Parker (McVary's) Buffalo, Pa.
Allen & Roland (Berghoff Garden) Port Jervis, N. Y.
Alpert, Mickey (Cocoanut Grove) Boston, Ma.
Andre, Jack (Paradise) NYC.
Andra, Andrew (Oriental) NYC.
Andrews, Avis (Cotton Club) NYC.
Andrews Sisters (Buffalo) Buffalo, Pa.
Armando & Eys (Cocoanut Club) NYC.
Armanda & Lita (Lookout House) Covington, Ky.
Armstrong, Ramon (Pegasus Club) Rockleigh, N. J.
Armstrong, Maxie (Ernie's) NYC.
Arnold, Ed (La Corona) NYC.
Arnold, Three (Roxxy) NYC.
Arrow, Margaret (La Salle) Chi. b.

Babe, Betty (Waldorf's Cafe) NYC.
Bachors, Four (Billmore) NYC.
Baird, Bill (Silver Congo) La Salle, Ill.
Baker, Frank (Belmont) NYC.
Baker, Fred (Cincinnati) NYC.
Balkow, Arthur (Belmont) NYC.
Balkow, Arthur Ensemble (Palace) Ham- linton, Ont.
Balt, Ernest (Beverly Hills) Detroit, Mich.
Banks, Eddie (Old Roumanian) NYC.
Barnes, Leah (Cocoanut Club) NYC.
Barnes, Connie (Netherland Plaza) Cincinnati, O.
Bart, Frances & Clark (Croc) NYC.
Bates, Lulu (Diamond Horseshoe) NYC.
Batschomberg, The (Grand Terrace) Chi.
Batt, Annie (Pines) NYC.
Batt, Rex (Murphy's) Cleveland, Ohio.
Batt, Marion, & English Bros. (Chicago) Chi.
Bett's Hawaiian Polles (Yale) Buffalo, Okla.
Bett, Orpheum Okmleece 6-7.
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(For Orchestra Routes, Turn to Music Department)
Acts-Umits-Attractions
Routes

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

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

Costello, Dinea (La Congo) NYC.
Costello, Rene (Ernie's) NYC.
Covert & Reed (Radio Franks) NYC.
Craig, Reginald (Earl Carter's) Hollywood, Ca.
Craig, Vernon (Egan's) Schenectady, N. Y.
Crandley Sisters (McVary's) Buffalo, Pa.
Crawford & Gaskley (Netherland Plaza) Cincinnati, O.
Crows & Dunn (Versailles) NYC.
Cummings, Walter (Netherland Plaza) Cincinnati, O.

Daley, Cass (Chicago) Chi.
Daly, Eleanor (Star Garden) Chi.
Daniels, Eddie (Neptune Room) Washington, D. C.
Dare & Yates (State-Lake) Chi.
Daryl & Dale (Philadelphia) Phila.
Datska, Jascha (New Russian Art) NYC.
Davidson, Ken, & Hugh (Roxxy) NYC.
Day, Gloria (Belmont Plaza) NYC.
Day, Ruth (Albee) Cincinnati, O.
Deacon, Ronnie (Old Roumanian) NYC.
De Forest, Marie (St. Regis) NYC.
De LaPante, Peggy (Jimmy Kelly's) NYC.

Del Carmen, Maria (Club Gucho) NYC.
DeLashy Sisters (Tally Ho) Dayton, O.
DeLoach, Ralph (Beverly Hills) NYC.
DeMarco, Rene & Tony (Waldorf-Astoria) NYC.
DeMarco, Isabel (Mayfair) Washington, D. C.
Dead End Kids (State-Lake) Chi.
Deardorff, Richard (Vier Garden) Chi.
Derwin, Hal (Netherland Plaza) Cincinnati, O.
Devoy, Prisco (Black Cat) NYC.
DeWalt, De (De Palace) Cleveland, O.
Devine, Golden (Bowly Club) NYC.
De Wolfe, Billy (Greenwich Village Casino) NYC.

Dione, Valerie (La Cava) NYC.
Dooley, Tommy (La Marquise) NYC.
Dooley, Danny (Billmore) NYC.
Doyle, Harriet (Cicilia Cafe) NYC.
Doyle, Peggy (Howdy Club) NYC.
Doyle, Nick (Croc) NYC.
Dreary, Diane (Hi Hat) Bayonne, N. J.
Drotsky, Frank (Colombus) Chi.
Drotsky, Sam (Black Cat) NYC.
Brown & Ames (Chicago) Chi.
Brown, Mary Jane (Park Plaza) St. Louis, Mo.
Browne, Six Seasonal (Palace) Wash- ington, D. C.
Buckley, Betty (Blackie) Rockley, W. Va.
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Francis, Emma (Diamond Horseshoe) NYC.
Francine, Ann (Coc Rouge) NYC.
Francis Spook Show (Hollywood) La Cross, Wis.
Francis, S. (Parsonson) Austin, Minn.
Francis, Winona E. (Nicholas) Fairmont 3; (Falls) Redwood Falls 11; (Lyric) Water- town, D. 12.
Francis, Four (State) NYC.
Frankon (Drake) Chi.
Frank, Ernest, Continental (Place Elegante) NYC.
Fraser, John (Pleasantly) NYC.
French, Eleanor (Club 84) NYC.
French, Joe (Grace Hayes Lodge) Hollywood, Ca.
Furman, Eddie (Brown Derby) NYC.

Gabriel & Giraldi (Club Gucho) NYC.
Gale, Betty (Isabel) NYC.
Gale, Betty (Isabel) NYC.
Gallo, Joe (Club 84) NYC.
Gallos, Al (New Yorker) NYC.
Gardner, Clyde, & Southamers (Geo. Wash- ington) Wash. D. C.
Garner, Mousie (Croc) NYC.
Gerard, Anne (Rainbow Room) NYC.
Gifford, Jack (Cala Society) NYC.
Gifford, Bill (Seven-Eleven Club) NYC.
Gifford, Ralph (Beverly Hills) NYC.
Gifford, Maury (Morris) Chi.
Grant, Barney (Tower) Kansas City, Mo.
Gray, Center (White) NYC.
Gray, Billy (Benny the Bum's) Phila.
Gray, Joyce (Chateau Modern) NYC.
Gray, George (Broadway Tavern) Elmhorst, Pa.
Gray, Joan (Greenwich Village Casino) NYC.

Gray & Bergen (Colombus) Chi.
Griffith & Wells (Ork Town Tavern) De- troit, Mich.
Grimaldi, Marie (Radio City) NYC.
Grisham & Brona (Sherman) Chi.
Grisham, The (Wynona) Phila.
Gurleane, Annette (La Cava) NYC.
Gutty, Mr. (Albee) Cincinnati, O.

Haddon, Paul (Chez Paree) Chi.
Haddon, Harriette (St. Regis) NYC.
Haddon, Sam (Blue-Lacy) Chi.
Hager, Clyde (Diamond Horseshoe) NYC.
Haig, Hal (Chateau) Rochester, N. Y.
Haig, George (White) NYC.
Hall, Cliff (Bellevue-Stratford) Phila.
Handler, Shirley (Celebrity Club) Chi.
Hanson & Clark (Lookout House) Covington, Ky.
Hansen, Bill (Ernie's) NYC.
Hansen, Murray (Lobby NYC.
Harrington, Pat (Club 84) NYC.
Harris, Connie (Swingland) Chi.
Hart, Eddie (Croc) NYC.
Hartman, Paul & Grace (Waldorf-Astoria) NYC.
Harshbarger, Rabana (Radio City) NYC.
Hayes, Peter (Grace Hayes Lodge) Holly- wood, Ca.
Hayworth, Seabee, Revue (Carolina) Rocky Mount, N. C.
Hays, Fred (Broadway) Fayetteville, Ca.
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Jewett, Rosana (Royal Box) NYC.
Joy, E. (Fiddling) Stacks, Pittsburgh, Pa.

POLLY JENKINS
And Her PLOWBOYS
DEC. 8-9, 1 MAIN ST., BLOW, N. Y.
For bookings and general representation, Edith Bloomer, 1680 Broadway, N. Y. C.

Johnson, Eleanor (Nappo Gardens) Chi.
Johnson, Lucille (Diamond Horseshoe) NYC.
Jones, Roberta (Minnesota) Minneapolis, Minn.
Jones, John Paul (Eden) Chi. re.
Jones, Marion (State) Columbia, O. re.
Joyce, Marian (Belmont Club) NYC.
Joyce, Connie (Belmont Club) Miami Beach, Fla. re.

Kales, Joy (Thompson's 16 Club) Chi. re.
Kane, Pat (Ernie's) NYC. re.
Kane, Ann (Linton) NYC.
Karatka, Princess (Harry's New Yorker) Chi. re.
Kavavari, Simeon (Russian Kretchma) NYC. re.
Kerion, Maria, Musicales (Onesto) Canton, Mass.
Kavanaugh, Kay (Cinderella Club) NYC. re.
Kayloroff, Volodin (Cassia House) NYC. re.
Kay, Hester (Cocoanut Club) NYC. re.
Kay, Pauline (Radio City) NYC. re.
Keith, Sally (Old Roumanian) NYC. re.
Keller, Cora (Cocoanut Club) NYC. re.
Kellogg, Lucille (Chevalier's) NYC. re.
Kelly, Bernice, Circus Revue (Wabash, Ind. & Tipton & Belmont 7 & Belmont 7, La 3 & 4 & 5 & 6 & 7 & 8 & 9 & 10 & 11 & 12 & 13 & 14 & 15 & 16 & 17 & 18 & 19 & 20 & 21 & 22 & 23 & 24 & 25 & 26 & 27 & 28 & 29 & 30 & 31 & 32 & 33 & 34 & 35 & 36 & 37 & 38 & 39 & 40 & 41 & 42 & 43 & 44 & 45 & 46 & 47 & 48 & 49 & 50 & 51 & 52 & 53 & 54 & 55 & 56 & 57 & 58 & 59 & 60 & 61 & 62 & 63 & 64 & 65 & 66 & 67 & 68 & 69 & 70 & 71 & 72 & 73 & 74 & 75 & 76 & 77 & 78 & 79 & 80 & 81 & 82 & 83 & 84 & 85 & 86 & 87 & 88 & 89 & 90 & 91 & 92 & 93 & 94 & 95 & 96 & 97 & 98 & 99 & 100 & 101 & 102 & 103 & 104 & 105 & 106 & 107 & 108 & 109 & 110 & 111 & 112 & 113 & 114 & 115 & 116 & 117 & 118 & 119 & 120 & 121 & 122 & 123 & 124 & 125 & 126 & 127 & 128 & 129 & 130 & 131 & 132 & 133 & 134 & 135 & 136 & 137 & 138 & 139 & 140 & 141 & 142 & 143 & 144 & 145 & 146 & 147 & 148 & 149 & 150 & 151 & 152 & 153 & 154 & 155 & 156 & 157 & 158 & 159 & 160 & 161 & 162 & 163 & 164 & 165 & 166 & 167 & 168 & 169 & 170 & 171 & 172 & 173 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Para Neat 53Gs; Music Hall Tops; State Good Week

NEW YORK.—The Thanksgiving holiday proved a boon to the presentation houses last week, with even Loew's State grossing more than it has been doing in months. Since it was a four-day holiday for most everyone, the cashier's wicket kept ringing all last week.

Paramount smashed thru with an excellent \$53,000 for the *Cat* and the *Canary* on the screen and a sock stage bill headed by Tony Martin and Jan Savitt's Orchestra. Also went into a strong second week beginning November 23. The Strand continued its third week of Cagney's *The Roaring Twenties* and Bob Crosby's Band on the stage with a fair \$28,000. Show grossed \$122,100 for the entire run. New bill, which opened Friday (1) with *The Last Days of Ponce de Leon* and *Al Donahue's Band*, didn't tee off strongly with a \$6,000 gross for opening day.

Third week of Garbo's *Ninotchka* at the Music Hall did almost as well as the first week because of the holiday, of course. The show drew \$103,000, making a total of \$306,500 for the three weeks. Stage bill included Nicholas Daks and Hilda Ecker, Jeanne and Frances Grey and Betty Bruce. Thursday's (30) opened of Paul Douglas' *W. A. R.* Not alone proved strong, drawing \$13,500.

It was a real holiday for Loew's State with a \$28,000 take for *Babes in Arms* and stage bill consisting of Beverly Roberts, Lennie Hayton and band, Three Sisters, Larry Adler and Robinson and Martin.

Roxy had just a fair week with *Daytime Wife*, which was yanked after a week run because of the low \$37,500 gross. Flesh light also went, with the exception of the Dawson-Portis Bench. Shows included the Variety Singers, Gaudsmith Brothers, Georges and Jaina and the Badminton Players. Friday (1) opening of the much touted *The Housekeeper's Despatch* didn't draw very exciting crowds.

Philly Gross Up As Earle Shuts With Strong 28Gs

PHILADELPHIA.—Earle did a strong \$28,000 for the final week of its operation as a vaude house. Theater was closed by Warner Bros. (1) because of contract difficulties with the musicians' union. The last show included Louella Parsons with Jane Wyman, Donald Began Jcy Hodges, Arleen Wadlan, June Fessler and Susan Hayward, and also Jody Day, Bill Gray and Nina Varala, and the Juggling Jewels. Pic, *The Secret of Dr. Kildare*.

The Carman had an okeh week with the Dick Sisters, Eleanor Sherry, Joe Carmin Company and the Keene Twins with *Cluck and Lulu*. The take hovered around \$5,700. Film, *Scandal Sheet*.

Play's also hit above the house par with a neat \$6,900. The crowd from the Penn-Cornell game gave them a hefty strengthening Saturday night. Eddie Peabody headlined, with Rene D'Orsay and Declens providing the strips, while Pinky Lee, the West Pointers (8), Emerald Singers and Shavo Sherman composed the variety troupe. On screen, \$11,900 a Touchdown.

Grid Games Hurt Washington Houses

WASHINGTON.—This week's business at local show houses got off to a bad start with wholesale exodus to Philadelphia Army-Navy game Saturday and New York Giants-Redskins game Sunday. However, crowd attractions held possibility of recovering. Fair week.

Warner Bros.' Earle, featuring *Jamaica Inn* on screen and Joe Cook unit on stage, is set to top town. Sock bill includes *Cluck and Lulu*, *Comets*, *Should I Be Proud?* and *Comets*, ended November 30, registered \$17,000.

Loew's Capitol, showing *Interruption in the Screen* and Larry Adler, Ruth Rogers, Frank Paris, Bob Robinson and Virginia Martin, Carter and Holmes, Jack Kaufman and Rhythm Rockets on stage, are expected to turn in a fair \$14,000. Last week ended 30, *Daytime Wife* registered \$18,000 for eight days.

Vaudefilm Grosses

Hipp, Balt, 19Gs With Milt Herth, Durant, Kyser Pic

BALTIMORE.—With Milt Herth and Jack Durant heading the stage layout for an eight-day engagement ended Thanksgiving (30), house did a very good gross of \$19,000. Acts included New Yorkers and Toy and Wing. Pic, *That's Right, You're Wrong*.

Previous gross was Wally Varnon's 11 grand for a six-day assignment.

Spokane Houses Do Only Fair; But Continue

SPOKANE, Wash.—Opening with a new stage show *Thanksgiving*, both Orpheum and Post Street theaters did big on the holiday but tapered off below expectations over the week-end. Both had units booked in for four days instead of usual three.

Orpheum averaged only fair business with *Fals of the Golden West* unit and *Bob Burns on stage and Roving Tumbleweeds* and *Actors of Spokane* on screen. Nevertheless, Manager Willard R. Seale booked Sally Rand, Black Hills Passion Play and Georgia Minstrels to follow each other in four, four and three-day engagements, respectively, starting this week, for longest steady stage entertainment since Pantages Circuit days of 1930.

Post Street, with Stroud Twins, Medley and Dupree, Bonto Brothers and Rita, Van and Arroya and Volvo Hogue plus *Children of the Wild* and *Homicide Bureau*, grossed approximately \$2,250. Three-day house average is \$1,750.

Brent Unit Okeh At Greenville, S. C.

GREENVILLE, S. C.—Carolina here did well for week ended November 23, with Evelyn Brum's *Sixty Six* force main on the stage. Miss Brent was assisted by Harry Fox. Big holiday crowd was in town owing to football game between Parker and Greenville high schools.

At the Center Theater Harry Raymond and his College 'N' Band played a late show, also drawing well.

Springlike Weather Hurts Milwaukee Biz

MILWAUKEE.—Stage show headed by Wally Varnon connected for an \$8,000 take at the Riverside Theater for the week ended November 30. Others on the bill were Senator Murphy, the Nelson Sisters, Ada Brown and Bob Bromley. Pic, *Behind Prison Gates* (Col.).

Previous week's show did a so-so \$6,500, with Bob Williams; Kay, Katcha and Kelly; Bob Dupont, Alvirah and Mack and the Yeoman Brothers. Pic, *One Hour To Live* (Univ.). Average biz at the house is \$7,000. Weather has been generally fair but unseasonably mild, tending somewhat to slow down business.

Blackstone Takes \$5,500 in Seattle

SEATTLE.—Palomar, with Blackstones heading the stage bill, did \$5,500 for week ending November 24. This is \$500 better than average. Pic, *Chicken Wagon Family*.

Spitalny Nears 14G At Para, Omaha

OMAHA.—Phil Spitalny's all-female ork, "Hour of Charm," pulled \$13,700 in a week at the Paramount Theater. Fox's *Too Busy To Work* on screen. Officials of Tri-State Theaters hoped for \$10,000 or more. Cab Calloway followed Spitalny into the Paramount, with prices upped to 55-cent top. Acknowledged the town's white elephant, Paramount may shutter soon.

Raynell Follies Draws 7,500 in Montgomery; 4 Days

MONTGOMERY, Ala.—George Golden brought Raynell's *Water Follies* here November 18 under auspices of the Julian Strassburger Chapter, Rainbow Division Veterans, and in four days, according to Joseph Dickerson, Rainbow official, netted 7,500 paid admissions.

The show, appealed to Montgomery audiences. Vaudeville acts and Cortez and his Conquistadors also came in for a good boost in local papers.

Bad weather prevailed on both the first and last days, but attendance nevertheless reached its peak on the final performance. Night attendance averaged 1,500; the two matinees, 750 each. Thru co-operation with a local newspaper children were admitted Saturday matinee for 10 cents. Other matinee seats went at 35 cents. Night prices were: Reseal seats, 75 cents; lower floor, 40 cents, and balcony, 25 cents, tax included.

The show was held at the City Auditorium. It is traveling in a large bus and two trucks.

Shea and Century Battle in Buff; Grosses Are High

BUFFALO.—The competition between Shea's Buffalo and the Century (Beal-Dipson) is hot right now. Buffalo, which used to bring in about one attraction every month, has brought four big entertainment bills in the last five weeks. At the Buffalo, Emory Deutsch and his band, plus Pic, Powell in person, garnered a fine \$22,500 week ended November 23, being \$10,000 above house average. The show was fast and smooth and had audiences enthusiastic. The Three Samuels and Harriet Hayes, a group of fine tapeters, acrobatic dancers and comedians, were definitely an asset, and the Del Rios, three excellent acrobats, and Sue Ryan, comedy singer, were equally well received. Pic was *Marz Brothers at the Circus*. Gene Krupa and band, plus the Andrews Sisters, opened a week December 1.

The Century brought Shap Fields and his band plus a vaude show. Started a six-day stand November 17 and grossed a fine \$13,000. Average gross for all night pictures is \$6,500. Richard Kemper, manager, was extremely pleased with the results. Sunday, November 19, with a crowd of 11,224 persons on hand, a seven-year house record was broken for attendance in any one day. Acts included Nelson's Marionettes, Ruth and Billy Ambrose, the Seller Brothers, Claire Nunn and Danny Gay. Pic, *Meet Mr. Christian*. Fischer's *Follies Bergere* unit opened Thursday (30) at the Century for one week. Also booked are the Dead End Kids for December 29 for one week. In-between bookings are not definite.

Donahue's Record At State, Hartford

HARTFORD.—According to Rudy Frank, of the State Theater, Al Donahue broke all existing box-office records with his five-day engagement ending November 28. On Sunday, it was estimated that the attendance was 20,000. Five shows were run on this day, the emcee being forced to make a speech asking people to leave once they had seen the show in order to let in other patrons. Pic was *Higgins Family*.

Lolly Parsons Oke In Frisco; 18Gs

SAN FRANCISCO.—Golden Gate did \$18,300 with Louella Parsons, pic columnist, for week ended November 21. Figure is good—about \$3,300 above house average—despite fact that the gross represented a fall from the \$21,000 take made by the Ritz Brothers the previous week.

Pic was *Meet Doctor Christian*.

NTG Fair Revue, Dead End Kids Top Chi Parade

CHICAGO.—Muggy weather opening day (December 1) kept the grosses down in the three combo houses. State-Lake, in a comparative breeze, topped the field, with the Dead End Kids in person attracting the 'teen age trade. Sam Hearn augments flesh end, while screen has fair draw in *Franchot Tone* and Ann Southern in *First and Parson*. Around \$17,000 indicated, but it is about \$2,000 below last week's strong *Omph Revue* pull. Unit featuring Rita Rio's Band, Toby Wing and Marie Wilson is credited with entire take.

Chicago Theater pulled a plenty hefty \$50,000 with Dick Powell's personal appearance and *Drums Along the Mohawk* week of November 24. Picture is held for another week, but without Powell's aid is not expected to draw more than an average \$32,000. Supporting stage bill has Cass Daley, Whitson Brothers, Samuel Brothers and Harriet Hayes and Brown and Ames.

Oriental has good combination in the NTG Fair Revue, plus Little Jackie Heller and second run of *The Rains Came*. Heading for a plenty healthy \$17,000. Last week, ended November 30, return engagement of *Mikado* in *Swing* and non-consequential *Legion of Lost Flyers* on screen scooped up a fair enough \$14,900.

Para, L. A., Hyped To 25Gs; 7 Grand Up on Average Take

LOS ANGELES.—Paramount here jumped to \$25,000 gross, way above ordinary figure, for week ended November 22.

Stage bill was Fanchon & Marco Revue with Kenny Baker, Frances Langford, Ken Murray, Jacques Bernard and orchestra. Pic, *The Cat and the Canary*.

House average is 18 grand.

Fischer "Follies" Sock in Cleveland

CLEVELAND.—BKO Palace jumped to a gross of \$20,100 with Clifford Fischer's *Follies Bergere* unit for week ended November 23. House average is 14 grand. Pic, *Pack Up Your Troubles*.



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Gov't's RFC Reopening Congress Casino, Chicago, After 2 Years

CHICAGO, Dec. 2.—Under the guiding wings of the Reconstruction Finance Corp. the Congress Hotel's Casino will reopen December 21 after nearly two years of inactivity. Spot has not been a money-maker and for that reason principally the management has turned thumbs down on any relighting propositions. RFC figures it is worth another attempt to make a winner out of the Casino, what with the approaching holidays and name band and floor-show policy.

Musie Corp. of America sold the Ted Fio Rito Band for four weeks (at \$2,250 per) while the William Morris Agency placed the show, which includes Tito Coral, Carole Gould and Marc Balero. Business barometer will be watched carefully and Uncle Sam will use it as a guide for next year's operation of the room.

The neighboring Royale Frolics in the

meantime remains dark. Denis Cooney's spot folded suddenly but all talent was paid off. Those feeling the pinch of the Royale closing are a number of organizations that scheduled affairs and even made deposits to hold certain dates. Some have switched to other cafes, others have called them off.

Ed Fox, operator of the Grand Terrace, top Harlem spot, is crying the blues. He claims that the six-week engagement of Ella Fitzgerald and her band put him over \$7,000 in the red. Ella was bought for some \$2,000 per week but proved a weak draw, and it was this experience that canceled Fox's negotiations for other name bands. He will hold Earl Hines, his own band, until around the middle of next month and replace him with a comparatively unknown outfit. Fox stated that he will continue to use colored floor talent.

The Broadway Beat

By GEORGE SPELVIN

JIMMIE LUNCEFORD and Percy White, of Market Research Corp., got their Christmas cards in early, mailing them to arrive four weeks before yule. It's an old custom with White. He's been doing it for years. . . . Maybe this should clear things up. Marty White eats raw spinach. Marty White is an emcee. . . . *Dress Deborah*, the play about a Revolutionary War heroine that has been on so many production schedules that the script wiggles its pages when it passes the Authors' League, may finally land on Broadway this winter. Joan Crawford was once mentioned for the lead, but chances are she won't play it. . . . Al Trahan panicked a mob of opera stars recently at Hilda Kosta's birthday party. Bit what really got 'em was Al's burlesque of opera warblers' stylized movements, and we do mean movements.

BEST free shows on Broadway are the window exhibits at the Ritz Odditorium. Next best free shows are the people who watch the best free shows. . . . Jerry Colonna did a piece for one of the mags on mustaches, their care and uses. . . . Glenn Miller and Larry Clinton are supposed to be set for spreads in *Life*, which doesn't mean it's certain, since nothing is certain with that mag until it's on the stands. Talking of *Life*, Leon and Eddie's had a funny promotion piece, after the *Life* technique, inside pages devoted to *A Party Comes to Life*. Piece used a lot of old-time pics. . . . Sammy Burk, who is an agent, has a new hoofing partner, Eddie Smith, likewise an agent. Act was recently caught doing a routine in Al Dow's office, which shows how tough agenting is. But supposing Dow wanted to book the agents and started to put on the business about working cheap, etc.



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Magic

By BILL SACHS

(Communications to Cincinnati Office)

CARYL S. FLEMING, Beverly Hills, Calif., anti-burlesquian, is touring Mantoo with his mother, and claims he has discovered a new trick with the use of a cactus. What next? . . . HARRY E. CECIL, "world's worst magician," is mystifying the Michigan natives these days with a nifty he has labeled "Watch the Switch" . . . ERNIE J. MOORE, who sustained a broken leg in a fall at a Greenfield, O., theater a few weeks back, is in a hospital in his home village of Newark, O. The docs have decided they won't have to shoot him, but he'll be laid up for at least three months. Friends may write him in care of the 2nd Club, Newark. . . . RALPH W. HULL, who is said to have invented more worthwhile card effects than any other magician of the day, took time off recently to journey to Detroit for a visit with his daughter and her family, and while in the Motor City entertained the Wayne College professors—fooling them plenty. . . . Dr. J. P. G. HOLSTON, Zanesville, O., druggist-magician, is much improved in health after an extended illness, and again is able to visit the drug store on the corner each afternoon.

SIXTH ANNUAL Back-to-Kenton Party, staged by the IBMers the other week-end, is reported to have been the best of the shindigs held to date. Forty-eight sat down to the banquet which climaxed the three-day affair. President and Mrs. John Snyder Jr. of the IBM were honored guests. . . . LEE NOBLE, who has just concluded his third hold-over week at the Times Square Hotel, Rochester, N. Y., as magical enchanter, is working westward and plans to make Detroit by Christmas. . . . BEN CHAVEZ and Dolores will arrive in Melbourne, Australia, December 8, to begin a 10-week tour on the Tivoli Circuit, with an option for 10 more. They sailed recently

on the S. S. Monterey, with the following Los Angeles magic enthusiasts making the trip to the pier to see them off: Jack Palmer and Agnes, Bill Bridewell and Alma, Pringle and his mother, Mr. Mickey, Paul Golding and Irene, Todd Golding & Co., Marlys and Merle Cleary, Bill Welch and Lola, and Sam Kramer.

DANTE THE MAGICIAN, recently returned from Europe, has left New York and is en route to the West Coast to visit his son residing there. He's making the jaunt in a 16-cylinder sedan, piloted by a liveried chauffeur. Dante, who is accompanied by his wife and daughter, stopped off last week in Pittsburgh and Chicago to visit friends. . . . JOAN BRANDON, after winding up at Faye's Theater, Philadelphia, jumped by train to New Orleans to open in the Tulane Room of the Jung Hotel. . . . ED MILNE and Claude H. (Kid) Long, shoot in your route. Have information that may interest you. . . . GREEN THE MAGICIAN, managed by Jimmie Perrin, after eight weeks for the Gold Fields Theater Circuit in Northern Ontario, has moved into the province's fruit and tobacco belt along Lake Erie for more theater dates. Green recently made his third visit in four months to Callander, Ont. for a squint at the Dionne quintes.

ALEXANDER, mentalist, originally booked for a fortnight's stop at Chez Paro, Luverne, Minn., has been held another week. . . . JARVIS THE MAGICIAN is set in West Virginia territory until January 1. Harry (Red) Johns is chief assistant, with a staff of four. . . . V-ROY THE MAGICIAN, who has been working sponsored dates in Illinois since October 1, reports the season a heavy one to date. At Florissant, Mo., recently, V-Roy entertained Shirley Gibson and Tiny Franklin, of La Tocans, at dinner, and at Watson, Ill., he enjoyed visits from Coleman the Magician and Pauline, of Effingham, Ill., and Charles Worthan

and family. . . . RAY WILBERT, specializing in a golf ball routine, heads the current floor show at Club Royale, Detroit. . . . MYSTERIOUS HOLLENBECK & CO., mental turn under the management of Maurice Sykes, of the Roy Berger office, Baltimore, opened December 1 at the Hub department store, Baltimore, for a four-week stand. Act is slated to open at a New York hotel early in January.

ANN CORIO on November 26 attended the dedication of a room in St. Francis Hospital, Hartford, Conn., which she donated to the memory of her recently deceased mother. Mrs. Corio ordered that a \$15,000 trust fund she had contributed to for her mother's benefit be divided equally among five sisters. . . . MURRAY LEONARD writes he is not teamed up with any comic but only schooling Dick Richards in a few scenes. . . . CECIL DEVINE, now at the Star, Brooklyn, replaces Elinore Sheridan December 7 at the Gaiety. . . . DOLLY DAWSON, Gladys Fox, Scurry Miller and Leon DeVoe held over indefinitely at the Avenue (stock), Detroit. . . . BILLY FIELDS, Jess Mack and Jean Lee move from the Hirst to the Midwest Circuit, opening at the Rialto, Chicago, December 8. . . . BINDER AND ROSEN and Ben Chasen became new comics at the Triboro November 26.

ALLEN GILBERT on November 27 recalled the same 32 girls to return to the Adams, Newark, N. J., November 30. Chornes laid off a week due to a prior booking of Will Gaborne's ork and George Jessel at Adams. . . . SUNYA (SM125) SLANEY's billing at Fay's, Philadelphia, recently was as "The Balkan Venus." "And I never did a single balk," she says. . . . DIANE, dancer, from Los Angeles

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Burlesque Notes

(Communications to New York Office)

NEW YORK:

MARGORIE ROYE threw a farewell party at the Claridge Hotel last week. Leaving to join a Midwest Circuit show. Helping her were Elyane Owens, Ted Miller, June Lacey, Jean Carroll, Dave Cohn, Jean Mode and ma, Lou Miller, Bubbles Yvonne, Joey Faye, Bert Grant and other Claridge burly guests. . . . ANDY GARDNER, of the old burly and vaude comedian school, was a visitor away from his tavern in the Adirondacks. . . . COLLETTE opened December 1 for a return at the Rialto, Chicago. . . . THIBORO chorines sent congratulations to one of their flock, Violet (Peanuts) Saari, now Mrs. Thomas Russell, on the birth of a boy born in Suydenham Hospital November 27. . . . BETTA ALBA and Kitty Kelly opened with the Billy Foster show on the Midwest Circuit at the Roxy, Cleveland, November 24. Same wheel had Bebs Malloy, a new comic from the Coast, opening at the Capital, Toledo, a week earlier. . . . CHARLES (PEANUTS) BODY comic at the Gaiety, starts rehearsing for the new Shubert comedy, *Keep Off the Grass*, in February.

ANN CORIO on November 26 attended the dedication of a room in St. Francis Hospital, Hartford, Conn., which she donated to the memory of her recently deceased mother. Mrs. Corio ordered that a \$15,000 trust fund she had contributed to for her mother's benefit be divided equally among five sisters. . . . MURRAY LEONARD writes he is not teamed up with any comic but only schooling Dick Richards in a few scenes. . . . CECIL DEVINE, now at the Star, Brooklyn, replaces Elinore Sheridan December 7 at the Gaiety. . . . DOLLY DAWSON, Gladys Fox, Scurry Miller and Leon DeVoe held over indefinitely at the Avenue (stock), Detroit. . . . BILLY FIELDS, Jess Mack and Jean Lee move from the Hirst to the Midwest Circuit, opening at the Rialto, Chicago, December 8. . . . BINDER AND ROSEN and Ben Chasen became new comics at the Triboro November 26.

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Peggy Bolton, Stinky and Shorty and Eileen Dale. . . . RAGS RAGLAND and Maxine DuShon replaced Billy (Bumps) Mack and Gladys Fox on the Midwest Wheel at the Grand, St. Louis, November 17. UNO.

CHICAGO:

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Slout Workshops Booked Well Ahead

FOND DU LAC, Wis., Dec. 2.—L. Verne Slout and his Theater Workshop, who closed here Wednesday, reopen December 4 at McGregor, Ia. Company has been out since October 1 and to date has played Kansas, Missouri, Oklahoma and Wisconsin. Personnel comprises L. Verne Slout, Ora Ackley and Damon Boles, all well known in the rep field. Program offered is built along educational and cultural lines pertaining to the theater. Present bookings take the company up 40 miles in March of 1940, Slout reports. A specially constructed stage is carried for the presentation, with particular stress being placed on stage lighting. Bookings up to the holidays will be under the direction of the Extension Division of the University of Wisconsin. Following the holidays, the group moves into Eastern territory, with bookings handled from Philadelphia.

Dot and Earle Tent Show Moves to Memphis Quarters

MEMPHIS, Dec. 2.—Dot and Earle Tent Show, presenting talking pictures and musicals, moved to Memphis last week after a 16-week tour of one-nighters thru Georgia, Mississippi and Arkansas. The tent season panned out satisfactorily, Manager Earle S. Mitchell reports.

Fresh attraction this season were the Circle X Ranch Boys—Slim, Bim and Jim—who presented a 30-minute program. Films comprised Westerns, cartoon comedies and newsreels.

Hayworth Unit Sets Record

GOLDSBORO, N. C., Dec. 2.—"Sea-Bea" Hayworth's circle, which makes this city every Thursday as part of its regular North Carolina merry-go-round, set a new house record at the Carolina Theater, Thanksgiving Day (30), when the troupe did five shows on the day, instead of the usual three, to handle the extra business. The cast and band remain the same, but weekly changes are made in the vaude features. This week Levine and Shields, dance team, replaced Libby and Ruby Hoff; Arthur King replaced Sully Sullivan, and Ruth (Hilites) Barnett replaced Monte Navarro.

Mae La Palmer in Hospital

FORT WORTH, Tex., Dec. 2.—Mae La Palmer, of the well-known rep team of Joe and Mae La Palmer, is in a local hospital for skin grafting on her arms and limbs for burns sustained last December. She is progressing nicely, but weekly changes are made in the vaude features. This week Levine and Shields, dance team, replaced Libby and Ruby Hoff; Arthur King replaced Sully Sullivan, and Ruth (Hilites) Barnett replaced Monte Navarro.

WANT IMMEDIATELY
High-Class Acts of every description for our chain of Ohio and Pennsylvania Clubs and Theater Teams, Single Girls, Dance Teams, Novelty Acts, BILLY-DAVIS ENTERTAINMENT SERVICE, Main Office, Cincinnati 22, Ohio.
Akron, Ohio, Jefferson 2421-2427.
Philadelphia Branch: 422 Women Bldg., 631 Penn. Ave., Pittsburgh, Pa.
LICENSED & BONDED

CHRISTMAS SEALS



Help to Protect Your Home from Tuberculosis

Rep Ripples

COL. W. I. SWAIN, who formerly operated one of the major tent camps and now residing in retirement in Elkhart, Tex., writes: "Fifty thousand deer hides will fall to the hunters during the short open season in this State. Sportsmen from everywhere are here, and they're all good spenders. Texas citizens will benefit further from the hunting license fees. There are also plenty of wild turkeys and quail in these parts, but they are given little consideration during the deer season." . . . **THREE REVELERS**, dramatic trio out of Dover, Del., are working lodges under auspices in that section of this State. . . . **SNEDEKER**, after barning his California Players for the winter, has settled in Columbus, O., where he's working in the ad department of The Columbus Herald and printing on an occasional show under auspices. Snedecker says he'll resume with his troupe in the spring. . . . **BILLY TERRELL**, erstwhile tent show manager now playing theaters with his Arizona Cowboy Band, tells us that we were all wrong in assuming that he and the Bob Bradford company was closing soon in Gadsden, Ala. due to poor business. Terrell says he caught the Bradford opportunity recently and found it paying to capacity business, with the house manager elated with the business the troupe is bringing him. Terrell moves his cowboys into Louisiana houses next week.

GERTRUDE LYTELL plans a return to the rep field in 1940 after an absence of nearly two years which she put in handling typewriter keys for a living in Hickman, Ky. Her last engagement was with Capt. J. W. Menke's Goldenrod Showboat in 1937.

KENNETH J. HARTLEY, former repster, is booking and producing amateur shows in New England for a Boston concern. . . . **JOHN LAWRENCE**, veteran Indiana tent show manager and playwright, has an article in the December issue of *Writers Digest* entitled "Circles Like Topsy and O Stripes." In the piece Lawrence states that there are something like 150 circle stocks that want new plays. He tells the reader how to write such plays and where to sell them. . . . **BILL AND BEULAH CUMMINGS** will shortly celebrate their third Christmas on the Stout Jackson Tent Picture Show. Bill visited the Russell Bros.' Circus at Kingsville, Tex., recently, but says he failed to spy a single person he knew in New England for a Boston concern. . . . **HOWARD ADRIAM**, who had the stage band with the Walter Ambler troupe during its stock run at the Crawford Theater, Wichita, Kan., a

few years back, is in his 20th week at the new Club Edgewood, St. Joseph, Mo. . . . **BLAKE BRICK**, novelty show recently left Salt Lake City to make a swing of the small towns thru Utah and Nevada. . . . **JACK WALKER**, former trumpet player with the Harley Soder and Dave-Brunk rep shows, is now with the Ina Ray Hutton band in New York. . . . **IN THE MUNICIPAL** band at Whitfield, Miss., are the following well-known troupers: Jimmy Huest, "Hot Lips" Davis, Bob Heidelberg, Frank Evelyn, C. O. Sears and John and Myrt Evans, veteran repsters, who have charge of the band.

BILL AND ROBERTA BOWERS sojourned briefly in Kansas City, Mo., last week, en route to Southern Missouri to spend the winter after a season with Ben Bisset Comedians. . . . **CHARLES WHITFURCH** Comedians brought their long season to an end recently in Northern Missouri. . . . **GUY AND CONSTANCE CAUFMAN**, veteran Midwest repertoire managers who retired from the field several years ago, are currently conducting a Little Theater in Holton, Kan.

Novarro Plans Own Unit

GOLDSBORO, N. C., Dec. 2.—Monte Novarro, who has just closed with the "Sea-Bea" Hayworth North Carolina circle, reports that he is reorganizing his Deo-Lorely, Red Hot and Beautiful unit to play the New England territory. Group, which will rehearse in Philadelphia, will feature Little Talma and will tote a six-girl line. Novarro says. John Wilson will have the advance, with Kathleen Johnson producing.

Billy Bryant Under Knife

CINCINNATI, Dec. 2.—Billy Bryant, who recently tied up the Bryant Showboat in Point Pleasant, Va., for the winter after concluding the boat's 10th consecutive summer stock run at the foot of Lawrence street here, was operated upon for hernia at Holzer Hospital, Gallipolis, O., Monday morning. His condition is reported as good.

Giffords on Illinois Circle

SPRINGFIELD, Ill., Dec. 2.—Gifford Players are working a circle of Illinois towns, with this city as the base. Al Pitcaithley, late of the Morgan-Helvey Show, joined the Gifford line-up this week. Others in the cast, besides Manager Gifford, are Grace Waggoner, Glen and Donna McCord, Tony Tanner and Dick Lauderbach.

Favorite Shows

(Communications to BILL SACHS, Cincinnati Office)

INQUIRIES HAVE BEEN received recently on Dick Powell, Bob and Gladys Turner, Jerry Davis, Helen Tyce, Helen Garrison, Billy and Doris Donnan, Eddie Carillo, Kenny Videlo, Bobby Madison, Les McCullam, Frank Freeman, Bill Ross, Lee Goodson, Mickey Britton, Patsy Ryan, Jack Kelly, Jackie Richards, Dick Hines, George Grant, Maria Hough, Johnnie Armbruster, Earle Greenup, Jimmy Valentine, Chad Alvino, Buddy Lee, Pee Wee Collins and Pauline Boyd. Let your friends know where you are and what you're doing with a few lines to the column, kids.

VERNON BALFOUR is said to have opened a three-ring show in Bell, Calif., with skaters, dancers and walkers all going at the same time. Heel and toe derbies and dance sprints are nightly features. Show bears the moniker, Sportland Varieties, and is sponsored by the Bell Chamber of Commerce. At this writing, three skate teams, seven walkers and six dancers remain.

CURLY LINDER is convalescing in General Hospital, Denver, from a fractured skull, brain concussion and broken nose sustained recently in an accident. Reports are that he is coming along o.k.

BILLY BALDWIN, former emcee, who played Denver recently with a unit of the Selzer Roller Derby, is reported to have recovered connections with said outfit, as he has something hot in the way of a show business proposition in Chicago.

BILLIE PARKER writes from Charleston, S. C., that she is doing the ice act there. Billie would like to read news here on Johnnie Hughes and Elsie and Bill McQuade.

DANNY DANFORD, former concessioner with various shows, comments from Denver that he believes a new wrinkle will be born soon that will tie the endurance show back where it was in 1931. Danny operates a magazine and newspaper dispensary on Denver's loop and you can generally find some of the kids cutting up jackpots in his place.

F. J. BLAGH cards from Indianapolis that Joe Archer, manager of a roller derby concession, met with a serious accident on Highway 31, 10 miles from the Hoosier City, and is now in the Methodist Hospital there.

KENNY NYDELL, as far as can be learned, has forsaken the endurance field for night club's.

MURRAY SHERMAN, who suffered a recent setback with his proposed Continental Walkabouts, Inc., of Tennessee, as reported in last week's issue, was a visitor to the endurance desk Thanksgiving Day. However, Murray was in good spirit about the matter, as much as to say: "You can't keep a good man down."

ELSIE JANSEN, wife of Frank Jansen, set-up-man with one of the Leo Selzer roller derbies and well known in the endurance field, recently went to her

home in Bossier City, La., to undergo a major operation.

One Year Ago

CHARLIE BATAVIA'S Marion, Ill., show, although off to a rough start, was running smoothly at the 840-hour mark, with five teams and two solos still battling. . . . **FRANKIE DONATO**, temporarily out of the endurance field, was working night clubs in Findlay, Columbus and Springfield, all in Ohio. . . . **GEORGE AND EDDIE PUGHE** were in Houston, after having met with fair success with their Green Bay, Wis., show. . . . **ELISEN THAYER** was at home in Pittsburgh, dancing in night clubs with her brother. . . . **ZESKE YOUNGBLOOD'S** tent, housing his Centralia, Ill., contest, was blown down, but show moved to temporary quarters and kept right on going. . . . **DUKE COBETT** was operating his Garden of Dreams night club in Long Island, N. Y. . . . **POP DUNLAP'S** Chicago contest was in its ninth week, with eight couples and one solo remaining. . . . **TONY MARSH** was doing amusee duty in and around Chicago. . . . **JOHNNIE MARTIN** was recovering from a severe back injury sustained in a fall from a ladder. . . . **PORKY JACOBS** was in Long Beach, Calif., resting, hunting and fishing.

GIGANTIC OPENING OF THE 24-HOUR PHOENIX, ARIZ. DERBY SHOW

The Winter Playground of the West, with population now of 120,000 people to draw from. Staged by ARIZONA AMUSEMENT, INC. Under Direction of

-HAL J. ROSS-
STARTS THURSDAY, DECEMBER 14TH

In Specially Constructed Heated Stadium With 5,000 Seating Capacity
5 GRAND PRIZES

Totaling Up to **\$1,550.00**

FULLY FINANCED AND HOW. Can use good Heat Judge. Also TEX SWAN, please write.

CONTESTANTS: NOT to be collected wires or phone calls. Write air mail letters only and do not come on mgr. office. **HAL J. ROSS, Gen. Mgr.**

Pat. View Motor Court
3500 East Van Buren St., Phoenix, Ariz.

DON'T FAIL TO MAKE THIS SHOW
OPENING XMAS NITE
ENTERTAINING TEAMS
Rainbo Gardens
CHICAGO

Have Always Paid Big Prize Money. Never Had a Flop Show.

Can Use Staff. Also Have Other Spots To Follow This Show. Contact

SID COHEN
COLISEUM, CHICAGO
No Collect Wires Accepted.

CONTESTANTS, NOTICE

Kankakee, Ill., opens officially and definitely in beautiful downtown Del Rio Ballroom Friday, December 8. Prizes to \$15,000. Heavy, commensurate, excellent food, individual cuts, showers and showers convenience. Sponsor all set. Kankakee Bowling. Hurry to join the big one in the heart of the city. Contestants—your wife, bank roll or her friends. No one barred; everybody welcome. Forty-eight-hour opening; deadline for entries Sunday, Dec. 10.

BERT DAVID, Gen. Mgr.
Del Rio Ballroom; Headquarters, Kankakee Hotel, Kankakee, Ill.

OPENING SOON

Contestants, write; no collect wires. Watch next issue of the Billboard. Write to Bill Hertz, communications at once. Don't come unless invited. Address

JOHNNIE DILLON
Talle Hotel, WILLISVILLE, ILLINOIS

Phelan's Show A One-Ringer

Plans indoor dates in and around Boston—Tramer mgr.-equestrian director

BOSTON, Dec. 2.—Charles W. Phelan's Winter Wild Animal Circus, organized this year at Hickory Tree Wild Animal Farm near Boston, will play several indoor dates in and around Boston, including Salem, Mass., first week in January; Quincy, Brockton and Fall River, Mass., and Providence.

Gus Tramer, animal trainer, is manager and equestrian director of the show, which Phelan plans to make a one-ringer circus on the order of European circuses, with wild animal acts featured but also with plenty of aerial, riding and clown acts. Phelan owns a radio station and will be able to give the circus wide publicity thru that channel.

Phelan, formerly business manager of Yankee Network, became interested in wild animals after first spending six years as owner of thoroughbreds. On his huge farm at Georgetown, Mass., he saw possibilities for a wild animal ranch and opened same last summer.

Gainesville Parade Unit Begins Its Largest Tour

GAINESVILLE, Tex., Dec. 2.—The Santa Claus parade unit of the Gainesville Community Circus began its three-week tour Wednesday at Waco, after an engagement on Friday of last week at Overton.

The unit is scheduled for Chamber of Commerce parades in Killeen, Lufkin, Hunk, Gainesville, Terrell, Willis Point, Martin, Temple, Fredericksburg, Taylor, Austin, Lockhart, San Saba and Brady, Tex., and Durant, Okla. Itinerary is the largest in the six years' history of the unit.

In the party are Verne Brewer, manager; Dale Brewer, truck driver; Arthur (Bum) Henry, clown, with trained dog; Marie Henry, wardrobe and calliope player; Sam Beale, impersonator, and P. M. Sims, hostler.

Alex Murrell, superintendent, put on extra men to get the calliope wagon out for the parade unit, and is now working on a combination first-aid and reception tent to be used in the backyard next season.

Rehearsals will get under way early in January and several pieces of equipment have been ordered from a Cincinnati manufacturer. The Henrys will have charge.

Siegrist Club's Next Meet

CANTON, O., Dec. 2.—Charles Siegrist Showman's Club will hold its next meeting here Sunday night, December 17. Jack Nedrow, Massillon, O., is chairman of the committee in charge of arrangements. Program will include vaudeville and circus acts, a buffet lunch and refreshments.

Performers appearing at the Shrine Indoor Circus here that week will be invited to attend the affair, the last to be held in Canton until spring. Meetings, however, are also scheduled for Wooster, Dover and Akron, O., early next year, according to Sterling (Duke) Drakebrod, president.

Blacaman Runs Afoul of Cuban Immigration Laws

HAVANA, Dec. 2.—Pedro Blacaman, Indian fakir, whose show has been appearing under canvas in Cuba, has run afoul of the immigration laws.

It appears that he brought two employees from Mexico in cages with his lions or tigers to them. When they arrived in Cuba the employees were told to slip ashore and mix with the stevedores who were unloading the vessel, it is said. Blacaman claims that he did not have time to arrange for their passports. The men, one of them a newspaper man, claim that they lived like beasts in the cages and were fed personally by Blacaman during the trip.

Blacaman put up a bond of \$100 and was let go under his own promises to appear for trial.



SAM DOCK, veteran of the white tops, who closed his Sam Dock's Circus in Virginia and is now organizing a small winter unit to play a series of school dates.

Russell Closes; Webb Goes Into Mexico With Unit

DONNA, Tex., Dec. 2.—Russell Bros.' Circus is in winter quarters here after closing the season in Laredo, Tex., November 20. Owner-Manager C. W. Webb now has out a Mexican circus. Mr. and Mrs. O'Hara, Mr. and Mrs. Francis Kitzman, Joe Webb and Mrs. C. W. Webb are enjoying a few days in Monterrey and other Mexican places.

Madame Solovieff Freed; Likely To Remain in U. S.

MIAMI, Fla., Dec. 2.—Madame Marie Solovieff, better known as "Raspoutine's Daughter," as she was billed in 1937 while touring with Ringling-Barnum circus, is free again after being held here since last week for investigation into passport matters. Walter B. Thomas, Miami chief immigration inspector, released her in the custody of her attorney, W. O. Bozeman. She will be required to furnish a \$500 bond later.

Under strict interpretation of the law, Madame Solovieff must return to France, where her passport was issued. American deportations, however, are usually carried out by American ships and since the U. S. neutrality law allows no vessels to enter the belligerent zone, there is considerable doubt whether the State Department will order her return to a nation at war. The 30-year-old Russian woman may be allowed to remain in this country for months and even years.

FRED WARING will be the fall guy at the dinner-meeting of the Dexter Fellows Tent of the Circus Saints & Sinners' Club on December 13.

Arkansas Tax Bill Is Defeated Thru Legal Adjuster's Efforts

LITTLE ROCK, Ark., Dec. 2.—Arkansas Senate and House of Representatives declined to pass an amusement tax law, proposed by unfriendly interests, that would have called for almost a prohibitive fee on all classes of traveling show shows, after listening for about two hours to the pleading of A. C. Bradley, legal adjuster of Downie Bros.' Circus, which is quartering at present in North Little Rock.

Measure was designed to assess a levy of one cent on each automobile, truck, trailer or house car used in transporting show property or people, to be paid in each county in which a show exhibited within the State, likewise a tax of \$10 on each road car used in transporting personnel or property of a railroad show, to be paid in each and every county where exhibiting. This tax would have been in addition to the present license tax levied in each county by the county judge, and was construed as a State tax.

The appearance of Bradley on the floor of the joint session of House and Senate

Indoor Circus News

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

Cole Circus Folds; New Unit Launched

CINCINNATI, Dec. 2.—J. M. Cole's Indoor circus folded at Susquehanna, Pa., November 25, after five weeks under school auspices, despite good business. Heavy percentage demanded by schools was cited as partly responsible for the folding. Mike Gray, musical director of the show, and J. M. Cole also agree that the show was never properly advanced and exploited, there being at no time any kind of a tie-up or special promotion angle. Cole may give it another try after the holiday season.

Gray has launched his own unit, the *Bughouse Fables*, and is featuring clowns from various circuses. His unit opened at Delhi, N. Y., November 28, playing schools. Show carries six people and is transported by bus. Gray himself handles the advance. Circus clown paper is used for billing.

Peru Pick-Ups

PERU, Ind., Dec. 2.—Reitfensch Riding Troupe, eight people, nine horses, arrived at Ringling quarters here after closing as a free attraction with Zucchini Bros.' Shows in Florida. Daily rehearsals are being held, but nothing is known as to future activities of the troupe.

Writer's appeal as to relatives of Frank Gilley, circus concessioner, whose body was held 18 days by New York police, brought scores of replies to Joe Miller, Waters Hotel, and into states Gilley's relatives were claimed by a sister and given Christian burial.

Larry Godfrey, 45, former accountant of American Circus Corp. unit, fell from a house roof here, receiving a compound fracture of his right leg. He is head of the Home Modernizing Co. He will be in Duke's Memorial Hospital for some time.

Robert De Lochte, formerly of Sells-Floto and Hagenbeck-Wallace circuses, is seen daily in downtown area.

Jackie Canfield, vet Ringling-Barnum attache, arrived from New York and is in charge of Eagles' Grill.

Stanley (Eva) Wacht writes from Hot Springs, Ark., that he is a patient there and recuperating. He is a tractor expert with the Big One and states that he met Don Harter with the Downie Show when it closed in Little Rock. Upon his release from the hospital Wacht will leave for Saratoga.

Joe Lewis, R-B joey; Harry LaPearl and troupe, and H. F. McEroy, assistant musical director with Cole Bros.' and now with Keyes' Indoor Circus, worked the opening of the new Literary Aid Society Building here the past week. McEroy was emcee.

Santos & Artigas Open With Big Bill, Headed by Polidor

HAVANA, Dec. 2.—Santos & Artigas Circus, the Barnum & Bailey of Cuba, opened its usual winter season at the National Theater, here, November 24, with a large extensive bill, headed by Polidor, clown, and which was well received. Polidor speaks Spanish as well as English and kept everybody highly amused.

Program included Mlle. Louise, aerial act; Miss Cossette, equestrian act; Miss Spingoletta, comic equestrian act; Roberto, Cuban slack-rope performer; Albert Powell, billed as an aerial contortionist, performing high in the air without net; the Cristiani Family (six men and two girls), performing with trained horses; Mlle. Hartzell, dancing horse; the Davidson Family, high-pole balancing act; the Dare Devils (three men and two girls), high-class tumbling and balancing act; the Ortans (five men and two girls), acrobatics; and the Arheny Trio, doing closing number of aerial traps. Operated in connection with the big show is a small side show, with a large entrance fee. Show consists of a group of lions and a lioness with three four-month-old cubs, and a group of performing horses, headed by Baby, 3,500-pound Percheron horse.

Price for boxes with seats is \$1.83. Orchestra chairs sell at \$1; back seats at 80 cents, and two upper-balcony seats at 30 and 20 cents.

Keyes Indoor Circus Clicks in Marion, Ind.

MARION, Ind., Dec. 2.—Keyes' United Indoor Circus worked matinee and night shows here this week to two of the largest crowds ever to witness circus performances in this city. Large turnout was said to be due to failure of any large circus to include Marion on its 1939 tour.

Show was under auspices of the American Legion and had fullest co-operation of all civic bodies and Marion Railway, Inc., which furnished free transportation to all who displayed KUI tickets. Performances were staged in the Memorial Coliseum. Proceeds went to defray expenses of equipping the Legion's new Show Booth street horse.

Program presented under direction of Clarence and Lyman Keyes, with Joe Hodgini, equestrian director, and H. F. McEroy, musical director, included: Cosmic act, Dave LaPearl, pony drill and dog act, Pat Kelly, aerial web and cloud swing, Eva Lewis, clown band; high diving dog; head-balancing and high perch, Viola Rooker; long-shoe dance, Harry LaPearl; swinging ladder, pick-up, post, wire act, Bernice Kelly; clown gag; balloon gag, Eva Lewis; clown boxing; single trap, Eva Kelly; Loretta LaPearl's toy dogs; trained clown walk, Foot Bell. In clown falls were Harry and Louie Boob, Sam Furdy, Joe Lewis, Paul Watts and Mike O'Day.

Concessions: Nick Carter, superintendent; William Parello, cashier; Bob Keithly, announcer; Edgar Lawson, candy boss; Gene Miller, pop; Edward Marshall, novelties; Arthur (Hard Times) Leonard, Jack Melnhart and Sam DeLano, butchers.

Boston Arena Floor Space Is Enlarged

BOSTON, Dec. 2.—By the simple expedient of removing several tiers of boxes and reseating the house, the floor space of Boston Arena has been enlarged by some 25,000 square feet, making it the largest of any individual building in the city and permitting the holding of any sort of indoor exposition, carnival or circus.

The ice-skating space in the Arena is now larger by several thousand feet than that of its sister hall, Boston Garden. Both are under the management of Walter W. Brown.

The Knights of Columbus are planning an indoor circus and carnival for the Arena.

"RED" CARTER, singing clown cop, finished a pleasant season of 12 weeks of fairs at Shreveport, La., and is spending a few days in Chicago before going to Minneapolis, where he will winter. "Red" expects to play several indoor circuses during the winter.

The Rodeo

By ROWDY WADY



Leonard Traube

Powwow Period

NEW YORK, Dec. 2.—This is convention time. As these lines are eyed the National Association of Amusement Parks, Pools and Beaches (NAAAPPB), the American Recreational Equine Association (ARE), the Pennsylvania Amusement Park Association (PAPA) and the New England wing of the parent organization (NENAAAPPB) will be in the midst of their deliberations. The other great conventions of the year will be on in Chicago, where the International Association of Fairs and Expositions (IAEFE), the Showmen's League of America (SLA), American Carnivals Association (ACA) and the International Motor Contest Association (IMCA) will stage renewals, and delegations will visit the International Live Stock Show (ILSS).

It must be confessed that symbols denoting the simplified abbreviations of the deliberating bodies, while in use for many years, are first popularized under the New Deal in general and the National Recovery Act (NRA—remember?) in particular. Former Gov. Alfred E. Smith once took time to call the whole affair, in his singularly cogent fashion, "alphabet soup."

The symbolic soup in this industry is not at all bad. NAAAPPB, IAEFE, ARE, PAPA, ACA, NENAAAPPB, ILSS and IMCA have done much constructive work for their respective segments of outdoor show business. Save for the fact that the whole plate should have been served piping hot in one household instead of being served in a division of Gotham and the Windy City, the dish is delicious. But inasmuch as the separation seems to be inevitable and, like it or not, the divorce is upon us as big as life, the under-one-roof subject begs for instant dismissal.

In New York attention will be focused upon a Westerner, the faultlessly groomed and highly intelligent Arnold B. Grier, chief of Elitch Gardens in Denver. Mr. Grier was rushed into the presidential breach vacated when Harry C. Baker died in August. He picked up the reins in midstream and with the energetic co-operation of personal Secretary Joseph J. McGowan, maker and Second Vice-President Harry Batt, boss of Pontchartrain Beach in New Orleans, to name but two of the many active park-caterer functionaries, bids fair to make a success of his first convention try in this city.

In Chicago the spotlight will be trained on an Easterner who, by the way, knows his West. This is, of course, the young and deep-delving Frank Kingman, named IAFE secretary at the parley last year. This will mark Mr. Kingman's baptism of fire as a trade convention buster and program builder. He has been a success in his direction of Brockton (Mass.) Fair and ever since did before he took over at the Shoe City was sparked by brains and inspiration.

Just out of high school in his native Springfield, Mass., about 20 years ago, he was working on payments wondering what the future held in store for him when a friend told him they were asking for men at the Eastern States Exposition. He hopped down to the office of General Manager Charlie Nash, was interviewed in 10 minutes and hung around for six years on office detail with book-keeping as specialty. Came a managerial opportunity at the old Hartford (Conn.) Fair, which he took, staying a couple of years. He then received and accepted an offer as assistant at the Iowa State Fair in Des Moines. He had the advantage of tutelage from the secretarial sage known as Art Gorey, who to this day is a kind of hero of Kingman's. There followed, after two years in Des Moines, excursions of one sort and another, including management of White City Park in Worcester, Mass. Brockton was the next big step and he's still there making good.

Because it is the secretary of a trade association who shoulders most of the problems and burdens, this column preps (See OUT IN OPEN on opposite page)

Hartmann's Broadcast

Notes from the Crossroads

By NAT GREEN

WHILE there were some people who criticized George F. Whitehead, business manager of Kaus Exposition Shows, Inc., for aiding in the arrest of a ticket seller with his organization who absconded with the day-and-night receipts of one of the attractions during the illness of its manager, we think he should have been congratulated by them instead. The ticket seller was not even a showman, mind you. Surely one day's engagement in show business with such Kaus organization could not make him such.

Of course, all those in outdoor show business know, or at least should know, that showmen frown upon the idea of "turning copper." It was probably with that in mind that the criticism was made of Whitehead's step in aiding in the arrest.

Whitehead's main interest in the case, we feel sure, was to have the stolen receipts returned for the purpose of paying the members of the attraction concerned their hard-earned salaries. And we admire him for this.

It would be better all around if there were of this "turning copper" by the ones directly concerned who have clear cases—yes, even in instances where show people get on the wrong path. Not infrequently do (See Hartmann's Broadcast on opp. page)

Circus Saints AND Sinners' Club

By FRED P. PITZER

(National Secretary)

Fred P. Pitzer, National Secretary

NEW YORK, Dec. 2.—James Schombom, our efficient national librarian, is well on his way to making his job amount to something. He has sent out all clippings in connection with tent activities to be sent to him for his colossal scrapbook which he intends to make a historical document to be handed down from librarian to librarian. We hope the membership will respond to his call.

We again saw *At the Circus* the other night and we hope circus managements pick up one little circus scene which we consider so high and which would be an innovation for a regular circus. An equestrienne, dressed in white, with a white horse, makes her steed go thru his high-school tricks, but while he's busy doing it she is singing a song and he is stepping to the rhythm of her vocalization. It is very telling and quite picturesque.

We received a pleasant little note from "Uncle Bud" Sherwood recently. He is still expecting to make a comeback on the air.

Good 8-page Dexter Fellows Tent Club paper is out and it's a wow. We recommend the miniature circus material recommended by Taggart. We know his stuff and it's right to scale.

John Ringling North is in town and has confided to Paul and myself that the Big Show is again to be remodeled progressively. Well, if they'll bring back the leapers, let Shorty Flemm keep on sweeping away the spotlight, keep the show smelling like a regular circus, allow us a sweater under the waving canopy and permit a few jeeps to clown some of the acts in the rings, the modernization won't make this old heart beat any faster.

Good of Charley Somma sent us the following notes regarding the W. W. Workman Tent of Richmond, Va.: Last week the W. W. Workman Tent had the election of officers for the forthcoming year. Among those present at the meeting were Remmie L. Arnold, Petersburg, Va., former national president of the C.R.S.A. The following were elected: F. E. Rose, president; Col. John P. O'Grady, vice-president; Fred Haffling, treasurer; William T. Homburg, secretary.

Joe Koss was chairman of the nominating committee. Installation of officers will take place at the December meeting on the 14th.

Plans are being worked out by the entertainment committee for the Christmas party to be given at the Hotel at the John Marshall Hotel. We do hope that a representative group from the Dexter Fellows Tent will be able to attend.

THE CROSSROADS is entered this week on the Magic Carpet or thereabouts, and if you swing a bull by the tail anywhere in the lobby it would mess down some of the biggest showmen in the country. Not that any bull is being thrown—oh no-o-o-o!! It's a great sight to see a man get into the show business confab, swapping gossip and greeting old friends. Judging by the preliminaries of the last 10 days, it's going to be a great week.

Last Wednesday night the Magic Carpet was turned into a broadcasting station, and the program, quick slicer, sponsored by Tuna (free ad), was practically turned over to the showmen and the Showmen's League. Art Brisse, "youngest man who has shot a million dollars' worth of fireworks" (Ripley is our authority) and the one featured in *My Dear Children*, the John Barrymore show; Pat Purcell, of Jimmie Lynch's Death Dodgers, and Ernie Young, revue producer, all appeared on the program. This was not the only air show of the week, however. The Showmen's League got a break. The Crossroads scribe appeared on Eddie and Fannie Cavanaugh's gossip program Wednesday; President J. C. McCaffery was interviewed Friday on the People's Gas Co. Home-Making Hour on WFLA and Frank E. Durfield on the Words and Music show on WBBM Saturday. Eleanor Getzenander, jumping horse rider whose picture *Genie the Great* was recently released, will be on the air Monday and Tuesday of this week.

Along towards evening when the old dose began to wane from constant "trotting" on the Carpet, the boys adjourn to the Celtic Room, where they can watch the passing parade. Truly a cosmopolitan spot—big business men, politicians, school teachers, sports celebrities, and anything else that the old ladies out to see what it's all about, and not-so-timid ladies who know what it's all about; salesmen, newspaper men, out-of-towners on the loose, adventurers and adventures. An interesting study of human nature. Anything is liable to happen and usually does. There was the other night, for instance, when the Crossroads mug and several carnival and circus cronies were sitting peacefully contemplating Maxwell Parrish's striking painting of Old King Cole over foaming mugs, the while lending an ear to the lively music dispensed by the Three Personalities of Rhythm—Eddie Rice, Vera Garrett and Dolores Donar. In walked a distinguished-looking gentleman of Germanish bearing. His face wreathed in smiles as he recognized one of the boys, and right then and there began a social session with Dante, the famous magician, that was one of the pleasantest we remember. Word traveler and master deceptician, Dante also is a master entertainer, and only the winking of the lights for closing time broke up our little confab.

Pat Purcell, thrill impresario, arrived in town looking exceptionally pert, due perhaps to a couple of important Eastern contracts he's signed for next season. . . . Tom Crawford's new show came in from California Wednesday and will be here thru the convention. . . . Harry Lewiston, in from Pittsburgh, reports that his store show in the Smoky City successful. . . . After finishing a tandem trotting team, the Ripley exhibit at the Golden Gate Exposition, Frank Zambrino has been appointed general manager of Ripley's Oddities in New York. . . . At the Indiana State Fair Harry Atwell photographed the famous tandem trotting team Grayhound and Rosalind, and he has just discovered that in the picture the eight feet of the two horses are all off the ground—a truly remarkable shot that couldn't be obtained once in a thousand times. "Mac" MacLeod, City Stadium manager, just back from Indianapolis and says the fairgrounds auditorium there is going great with hockey and other attractions. . . . Item under "Los Angeles" that *The Billboard* of November 27 was credited to the team. . . . We'll be back with Cole Bros' Circus next season. Latest report is that he will handle the duties of general agent with that show.

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

JOE LAUREY, floor manager of Army Roller Rink, Chicago, is to participate in a five-mile race in Savoy Rink, Chicago, on December 6, reports Bill Hennings. Army skate-room manager, George Schrader is in charge of beginners. Broom ball retains its popularity, rink having 10 teams in operation and girls teams are being organized. New rink stickers were recently prepared.

SATURDAY Morning Junior Dance Club in Winter Garden Rink, Boston, started on November 18, 75 attending. Membership is limited to those under 18 years of age.

ATHENS (O.) Roller Rink opened on November 11 under management of G. E. Moore. Sessions are held nightly, with matinees on Saturday and Sunday. Wednesday afternoons are for women. Vernon Smolick is Hammond organizer.

ABOUT 5,000, including many city and county officials, attended preview and dedication ceremonies of Paterson (N. J.) Recreation Center, which houses a new roller rink and other facilities. Harry B. Haines, publisher of *The Paterson Evening News*, dedicated the rink and Harry M. Smith, a director, assisted as emcee during the program, which opened with Cete Malone singing the national anthem, accompanied by Maurice Grudine on the Hammond organ, Earl Van Horn, manager of Mineola (L. I.) Rink and vice-president of the Roller Skating Rink Operators' Association of the United States, served as emcee during exhibitions by Lois Coedler, 11-year-old skater; Mrs. Ruth and William (Rich) Holland, managers of the rink; Helen Kiel and Eddie O'Neill, national silver



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medalist dancers; Barbara Killip and Walter Hughes; Betty Lytell, national silver medalist figure skater, and Walter Bickmeier Jr., free skater. Officers are Louis M. Berliner, city recreation commissioner and president and general manager of the new organization; Harry Weiner, comptroller; Samuel Schwartz, Harry A. Smith and Daniel Berliner, directors. Instructors are Mary Walters, Ruth Housman, Kay Gensinger, Helen and Jules Rhoades, Frank Recca, Sidney Weil, Michael Vavrinec, Fred Agamie and Henry Ferraro.

ERNIE ARNO, trick skater, was booked by Earl Van Horn for appearances November 30-December 3 in Mineola (L. I.) Rink.

ORYSTONE Skateland management, Columbus, O., was host to members of Columbus Roller Club at a party on November 27. Club Manager George Anagnost, said membership is more than 800. Rink features free half-hour beginners' classes before sessions on Tuesday, Friday, Saturday and Sunday nights and Saturday and Sunday afternoons. Manager Anagnost reported excellent patronage at two sessions on November 23.

MANAGEMENT of Tivoli Theater, Brooklyn, N. Y., has opened a skating rink, the Park Circle, on Ocean Parkway, Brooklyn, which is reported doing very well.

FRANK RAFUL, manager of Summit Beach Park, Akron, reported that the reconditioned park rink is now owned by Summit Beach, Inc., and that he is in charge of operation. Manager Raful said the rink is having a good winter season, with sessions nightly and Saturday and Sunday afternoons. Special events are planned for the holidays.

VERN SKELTON, operating roller rinks in five upper Wisconsin towns, conducts sessions Tuesdays at Lake Nebagamon, Wednesdays at Marengo, Thursdays at Bayfield and Fridays at Iron River and Ashland.

GEORGE SILAS has converted his Blue Room night club, Chattanooga, Tenn., into a roller rink. Daily matinee and night sessions are staged.

MRS. MAE WEEGAR opened a new roller rink recently in Golden Slipper Hall, Colfax, Wash., and has inaugurated a program of daily skating sessions.

ROLLER RINK and swimming pool are planned for Juneau, Alaska, by a group headed by G. E. Krause, who plan to alter a Southeastern Alaska Fair building for the recreational center.

WINTER GARDEN Roller Rink, Boston, will close on December 10 for installation of new maple flooring and will reopen on December 24. Ches Votus Rink, Dorchester, Mass., and Lyonhurst Rink, Marlboro, Mass., under Winter Garden management, will remain open.

SOL KOTLER has equipped and opened a roller rink in the annex to Convention Hall, Camden, N. J., sound equipment having been furnished by Donald T. Hankins, Philadelphia.

FRANK HOLTZCLAW and associates, who recently opened new Skateland, Boise, Ida., report business satisfactory despite cut-rate competition. For the past 15 years Holtzclaw has operated in the Northwest and Middle West.

OUT IN OPEN
(Continued from opposite page)
fers to be expansive on Kingman, Hodge, the park soc. is a veteran. Conventions are nothing new to him. The chances are he doesn't like New York as the scene of the huddle. If so, we can't blame him. He didn't like the idea of meeting here in 1933 either. He's an old campaigner in these things, conservative, steady and a sharp checkmate of the untried and the experimental.
Kingman's mental complexion is progressive, but no fancy Dan stuff for

him. Experiments, yes, but they must be tested out first on paper and then tested before executed. His communications are brief but pointed. In keeping with Brockton tradition, he plays it lavishly but shows profits even in adversity, including the weather. He is an indefatigable worker, a dealer in statistics until he makes them interesting, alive and provocative. He has a tendency to talk rapidly and, when questioning you, expects quick but well-thought-out answers. He is a voracious reader, a hunter in all sorts of literature for the unusual and the novel for adaptation to his work as fair manager and association secretary. He travels widely and gets around smoothly.

Kingman inherited the IAFB secretarial mantle of Ralph Homphill, and when he did this column observed that he would either be a colossal success or lay a great big egg. No middle ground for the Kingman type. The man always precedes a conversation with us by reminding us of our observation.

On the domestic side, Kingman was married in Chicago in 1933. The day was Chicago Day at the World's Fair. They have one child, a boy. A few years ago was elected president of Massachusetts Agricultural Fairs Association. He married an otherwise intelligent incubency by managing to persuade us to make a speech at the annual meeting of that body. We did—with dire results. It goes to prove what a terrific salesman he is—even the history records the speech as a flop.

We give you Frank H. Kingman, the under-40 secretary of the IAFB and the Brockton Fair, an outstanding devotee of flower shows, lighting and architecture.

HARTMANN'S BROADCAST

(Continued from opposite page)
we get requests to publish stories about individuals alleged to have done wrongs, yet those complaining seem to lose sight of the fact that they are asking us to do something they themselves will not, and that in "fair copy." We will do our share of publicizing cases of this kind if complainants will do theirs. If anybody is not interested enough to have a warrant issued against an alleged wrongdoer, then why should a publication be?

HARRY A. ILLIONS submits some interesting data on the speed and safety factors of riding devices, especially the Ferris Wheel. "Today the public demands speed, especially the younger generation, and we, therefore, have to speed up our devices if we want to be in the swim. For instance, on our two No. 16 Ferris Wheels we increased the speed of one to seven revolutions per minute while the other was about 3 1/2. In over a month's time we could not get anybody to ride the slow wheel. They all wanted to ride the fast one. In checking on this speed we found that the bearings which hold the main shaft of the wheel were inadequate for the fast speed. We immediately got in touch with bearing manufacturers and the result was that we installed different bearings on both wheels. The cost was no small item, inasmuch as the main shafts of the Ferris Wheels are 3 1/2 inches in diameter. And we found out that the saving in electricity alone, over a period

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Minneapolis at Third, Springfield, Ill.

of three months, more than saved the cost of the new bearings.

"I have been in the riding device industry over 35 years and when you mention that the owner should check his riding device you put your finger right on the most important point, because it is only the owner who has the direct say-so and his decision is final.

"At the Canadian National Exhibition this year we had to increase the speed of all our riding devices, but we had to get a permit from several inspectors from the Province of Ontario before doing so. While the inspectors may have worked a little hardship upon us, we must say that the exhibition deserves a vote of thanks from 'Fatsy' Gopkin, director of the midway, and the many riding device operators at the exhibition, including myself. We had the Rapids Ride, Bozo Ride and the new Maple Carpet. We increased the speed of the Rapids ride 50 per cent, and after the inspectors rode it they suggested several safety factors which we were glad to install. We increased the speed of the Bozo Ride 10 per cent, and while we did not have to install any additional safety factors, the inspectors checked every angle for a possible accident.

"Even the Merry-Go-Rounds, which are about 50 feet in diameter and which used to make four revolutions a minute, today attain a speed of from six to eight revolutions."

IF the fair midway is Murphy-censored, one can bank on it being clean, both from the standpoint of games and attractions. For five or six years now "Chicago," whose initials are J. F., has been fulfilling the duties of midway censor at the York and Bloomsburg (Pa.) fairs, and officials of these fairs will vouch for the statement that he has done a mighty fine job.

Operators of games not on the up and up and of off-color attractions inevitably well know by this time that they have a chance to light on the grounds of these two fairs. For the first couple of years J. F. had trouble with some operators who tried to step, but there has been practically none since.

A Wonderful Christmas Present
High Top White Calf Skin Shoes on
"CHICAGO"
TRADE MARK REG. U.S. PAT. OFF.
The World's Greatest Roller Skates
Now better than ever. Put some "Pop" into your rink now. Our ATTRACTIVE WINDOW CARDS will help you.
Bushings Rewooded.
Chicago Roller Skate Co.
4427 W. Lake Chicago, Ill.

CANADIANS WILL CARRY ON

CAE Proceeds For '40 Annuals

Fairs, declared valuable to morale during war, to be held—Lordly new head

OTTAWA, Ont., Dec. 2.—Despite Canada's participation in war and because provincial and federal governments feel that exhibitions will do much to maintain morale on the home front, the Canadian Association of Exhibitions in annual session here on Wednesday and Thursday unanimously decided in favor of carrying on the fairs through the dominion next year.

The meeting, which elected E. Frank Lordly, manager of Halifax (N. S.) Exhibition, president, was attended by about 100 delegates representing towns and cities from Halifax to Vancouver. This attendance, despite an air permeated with war, was better than that of last year. Among those attending were George A. Hamid, New York, responsible for many of the grand-stand shows at Eastern Canadian fairs; Joe Hughes, of the Hamid office, and Max Linderman, (See *Canadians To Carry On* on page 39)

Indiana Figures Up On Gate and Awards

INDIANAPOLIS, Dec. 2.—The 1939 Indiana State Fair here had profit of \$55,659.71 as of October 31, said Publicity Director Levi P. Moore, also a board member. Paid admissions totaled \$12,905.

Advance sale of tickets was very successful, more than 200,000 having been sold in less than 30 days. Fair ran eight days instead of the usual seven, and eight days are scheduled for 1940.

Largest sum in history of the annual was paid in premiums and purses, total of \$152,248 being augmented by \$2,500 for the Greyhound double hitch.

Davenport Directors Plan Improved Financial Set-Up

DAVENPORT, Dec. 2.—Mississippi Valley Fair and Exposition Association reported it has cleared all indebtedness except about \$52,000 in mortgage foreclosure proceedings involving the fair property and payments of \$800 due Mrs. Peter Jacobson during the next few years. Negotiations are expected to be ended soon for a one-year extension of the period for redemption of the fair-grounds property under a mortgage foreclosure decree held by Liquidation Corp. and Union Savings Bank and Trust Co. reversionary. Period of redemption would normally expire next April.

A surplus from the 1939 fair, in addition to discharging current obligations and satisfying open accounts unpaid after the 1938 fair, was sufficient to pay (See *Davenport Directors on page 39*)

Durham To Add Buildings

DURHAM, N. C., Dec. 2.—With reported withdrawal of C. E. Isaacs, operator of Durham County Fair here, only the fair operated by the American Legion Post remains, and extensive plant improvements, including addition of cattle and poultry buildings, are planned, reports W. J. Thorpe, business manager. Name of the Legion fair will be changed from Durham Tobacco Festival and Fair to American Legion-Durham County Fair and Festival. Date of the fair, which formerly opened on Labor Day so as not to conflict with Durham County Fair, will be changed so as to catch tobacco money.

ORVILLE (WHITNEY) HARRIS, clown cop, reports he is visiting his mother in Detroit for the holidays with his wife, Hazel Cotter Harris, serialist, after a 26-week engagement at the New York World's Fair.



HARRY G. TEMPLETON, manager of Indiana State Fair, Indianapolis, which presented one of its biggest annuals in 1939, led discussion on "Obtaining Substantial Results From Advance Ticket Sales" at the IAFE annual meeting in Chicago. More than 200,000 advance tickets were sold in Indiana in 30 days this year. Fair had \$55,659.71 profit and 412,305 paid admissions. An extra day was added, making it an eight-day session. More than \$157,000 was received in premiums and purses.

Surplus of \$9,565 Shown by Edmonton Despite Daily Rain

EDMONTON, Alta., Dec. 2.—Surplus of \$9,565 on 1939 operations of Edmonton Exhibition Association was reported to directors by Percy W. Abbott, managing director. Surplus was recorded despite rain on every day of the fair.

Despite the outbreak of war the association plans to continue the annual in 1940. Director Abbott said that in certain branches economies could be realized, but for the most part it will be continued on the same basis. Major reductions in the budget for 1940 will be in the prize list of the spring show and elimination of the parade on opening day of the exhibition. Director Abbott said outbreak of war was another reason (See *SURPLUS OF \$9,565* on page 39)

John P. Fielder Passes

SPARTANBURG, S. C., Dec. 2.—John P. Fielder, secretary of Spartanburg County Fair Association, who died here on November 29, had been active in association affairs since its organization in 1907 and had been a board member many years. Since 1928 he had been connected with the association in an executive capacity, two years as president and for the past nine years as secretary. He had been active in civic, religious and fraternal circles, having been a former member of Spartanburg city council. Details in the Final Curtain.

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."

Change to Fall Better for Jax

JACKSONVILLE, Fla., Dec. 2.—Despite three days of rain and cold weather, attendance of 158,000 at Duval-Jacksonville Fair on November 17-26 was an increase of several thousand over 1938 figures, attributed by officials to a change from spring to fall dates. Management was pleased with results of the change and plans to keep the policy in effect. The receipts were trimmed somewhat because of adverse weather, an exception was Children's Day, when 50,000 attended, including 20,000 adults, to make it the biggest day of its kind in 10 years and receipts were correspondingly good.

Midway was occupied by Johnny J. Jones Exposition, which made its first appearance here in 10 years. Show officials reported excellent gross, with Plantation Revue and a girl show having best gross. On Children's Day rides did well. Several thousand orphans were guests of the fair management on one day and E. M. (Tommy) Allen, manager of the Jones shows, was their host on the midway.

Officials were gratified with increased entries and quality of animals presented by Secretary E. Ross Jordan in conjunction with County Agent A. S. Lawton in an accredited herd dairy cattle show, said to be the first of its kind staged in Florida. Exceptional blooded (See *Change Better for Jax* on page 39)



PERCY W. ABBOTT, managing director of Edmonton (Alta.) Exhibition, returned to his home in much better health after spending several months in Vancouver, B. C. At a directors' meeting he was named delegate to the annual meetings of Canadian Association of Exhibitions in Ottawa, Ont., November 29 and 30, and International Association of Fairs and Expositions in Chicago, December 5 and 6. He is a past president of IAFE. It is expected he will not resume his exhibition duties until March. Photo by Jack Dadsell.

La. Gets Net of \$14,912, Despite Adverse Weather

SHREVEPORT, La., Dec. 2.—Despite a drop in 1939 attendance of 13,147 from the 1938 gate, night grand-stand revenue attendance upped 21 per cent from last year with second performances being forced on two occasions to meet demand, according to the official report just released by Louisiana State Fair Association here.

Drop in attendance from 294,312 in 1938 to 261,165 was attributed to cloudy and threatening weather. Fair, however, showed net profit of \$14,912.74, of which \$2,705.25 was put in permanent improvements, Treasurer Justin Querbes reported.

First three days showed record attendance receipts, he pointed out, adding that officials consider the year's total high in relation to weather conditions.

Iowa Show Net Is \$18,000

WATERLOO, Ia., Dec. 2.—Waterloo Dairy Cattle Congress showed net profit of about \$18,000 in 1939. It was reported at the annual meeting of directors, about \$8,000 less than in 1938, partly because prize money was boosted \$4,500. Board spent \$30,000 in permanent improvements, including 4-H building, \$13,000, and a cattle barn, \$11,500. H. M. Smith was elected to the board to succeed the late A. W. Brown.

BOSTON.—Paul Denah, New England representative for George A. Hamid, Inc., has recovered from a long illness and is back on the job.

Talkers and Topics Set for Iowa Meets Of Secs and Board

DES MOINES, Dec. 2.—Discussion of problems of Iowa's 85 county and district fairs will mark the 32d annual convention of Iowa Fair Managers' Association here on December 11 and 12 in the Savery Hotel.

Meeting will open with registration, distribution of badges, payment of dues; community singing led by D. D. Offringa, Waverly; appointment of committees on resolutions, credentials and auditing by the president. Among speakers and subjects will be *Improving Our Premium Lists*, H. M. Knudson, Mason City, with discussion led by L. M. Ruck, Fond du Lac; *Trend of Attractions for County Fairs*, Sam J. Levy, Chicago, and discussion led by Harry J. Rodman, Monticello, and discussion of topics received in the question box.

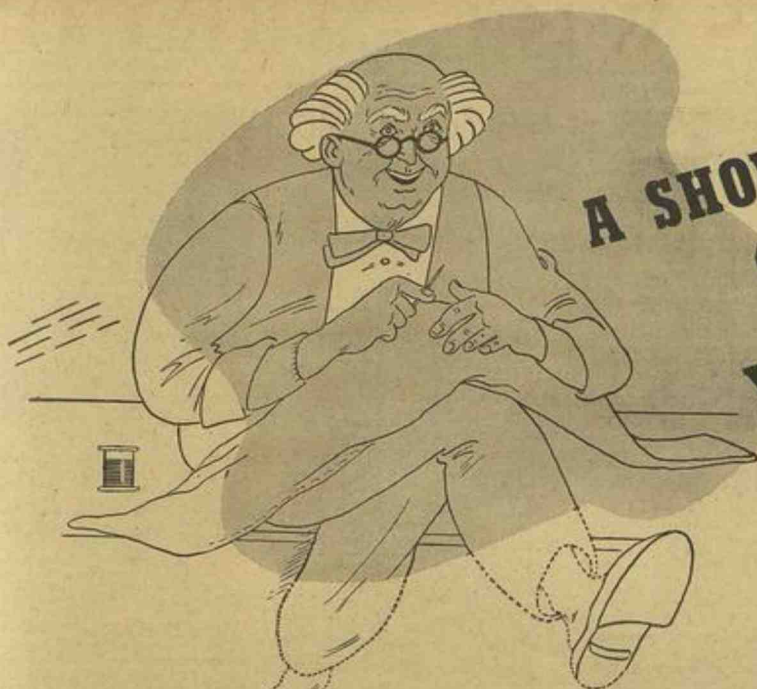
Tuesday sessions will open with roll call, singing, introduction of new secretaries, address by President Howard W. (See *IOWA MEETS* on page 39)

Ohio Offering New Awards For Departmental Exhibits

COLUMBUS, O., Dec. 2.—Managers of Ohio's 90 county and independent fairs are digging thru records for data to substantiate bids for new State-wide honors to be awarded for the first time at the annual Ohio Fair Managers' Association convention to be held in the Des Moines Hotel here on January 10 and 11. Well-kept 12 fairs will be able to share in the new honors which will be awarded for the best department exhibit at any Ohio county or independent fair in 1939.

Departments include junior fair, horses, cattle, swine, sheep, dairy products, poultry, rabbits and cavies, agriculture, horticulture, manufacturing and machinery and women's department. Beautifully engraved certificates of merit will be awarded to the fairs able to qualify by having had the best exhibit in any of these departments. Certificates will be given to the fairs which have been awarded in addition to the Myers V. Cooper trophy awarded annually to the Ohio fair found at the convention to (See *OHIO'S NEW AWARDS* on page 39)

BOSTON.—Herbert Dotten, press representative for Lucky Teter and his Red Drivers, closed with the show after the Boston Garden circus and returned to his home in Newark, N. J.



**A SHOW TAILOR TO
"FIT"
YOUR NEEDS**

Just as a tailor is capable of fashioning garments to the individual taste of the wearer, MUSIC CORPORATION OF AMERICA can build for you an all-star production, guaranteed to please and entertain your patrons.

You can now present, EXCLUSIVELY in your area, personalities of the stage, screen and radio who have an established following.

Think what this means! These famous attractions are known the width and breadth of the land. Your patrons

want to see their favorite entertainers and MCA offers you this opportunity to establish new attendance records.

No Fair is too small and no exhibition is too large to play an MCA Star Unit. Each production is equipped with full lighting and scenery.

These wonder shows are available for your fair, for a single day engagement or longer. Repeat business is assured by engaging two or more of these productions during your fair week.

THESE FAIRS AND EXPOSITIONS FEATURED MCA ORCHESTRAS AND PERSONALITIES DURING 1939

NEW YORK WORLD'S FAIR
TORONTO NATIONAL EXHIBITION
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EASTERN STATES EXPOSITION
WISCONSIN STATE FAIR
OKLAHOMA FREE STATE FAIR
WICHITA FESTIVAL & STOCK SHOW
SOUTH TEXAS STATE FAIR
WEST TEXAS FAIR
FLORIDA FAIR & GASPARILLA

GOLDEN GATE INTERNATIONAL EXPOSITION
CENTRAL CANADA EXHIBITION
MICHIGAN STATE FAIR
NEW YORK STATE FAIR
DUQUOIN STATE FAIR
LOS ANGELES COUNTY FAIR
TRI-STATE FAIR
PANHANDLE SOUTH PLAINS FAIR
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Appointed Official Directors of Entertainment for Golden Gate International Exposition, S. F.

MCA Attractions were Used Exclusively at the New York World's Fair, Flushing, L. I.



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SEVEN OFFICES TO SERVE YOU, EACH A COMPLETE UNIT IN ITSELF

Supplement to Out in the Open

By LEONARD TRAUBE

Owing to the timeliness of the Chicago-New York conversations of outdoor bodies, which are discussed in his regular space, this "supplement" is furnished in order that the thread of an important topic as represented below may not be broken.—Editor's Note.

"In the November 25 issue you ask some very pointed questions in regard to the particular branch of show business known as thrill shows," writes Frank Winkley, projector of the Suicide Club, thrill attraction headquartered in Minneapolis. As one who has been connected with the execution and merchandising of motorized manias since the embryonic days of flying, circuses and auto polo, Mr. Winkley thinks he is qualified to speak. We think he is, too. From here on the suicide clubster occupies the stump:

"I wish to state very emphatically that this is none of the well-known marley that so many of the boys spread for publicity purposes but the real honest-to-goodness McCoy, and I hope to be perfectly fair to everyone concerned. Honors for the very first show of the type you mention must go, I believe, to my erstwhile employer, Clarence Hinck, of Minneapolis. This was no modern thrill show, I grant you, but the evolution from the old type of show with flying circus, motorcycle races, auto polo, etc., was no gradual, that it is hard to determine just exactly when the present shows came into existence.

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BOOKING
1940
DATES

Selden
THE STRATOSPHERE
MAN
WORLD'S HIGHEST
AERIAL ACT

A FEATURE Attraction at some of the country's largest 1939 fairs and acclaimed by secretaries and managers as the greatest act in the country today. Insure a bigger attendance for your 1940 Fair by booking Selden, The Stratosphere Man. Write today for the new pictorial folder.

CONVENTION VISITORS

See My Display at the
HOTEL SHERMAN
DECEMBER 4-5-6

The only act presenting a giant away 30 ft. across the sky. A feature that makes your heart stand still!

Permanent Address:
CARE OF THE BILLBOARD,
CINCINNATI, OHIO

Every Minute
Every Second
is THRILL!

WELCOME, FAIR SECRETARIES

BARRY, BREEN & WYLER

With

MCA's First Fair Unit "STARS ON PARADE"

Thanks to

EDDIE ELKORT and HOGAN HANCOCK

ALL
ACTS
ATTENTION

WRITE
OR
WIRE

New Rosenhals
STANDARD OUTDOOR ACTS
For Our 1940 Circuit of Fairs

WANTED

HIGH CLASS
STANDARD OUTDOOR ACTS
For Our 1940 Circuit of Fairs

We "Sell" the Best and "Forget" the Rest.

529 1/2 Commercial Street, Waterloo, Ia.

Hinck and Swenson

"To get back to Hinck, I believe that his first performances, which were of the type just mentioned, took place about 1921. Hinck, now a hotel operator, keeps active in the thrill business by playing two or three spots each year—more as a hobby than a business.

"Close on Hinck's heels came a young fellow by the name of Austyn O. Swenson, whose Royal Flying Circus and Motor Derby took definite shape about 1923. Aut, who is at present one of the mainstays of the Racing Corporation of America, was my first employer, and in the two years following Swenson's death, I learned more from this ambitious fellow about every angle conceivable in the outdoor amusement business than I have learned in the 13 seasons since then. And he was young, only about 25 at the time.

"Following Hinck and Swenson came Delmar Snyder's Flying Circus and George Babcock's, all patterned along the same line.

Head-On Collision

"The first head-on collisions between automobiles began to make their appearance about 1927 or 1928. A fellow named Charlie Marsh had spent a season with B. Ward Beam prior to 1929; when he joined Hinck's show. He brought with him the head-on collision and therefore as far as I know, Beam must be given credit for this great act, which has survived more than a decade of popularity. Beam would probably give 1927 as the positive year of its inception.

Rolling 'Em Over

"The first auto I recall being in use for rolling over was a specially built contraption of William Espe, of Crookston, Minn. Bill was a well-known auto polo and pushball man with a good imagination and a sense of showmanship. His cars made their appearance in 1927. After building a car which rolled side ways he fashioned one that went end over end. The poor fellow met his death in a peculiar accident at Aurora, Ill., in 1928 while standing on the ground in a roll-over car with a girl driver in the seat. Since Bill's death his twin cars have changed ownership many times and appeared in front of many grand stands to speak of and the pilot was in a regulation racing-type bucket seat.

Crashing the Boards

"Motorcycle board-walk crashes made their appearance in 1931 or 1932, and I believe they were originated by Jack Early or Bo Huckman. One of my very best friends lost his life performing the stunt in 1933. From this came the auto board-walk, and I am going to take the credit for originating this stunt, both the single and the double, or multiple, wall crashes. We started this in 1933 with single walls on the track and just drove thru them. By 1934 we were driving thru three and four walls consecutively, and the same year we started to jump thru them.

"I can't state definitely who drove off the first ski because I understand the Overland manufacturers had a commercial show as far back as 1923, when they jumped their cars off skis. But the first time ever saw a driver jump over skis was in 1934, when Bob Ward was breezing around a few of the larger Middle West fairs (and I do mean breezing, with most of the wind coming from Bob's own indefatigable vocal cords).

Oh, Yes—Winkley

"As to your last—who, I firmly believe that Ward Beam during his many years of operation as a producer has snatched up more autos than any other man in

Fair Meetings

Kentucky Association of County Fairs, December 7, Capitol Hotel, Frankfort, Joseph Pollin, president, Springfield.

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.

Indiana Association of County and District Fairs, January 2 and 3, Claypool Hotel, Indianapolis, William H. Clark, secretary, Franklin.

Wisconsin Association of Fairs, January 3-5, Hotel Schroeder, Milwaukee. J. F. Malone, secretary, Beaver Dam.

Western Fairs Association, January 4-6, Hotel Stockton, Stockton, Calif. Tevis Paine, secretary, Sacramento, Calif.

Kansas Fairs Association, January 9 and 10, Hotel Jayhawk, Topeka. R. M. Sawhill, secretary, Glascow.

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, Desher-Wallich Hotel, Columbus. Mrs. Don A. Detrick, secretary, Bellefontaine.

Eastern Canada Association of Exhibitions, January 15-17, Royal Alexandra Hotel, Winnipeg, Man. Sid W. Johns, secretary, Saskatoon, Sask.

Western Canada Fairs Association, January 15-17, Royal Alexandra Hotel, Winnipeg, Man. Keith Stewart, secretary, Portage la Prairie, Man.

Massachusetts Agricultural Fairs Association, January 18 and 19, Hotel Kimball, Springfield. A. W. Lombard, secretary, 136 State Street, Boston.

Virginia Association of Fairs, January 22 and 23, John Marshall Hotel, Richmond. Charles B. Balston, secretary, Staunton.

Michigan Association of Fairs, January 23 and 24, Hotel Fort Shelby, Detroit. Chester M. Howell, secretary, Chebaning.

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. E. M. Suckersoff, secretary, Sidney, Mont.

Texas Association of Fairs, February 1-3, Adolphus Hotel, Dallas. Pete H. Smith, secretary, Palsinville.

Association of Tennessee Fairs, February 6, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.

New York State Association of County Agricultural Societies, February 6, Pen Eyck Hotel, Albany. G. W. Harrison, secretary, Albany.

SECRETARIES of associations should send in their dates, as inquiries are being made.

the country. His ace stunt driver, Nifty Fazio (nee Charles Bobb) of Fargo, N. D., has engaged in more of these unsmiles than any other man with the possible exception of Phil Stark, of Minneapolis, who has worked for Beam, Hinck, myself and others.

"In conclusion, I would be a chump if I didn't toot my own whistle after giving all of the competition a break. I believe I am the oldest man in the standpoint of actual years in the service producer-performer thrill showman and have taken part in every one of the stunts you mentioned except parachute jumps and aerial exhibitions—and I've even been fool enough to volunteer for them."

Next week: Another thriller will have his say. This will appear either in this space or in the regular column.

Iowa Aid Shortage Prorated

DES MOINES, Ia., Dec. 2.—A. R. Corey, secretary of Iowa State Fairs, announced that \$140,000 in State aid is being paid to 85 county and district fairs as their allotment of the State fund. State aid is paid from an appropriation by the Legislature based on amounts of premiums paid. Appropriation this year fell \$7,116.80 short of paying amounts to which the fairs were entitled under the general law, Secretary Corey said, but as the law prohibits payment of any amount larger than that appropriated, the shortage was prorated.

STEVENS POINT, Wis.—Portage County board voted \$250 to Rosbath Fair Association, operator of Portage County Fair.

SF Leaders Work On Creditors for '40 Expo Extension

SAN FRANCISCO, Dec. 2.—Movement for a second edition of Golden Gate International Exposition next year is still in abeyance, Burton J. Wyman, referee in bankruptcy, advising on Wednesday granted a continuance until next Monday of a hearing of the bankruptcy petition. He ordered the extension when attorneys for the Exposition Co. reported they wished to file an amended petition. Continuance beyond Monday would not be granted unless a majority of the creditors agreed, Wyman said.

Referee, after determining the sympathies of the creditors, must decide whether a reorganization plan may be adopted or whether the exposition must be liquidated completely.

City leaders meanwhile are attempting to line up the support of creditors. Board of supervisors adopted a resolution which named a committee to contact major individuals to whom the fair is in debt. Postponement of the arguments may bring encouraging news in the form of a more detailed plan under which the exposition could operate.

Ellis Levy, Manager of the Telenews Theater, the other day decided to film a new reel debate on the Fair-for-'40 angle. Dan London, chief of the fair's fund-raising committee, agreed to argue the affirmative, but the whole deal had to be called off because Levy could not find anyone to argue the negative.

Pine Belt Loop Again Votes To Change Grand-Stand Notes

AITKIN, Minn., Dec. 2.—Sixty delegates from Aitkin, Beltrami, Itasca and Wadena counties attended the annual meeting of Minnesota Pine Belt Fair Circuit here on November 29. President M. B. Day, Beltrami; Vice-President Allan J. Doran, Grand Rapids; and Secretary - Treasurer Whitney Murray, Wadena, were re-elected.

Dates were set for 1940 circuit to open again at Wadena County Fair, Wadena, and be followed by Beltrami County Fair, Bemidji; Itasca County Fair, Grand Rapids, with overlapping dates, and Aitkin County Fair, Aitkin. Loop will again book two units of grand-stand attractions to play two days at each fair so as to give change of programs.

Midways will again be independent as for the past 11 years. Arrowhead Amusement Co. to furnish rides at Wadena and Grand Rapids and Midway Show to have rides in Bemidji and Aitkin.

Fair Elections

STURGEON BAY, Wis.—Door County Fair Association re-elected Arthur L. Weber, president; Harry Brann, vice-president; John Miles, secretary; Ralph Jenquin, treasurer.

CALEDONIA, Minn.—Houston County Agricultural Society elected William J. Daley, president; George Watson, vice-president; A. M. Eken, treasurer; Edward Zimmerman, secretary.

FOND DU LAC, Wis.—Fond du Lac County Agricultural Society re-elected Clarence Sheridan, president; William E. Seffern, vice-president; R. H. Cameron, secretary; Leo Richter, treasurer.

PRESTON, Minn.—Fillmore County Agricultural Society elected James O'Hara, president; H. A. Derenthal, Joseph Christenson, vice-presidents; Charles Utley, secretary; Earl Broadwater, treasurer.

CYPRESS RIVER, Man.—Reorganized after seven years inactivity, Cypress River Agricultural Society elected: President, James Miller; vice-presidents, Chester Paul, Mrs. John Townsend; secretary-treasurer, Milton Young.

VINTON, Ia.—Benton County Fair board re-elected Secretary W. J. (Bill) Campbell, Jeup.

WADENA, Minn.—Wadena County Fair re-elected Arthur Matti, president; Whitney Murray, secretary; Carter Steadman, treasurer. Clyde Kelsey was elected man, treasurer. Clyde Kelsey was elected man, treasurer. Directors named were J. vice-president. Directors named were J. (See FAIR ELECTIONS on page 32)

Over 10,000,000 People at the N. Y. World's Fair and 106 Regional County and State Fairs in 1939 Saw and Proclaimed

JIMMIE LYNCH

AND HIS DEATH DODGERS

The World's Greatest Automobile Thrill Show

FLASH!

In 1939 the
**DEATH
DODGERS**
Purchased and Used
More 1939 Cars
THAN ALL OTHER
THRILL SHOWS
IN AMERICA
COMBINED



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**NOW BOOKING
FOR
1940**

In All Sections
of United States
and Canada

FACTS!

The **DEATH
DODGERS**
HAVE THE LARGEST
STAFF IN THE FIELD

NEW CARS
NEW THRILLS
NEW IDEAS
FOR A BIGGER
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TALE SHOW EXHIBITS HEAVY

Many Displays Come by Truck

Placing of equipment for NAAPPB-AREA meet in Hotel New Yorker big task

By R. S. UZZELL

NEW YORK, Dec. 2.—The paths of amusement park men and amusement device manufacturers are converging on New York City. Already many are in the city and requests and bills of lading are coming in to fortify us in looking up shipments and getting them delivered to the New Yorker Hotel. While all shipments can be delivered to the hotel on arrival, none can be placed in the exhibit room until Monday, December 4. There will be feverish activity in that room on Monday until 1:30 p.m., when the annual meeting of American Recreation Equipment Association is held in the Panel Room, third floor.

The enormous amount of work involved in unpacking and placing on exhibit, then reversing the process and getting out by Friday night might well be compared to the setting up and taking down of a carnival. Here are more than 100 exhibits transported, some of them long distances, and placed on display in as fine condition as when they left the factory. To insure this required careful and expensive packing, equal caution must be exercised in repacking and returning to the factory or to a customer. Most of the exhibitors put in their hardest week of the year in doing this work and meeting customers. It is not to be wondered that some of them go to sleep in convention halls or retire to their rooms for four winks and a nod.

John Stock Recovers

Never before have so many exhibits come in by truck direct to the hotel. From factory to hotel direct saves all the extra handling, which is a boon to the exhibitor especially in bad weather. Many have taken a thro' drenching or worked part of the day in a snowstorm. Members and exhibitors are human just as you and I. If any of you see anything pleasing to you, just tell the exhibitor. Surely it will help to brighten his long hard labor.

Were we in Europe now we could not show at all and would have to omit the exhibit entirely just as the Mills Fun Fair at Olympia, London, this year is forbidden by military decree. America and opportunity should be more appreciated than ever this year.

John Stock, who brought out the Geomatrix, was in to tell of his operation and long illness. He was completely out of touch with amusement affairs. The death of Harry C. Baker and the convention in New York City were all news to him. Over 20 years of his life have been spent in the industry. He was once mechanical superintendent at Steeplechase, Coney Island, N. Y., and knew all of the additments well, not only at Coney, but a prominent ones of the nation. Do not forget the war heroes who can still make helpful suggestions.

Schloss Visits Museum

Herbert Ridgway has had enough wallops to stop the bravest, but he comes up smiling and is determined to push ahead. He will offer a new one at this convention. He may repossess his valuable property from Beach, Mass. It is reported that foreclosure on him was not just according to Hoyle.

Few if any European visitors will be here this year, as they could not ship anything should they purchase here and cannot operate it over there unless peace is declared before spring.

Last summer Leonard B. Schloss visited the American Museum of Public Recreation. Ask him his candid opinion of this, your institution. All of you who know him can trust him to appreciate values.

LAKESIDE, O.—Final report revealed that Lakeside's 1939 season was a financial success, said K. E. Miller, secretary. He believes 1940 looms as a bigger convention year than any in several seasons.



THREE MEMBERS of the New York World's Fair concession department this past season are pictured here as they arrived at the Hotel Commodore, New York, for the National Showmen's Association's recent banquet and ball. Left to right, they are William Fisher; George P. Smith Jr., vice-chairman of the Amusement Control Committee, and Edward Rosenthal. All three will be very much in evidence this week at the NAAPPB convention in New York, with Smith delivering a paper discussing the World's Fair. Photo by Fat Rich, N. Y. C.

Pool Sessions Get Met Publicity; Huedepohl Is No. 1 Checker-In; Indoor Venture for Rosenthals?

By NAT A. TOR

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

NEW YORK, Dec. 2.—Jack Mellon, manager of St. George indoor tank, Brooklyn, N. Y., will replace Harry Lanzner, of Park Central indoor tank, in presenting a paper on indoor pool operations at the first pool session of the NAAPPB convention on Wednesday, December 6. His pressure at his hotel, which houses the tank prevented Lanzner from attending. Switch came too late to be included in the official program.

"Cap" Charles B. Scully, of the Red Cross, is one interesting speaker. But then part of his job is giving lectures throughout the country. He has probably had more experience in public speaking than any other delegate at the confab.

First out-of-town pool man to check in at the Hotel New Yorker for the meetings was, as usual, Paul H. Huedepohl, manager of Jantzen Swimming Association, Portland, Ore., and former chairman of the pool and beach committee. Paul holds a record of always being first to attend conventions and is always late to leave.

Rosenthal freres, operators of Palisades (N. J.) Amusement Park and big salt-water natatorium, will be conspicuous by their attendance at all sessions. First "hot stove" rumor circulating is that Rosenthals plan to enter indoor pool field this winter or next fall.

For More Publicity

More co-operation is given park and pool men this year on the part of the hotel hosting the meetings, thanks to Dick Mockler, press representative for the New Yorker. It certainly doesn't hurt the industry to get notices about these meetings in the local press. Such publicity shows the public that parks and pools are biggies of outdoor show biz and that those in the profess take their work seriously. Let's have more general publicity about the NAAPPB in daily papers throughout the country.

Winter Operation

An old subject is up again. A short item in The Billboard last week concerned conversion of Jamaica (L. I.) out-

door tank into a public ballroom. Well, that's the ticket, and from early reports the plan seems to be working out swell. Management stored lockers and bath-houses and utilized that space, which, of course, is under cover, for a ballroom. Heating facilities have been arranged and lesser name bands, the strong enough to draw Islanders, are being employed. It's certainly a new wrinkle and those outdoor operators in town for the convention might do a wise thing by taking a trip to Long Island to have a look at the project.

Fort Lauderdale Again

Following announcement here last week about the fifth annual Fort Lauderdale (Fla.) International Aquatic Forum slated for December 22-27, one highlight noted is the so-called "Non-School Division" which will be held on December 24 and which will really be a round-table "question and answer" discussion of all swim problems. Gordon Mullen, director of Penn A. C. Philly, will supervise this phase of the program. Discussion is open to all those in the field of swimming and should especially interest operators of commercial pools and parks and their staffs. Lectures at this meeting will include such aquatic names as those of Dr. T. K. Cureton, Matt Mann, John M. Miller, Al Neuschaefer, Mike Peppe and Vic Zobel.

St. George, Brooklyn, N. Y., tank, advertises new fund-raising of colored suits for women, a new offering by the pool. James Klarnet is to be congratulated for the swell paper he gets out on this plump.

New game introduced is called Geometricks and bids fair to follow in the footsteps of crossword puzzles, jig saw and mah jong. Seems like a perfect sideline game for aquadromes, as it can be played solitary or with groups. Should be offered as a free facility to swimmers.

LONDON.—To counteract loss of revenue as a result of the war, London Zoo is inviting the public to care for animals. People accepting animals agree to pay the zoo a fixed sum, according to an animal's eating capacity. Some animals evacuated to the zoo at Whitby were when war began have been returned to London.

Beatty Buys Cargo From Zoo in Cincy

CINCINNATI, Dec. 2.—Clyde Beatty bought a large consignment from Cincinnati Zoo following close of his act in the Boston Garden Shrine Circus on November 25. He sent a truck here and the animals and fowls were taken to his new Wild Animal Zoo in Fort Lauderdale, Fla.

Animal Director Joseph A. Stephan, of the zoo, who made the sale, has been acting in an advisory capacity in the layout and population of the Florida spot. Shipment, Director Stephan said, comprised 121 specimens in 17 crates and boxes and included two African giant Livingstone eland antelope, two American buffalo, one black and one white European fallow deer, four Egyptian geese, six Canadian geese, 12 Chinese pheasants, 12 rare white Chinese ducks, 24 European dwarf ducks, 36 Abyssinian guinea pigs, 12 Kansas prairie dogs, 12 northern opossums and a black raccoon.

Benson Will Visit Adjacent Countries

BOSTON, Dec. 2.—John Benson said here this week that the Benson Wild Animal Farm, Nashua, N. H., would be in hibernation until April, when it will reopen larger than before. During the winter he plans to visit near-by foreign countries.

Benson Wild Animal Farm this year showed to 30 per cent more people than ever before and Sunday crowds of 20,000 were the rule. On a single Sunday cars were checked in from every State in the Union and from Mexico and Canada. Many improvements will be made before reopening.

Clyde and Mrs. Beatty visited the farm last week and spent a day studying Benson methods. Beatty will open his own wild animal zoo in Fort Lauderdale, Fla. Other recent visitors included George Christy, Harold Christy, Bob Morton and Edith Christy.

Swim Star Back in Field For Show in Pool in Miami

MIAMI, Fla., Dec. 2.—Kathryn Rawls Thompson, who announced her retirement from active swimming competition about six months ago, decided to return to the field, said J. H. Lemmon, who organized a water show to be staged tonight at MacPadden Deauville pool here. It will be her first public appearance after a long layoff.

Show, to raise funds to entertain delegates of the national AAU convention in Hollywood, Fla., next month, will also



THESE exceptional chimpanzees in Cincinnati Zoo are Jane (left), 18 months old, and Billie (who seems to find something interesting in The Billboard), 25 months old, posed recently at the zoo. The chimps are being trained by Mrs. Wilton Dressman, wife of the trainer of Susie, the zoo gorilla. She has been working them about seven months and they already do six tricks and are appearing at local dates.

have her three sisters, Evelyn, Peggy and Dorothy. Marshall Wayne, Pete Desjardis, Marshall Root and Jackie Ott. Show is under direction of Alexander Ott, widely known for his Miami Biltmore pool show. Recently returned to Florida is Molly Hoban and a season with Billy Ross's Amacade at the New York World's Fair. She danced in the Royal Palm Club two seasons before going north.

SEATTLE—Funds have been made available by Gus Knudson, superintendent of Woodland Zoo here, for payment of express charges on animals he may be able to obtain in 1940. He was compelled to turn down the offers of additions to the zoo during the past year because of lack of funds.

FAIR ELECTIONS

(Continued from page 36)
B. Conley, Marshall Warner, Peter Stedman, re-elected, and J. B. Doty.

CANTON, O.—Stark County Agricultural Society re-elected J. E. Holm, president; W. T. Sheekley, vice-president; Ed S. Wilson, secretary; A. G. Smith, treasurer.

BELLEVILLE, O.—Announcement of appointment of Earl Judy, treasurer of Logan County Fair board, as executive secretary of the Ohio organization of county fair treasurers was made by B. P. Sandles, manager of Ohio Junior Fair, at a dinner meeting of county fair managers in the Logan Hotel here.

WEST POINT, Neb.—Cuming County Fair elected August Leuthauser, president; E. M. Baumann, secretary; Hans Horst, vice-president; William Knievel, treasurer.

ST. JOHN, N. B.—St. John Exhibition Association re-elected W. J. Wetmore, president, and Mrs. Mildred A. Gray was given permanent appointment as secretary-treasurer. She has been acting for about a year. H. G. Harrison and W. F. Knoll were re-elected vice-presidents. A 1940 fair will be held only if the war ends during the spring or before or in time sufficient to allow the return of the plant to fair status.

CANADIANS TO CARRY ON

(Continued from page 36)
whose World of Mirth Show received the 1940 midway contract for Central Canada Exhibition here. Hamid submitted some ideas for next year's fair here, previously considered unlikely since two county fairs are holding on the fairgrounds. Herbert H. McElroy, for the past decade secretary-manager of Central Canada Exhibition, was elected to the executive of the association.

May Cancel Halifax

Annual St. John (N. B.) Exhibition may have to be canceled, as members of Canadian militia are now in barracks there. Such reports on movement of Canadian troops overseas. St. John fair leases the grounds from the Department of National Defense, hence the fair could only be held with permission of the authorities.

The convention heard glowing reports of last year's successes and plans were laid for next year's fairs. Government representatives addressing the meeting declared Canadians would be in greater need of amusement than heretofore. They felt an emphasis on movement of Canadian troops overseas. St. John fair leases the grounds from the Department of National Defense, hence the fair could only be held with permission of the authorities.

The association spent much time in considering the charge made by the Performing Rights Society for fees on all types of music played at fairs throughout Canada. Association felt exhibitions should be placed in the same category as churches and schools, both educational in nature, from which the Performing Rights Society cannot and does not collect any fees. In this country music is played for Merry-Go-Rounds and rides of similar character come within the collectible scope.

Class B Applications

Also considered was the application

by Class B fairs for membership in the Canadian Association of Exhibitions, now composed of only Class A organizations. This subject was deferred for final consideration until the next annual meeting in Toronto if the Royal Winter Fair is held in 1940. This was canceled this year due to war conditions. Reason for holding that meeting in Toronto at that time next year, if the Winter Fair goes on, is that special transportation facilities are offered and the fair attracts attendance from all over Canada.

The association also considered protests regarding tampering with cattle at judging competitions at fairs. The government informed the organization that tampering with regard to substituting animals not in accordance with regulations would bring harsh action.

As usual, the Canadian National Exhibition, Toronto, will open two days before Central Canada Exhibition here. Dates for the latter were tentatively set. Dates were also set for the fairs in London, Quebec City, Sherbrooke, Trois-Rivers and Charlottetown. Throughout Western Canada fair dates will remain the same.

OHIO'S NEW AWARDS

(Continued from page 34)
have been the best all-round fair during the past few years.

Arrangements for convention program are being worked out by a committee, Director of Agriculture John T. Brown; Charles Gray, Painesville, president of the association; N. S. Stuckey, Van Wert; Ed S. Wilson, Canton; J. C. Knepp, Medina; Myers Y. Cooper, Cincinnati; Win H. Kinnan, manager of Ohio State Fair, and B. P. Sandles, manager of Ohio State Junior Fair.

DAVENPORT DIRECTORS

(Continued from page 34)
mit budgeting for operation of the office and for the fair. The present operating accounts of more than \$3,600 have been satisfied in accordance with compromise agreements reached with creditors before the 1939 fair. Mrs. Jacobsen, who held the largest unsecured claim, agreed to payments over a four-year period.

In view of present shaping of finances, directors express confidence that if the 1940 fair is successful, a way may be found for clearing the mortgage and saving the fair for the community.

SUPLUS OF \$9,565

(Continued from page 34)
for continuation of the fair, with a view to developing interest in agricultural classes.

Tentative financial statement showed that wages totaling \$9,960 were paid during the week. The receipts were \$19,976, compared to \$20,481 a year ago. Race purses totaled \$15,000. Total of \$13,335 was paid in administrative salaries. Profit was \$52,703, from which were deducted losses on other yearly shows.

President Fred W. Knepp reported that an additional 75 feet of ground had been obtained from the city. Improvements included leveling of ground about new race horse barns, installation of water system and placing of gravel on roadways around barns. Two new show rings were built. Bleachers around the rings are to be built next spring.

Directors voted authority to the management to negotiate for leasing of land in the grounds on which to build permanent buildings.

CHANGE BETTER FOR JAX

(Continued from page 34)

lines were exhibited and good co-operation was reported by the show from State and federal officials. Largest exhibits in history of the fair filled agricultural buildings and drew big crowds. Every county and State department was represented and wine and poultry departments had good displays. School exhibits were called outstanding and a complete flower show during an off-season drew large attendance. Commercial exhibits and concessions were in greater number and did a better volume of business than in 1938, it was reported.

Newspaper co-operation was excellent, 30 dailies and about 120 weeklies being utilized in Florida and Georgia. After a five-day business and promotion returned to do publicity. Radio contacts were handled by Jack Hopkins, of WJAX. Annual press dinner was successful, more than 500 attending.

IOWA MEETS

(Continued from page 34)
Power, Davenport, and presentation of former association officers. There will

be a committee report relative to possible changes in State report form by W. J. Campbell, Jessup, Speakers and subject will be Grand-Stand Improvements, Ned B. Curtis, Davenport, with discussion led by Clair C. Mason, Marshalltown; 4-H Club Work and Its Benefactors, L. B. Cunningham, Cresco, with discussion led by Ed Syndergaard, Ames. Assistant State 4-H Club Leader. There will be open discussion by members on subjects, a question box and the secretary-treasurer report by E. W. Williams, Manchester. Afternoon session will open with L. W. Hall, Edson, speaking on Local Community Outlook for Fairs, discussion being led by L. O. Jenkins, Bloomfield; Suggested Legislation for Fairs, Victor Felter, Indianola, with discussion led by X. T. Prentiss, Mt. Airy. There will be question box discussions; reports from credentials, auditing and resolutions committee, and election of 1940 officers.

Annual banquet will be held in Venetian Ballroom. President Power will be toastmaster and Hon. B. B. Hickenlooper, Lieutenant Governor of Iowa, will be principal speaker. He will be followed by a vaudeville program.

Annual State agricultural convention will be held the following day. Meeting will open at 9:30 a.m. with singing and prayer. J. P. Mullen, Iowa State Appointment of resolutions and credentials committees will be made by the chairman and reports in printed form will be made by Secretary A. R. Corey and Treasurer N. W. McBeath. Speakers and subjects will be How to Attract Women, Your Fair, Mrs. H. W. Spaulding, chairman, program committee. Women and Children's Building, Iowa State Fair, Grinnell; Fast Business As I See It, Maurice W. Jencks, secretary, Kansas Free Fair, Topeka, and What the War Is Doing to Iowa Farm Prices, Clifford V. Gregory, associate publisher, Wallace's Farmer and Iowa Homestead. Afternoon session will open with an address by Hon. George A. Wilson, Governor of Iowa, to be followed by committee reports and election of officers and directors of the State Fair Board.

Fair Grounds

LINCOLN, Neb.—Nebraska State Fair board will meet on December 12 to prepare a report for the annual convention here in January and to meet a Nebraska Junior Chamber of Commerce committee charged by resolution to help build up the fair. Fair board has announced that the 1939 annual barely broke even but that all indebtedness would be paid. John B. Quinn, Lincoln junior chamber member, has been named by the State body and handed the job of seeing the fair rejuvenated.

WADENA, Minn.—The 1939 Wadena County Fair was most successful in history, reported Secretary Whitney Murray, many departments being ahead of previous years. The 10-cent gate for persons over 15 was reported a big success, attendance being 74,623 and receipts \$15,902.23. Expenditures, including over \$800 for repairs and permanent improvements, were \$14,654.75.

DETROIT, Mich.—Michigan State Fairgrounds have been taken over by Michigan National Guard for a series of week-end encampments. Full camp, with "war games" in the territory surrounding Detroit as a part of the program, is maintained.

WAUTOMA, Wis.—County board voted \$2,900 to Wausau County Fair Association to make up deficit and to give the 4-H Club members and other exhibitors may receive premium awards.

PRESTON, Minn.—The 1939 Pillmore County Fair had receipts of \$11,978.83 with expenditures of \$11,721.63. Association plans to erect a new grand stand.

FOND DU LAC, Wis.—Revenue from midway concessions at Fond du Lac County Fair here has been showing steady decline, due principally to the

fact that the State department of agriculture and markets has banned games of chance, said Secretary R. H. Cameron. Although 1939 attendance was 13,962 as compared to 10,399 in 1938, receipts were only \$11,687.90 against expenditures of \$11,868.02. Net income from the 1939 midway was \$500 less than the previous year, it was said. Society has a cash balance of \$313.00.

MANITOWOC, Wis.—County board voted the fair board complete control of the new exposition building on the fairgrounds here. Free use will be granted 4-H Clubs, home-makers groups, Boy and Girl Scouts and schools. When no admission is charged, civic, patriotic, political, religious, fraternal and educational groups will be allowed use of the building at daily rental of \$80. Where admission is charged, daily rental will be doubled. If an event extends over a day on an admission-free basis, subsequent days will require a \$40 fee. Private individuals or groups will be assessed \$100 daily.

STURGEON BAY, Wis.—The 1939 Door County Fair had profit of \$707.18 against \$580 in 1938 and \$834 in 1937. Receipts totaled \$9,769.61, including \$2,687.60 State aid. Improvements to buildings, midway, race track and athletic field have left a reserve of \$1,800.

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Big Crowd Attends PCSA Costume Ball

LOS ANGELES, Dec. 2.—Pacific Coast Showmen's Association's Hilarity and Costume Night staged in its clubrooms at Grand avenue and Wilshire boulevard here on November 22, with Charles Haley as chairman and emcee, drew a large crowd. Johnny Sanz's Orchestra furnished the music for the floor show and dance which followed.

Mother Minnie Fisher, wearing the wedding gown worn by her grandmother, which dates back more than a century, was awarded the prize for unique costuming. Harry Chipman received a gold membership button for the best club slogan offered.

Appearing in the floor show were Billie and Dollie Carr, Nina Cortez, Mrs. Alvin Coleste, Harmon and Courtney, Bella Moray and Dr. George W. T. Borg.

Cracraft Goes With Marks

CINCINNATI, Dec. 2.—C. W. Cracraft, visiting his home in Covington, Ky., prior to attending the Chicago meetings, in a call at offices of *The Billboard* Wednesday, announced that he had signed as general representative of John H. Marks Shows for the coming season. He recently resigned as general representative of the James E. Strates Shows after two years with that organization. Cracraft has held similar posts in the last few years with William Glick's Ideal Exposition Shows, Greater Sheesley Shows and the former Bernardi Greater Shows.

Schollis Is Sheesley G. A.

ST. LOUIS, Dec. 2.—During a visit to The Billboard office here on Thursday John M. Sheesley, general manager Mighty Sheesley Midway, announced that Joe S. Schollis has signed as general representative and traffic manager for his firm for 1940. Sheesley and Schollis visited while en route to Chicago. Schollis was general agent of Hennies Bros. Shows last year until August, when he was succeeded by L. S. (Larry) Hogan.

Wagner Signs Bob Hallock

TOLEDO, Dec. 2.—Al Wagner, owner-manager of Greater Lakes Exposition Shows, said here yesterday that he had signed Bob Hallock as general agent of his organization for 1940. Hallock recently closed as general agent of Miller Bros. Shows in New York City, and is operating the same capacity for Ideal Exposition Shows from last January until July.

Zimdars Troupers Aid Poole

MACON, Ga., Dec. 2.—A contribution of \$1400 has been made by the Zimdars Shows to help Charles S. Poole, concession operator, scheduled to go on trial early next month in Covington, Ga. The contribution was sent in care of Attorney Paul M. Conaway, Macon, Ga. Poole is charged with manslaughter in connection with an automobile accident.

The Lynchs' "Annie"

NEW YORK, Dec. 2.—Bill Lynch, operator Lynch Canadian Shows, chose New York in which to spend his anniversary with Mrs. L. H. Lynch, a year ago when the Lynchs took a bride and groom from here that they called for a Bermuda vacation. With Bermuda out as an anniversary spot owing to the war, they may decide to take in the aquarium and Statue of Liberty instead.

Hemet Turkey Shoot Fair For Hilderbrand's United

HEMET, Calif., Dec. 3.—With a 10-cent pay rate, Hemet Utilities Turkey Shoot on fairgrounds here, November 22-26, gave Hilderbrand's United Shows fair results. Receipts justified shows' opening on Wednesday, day before start of the Turkey Shoot. Shows were located next to the exhibiting building and horse-show grounds and, considering low temperatures at night, concessions, rides and shows did well. Committee, under Miles E. Nickels, co-operated.

Attendance reached its peak on Saturday and Sunday afternoon, when it was 1000. (See TURKEY SHOOT FAIR on page 48)



PHOTOGRAPHED at the 1939 Anderson (S. C.) Fair were Ida Mae (Mother) Hunter, vet cookhouse operator (left), and J. A. Mitchell, fair secretary for 19 years. Mrs. Hunter has been at the fair since its inception. Photo furnished by Larry S. Olson.

Golden States End Season in Natchez

NATCHEZ, Miss., Dec. 2.—Golden States Shows, organized last August under direction of J. A. Gentsch, closed their initial season with Hughey Bros. Rides on a lot at Stato on Canal streets here on November 25. Shows had previously played a week's stand in East End Park, North Side. Both stands were fair despite inclement weather during the first week. Management will have a winter show out for a few weeks, beginning with a week's stand in Vidalia, La.

Manager Gentsch left November 26 on a business trip to Laurel, Miss. Mr. and Mrs. B. D. Tracy returned to Ramsey, Ill., quarters of the Pearson Shows, after closing here. F. M. Carneau, wife and son, Billy, who have been with the organization for the last five weeks, went to New Orleans for the winter. Pearl Johnson departed for Rocky Mount, N. C. Mr. and Mrs. Joe Hamilton, bingo operators, left for Fort Worth, Tex.

William Neenan, mentalist, went to Texas. Cora E. and Hozey Wheeler, colored midgets, left for Buckeye State Shows' quarters in Laurel, Miss. Mr. and Mrs. L. Opal went to their home in Alton, Tex. Roy Chuck Harry Busco set up his pitch layout here after shows closed. Visitors included Hugh Hart, Ringling Circus, and Cy Burns and Jack Purdin, wrestlers of Buckeye State Shows.

Zeiger To Leave Hospital

LOS ANGELES, Dec. 2.—C. F. (Doc) Zeiger, owner of Zeiger's United Shows, who underwent an appendectomy in Southern California Methodist Hospital on November 21, is reported to be in good condition and will be released from the hospital tomorrow, it was learned this week.

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

By STARR DeBELLE

Show still in Texas. Chicago notes.

Week ended Dec. 2, 1939.

Dear Mixer:

Every shot in the world is here. The big shots, little shots, long shots, BB's, a few short rangers and an unlimited number of blanks. The shots are shooting right and left. Some are hitting and some are missing with a large percentage wasting their ammunition. Not many of the shots in the dark helped to bag any game, but this is war and all is fair, and the fair is what they are fighting for. Some have entrenched themselves in their rooms, taking one shot after another. Naturally, where a war is progressing an espionage system is necessary. Spies are everywhere. This is one war where a man can consider himself lucky if he

Jones Jacksonville SLA Show Draws

JACKSONVILLE, Fla., Dec. 2.—A huge gathering of Jones showfolk, visiting showmen, fair officials and local show fans attended the annual Johnny J. Jones benefit performance for the Showmen's League of America at Duval Jacksonville Fair here on November 23, making the show a financial as well as social success, reported Starr DeBelle. Exact amount realized has not yet been announced. Event was staged in the Follies of 1899 tent, which was quickly jammed to capacity, and by midnight the show, comprising circus, vaudeville, athletic and novelty acts, was in full swing.

Several money-raising contests, never before used for the event, and several nights of bingo at the Lipsky and Padlock stand brought in additional dollars. Morris Lipsky, entertainment committee chairman, did a grand job on the floor show, which was made up of talent from the shows and local night clubs and boxing stadium. Festivities got under way with Manager T. M. Allen introducing Secretary E. Ross Jordan and President Bob Sullivan, of the fair, and other (See JONES SHOW on page 48)

Shean Under Knife; Will Make Chi Pow

NEW YORK, Dec. 2.—Frank (Doc) Shean, prominent carnival-exposition showman on staff of New York World's Fair, underwent an operation on his jaw a few days ago. Medico told him he could be up and around in a few days, and he was therefore preparing to leave for the deliberations in Chicago.

Lincoln G. Dickey, newly appointed amusement director of expo, was to accompany Shean.

Prell's Quarters Work To Get Under Way Soon

NEWARK, N. J., Dec. 2.—Quarters activities to get everything in shape for an early spring opening of Prell's World Fair Shows, Inc., are slated to get under way here soon. S. E. Prell, president and general manager, said the season had surpassed all advance indications and that everything points to an even better year for 1940.

Present plans call for motorization of the organization with a fleet of trailers and for enlarged entertainment facilities.

London Fair to Conklin

TORONTO, Ont., Dec. 2.—Contract to again furnish the midway at the 1940 Western Fair, London, Ont., was awarded the Conklin Shows, it was learned this week from J. W. (Patty) Conklin, owner.

Red River Lays Off in '40

WINNIPEG, Man., Dec. 2.—Red River Shows, which toured Western Canada from Ontario to British Columbia this season, will not take to the road in 1940, it was learned this week. Announcement came from Owner Tom Baker, who joined the Royal Canadian Air Force in Toronto on October 30.



MRS. VIRGINIA KLINE, president of the Ladies' Auxiliary, Heart of America Showmen's Club, and wife of Abner K. Kline, representative of Eyerly Attractions Corp., as she appeared on her arrival in Kansas City, Mo., recently to resume direction of the auxiliary's weekly fall and winter seasons. Widely known in outdoor show circles, Mrs. Kline will attend the Chicago meeting with husband, who joins her there from New York. Abner, however, expects to return to New York for the NAAPPB meet.

New Madrid Is Poor Closer for Greater Expo; Plan for '40

ST. LOUIS, Dec. 2.—Greater Exposition Shows, which closed the season recently to poor business in New Madrid, Mo., because of inclement weather, have been shipped into quarters in National City, Ill., where a crew had worked for a week previous to get everything in readiness. A small crew will be kept in quarters and work will be directed by Sallor Morgan. A larger crew will start work in February to prepare for the opening here about the middle of March.

Mr. and Mrs. J. Crawford left for their home in Clearwater, Fla., for winter, while Captain and Mrs. Clifford Hayes left for Des Moines to visit his mother, it being his first trip home in four years. Capt. Jack Perry and wife went to St. Louis, while Bob and Marion Perry will keep their lion hippodrome out for a few more weeks playing Southern Missouri and Northern Arkansas. Elizabeth Yearout went to Kansas City, Mo., and Emporia, Kan. Others gave the following destinations: Robert Hargroves, Chester Miner and Cliff LaBelle, Hot Springs, Ark.; Brewster Thomas and wife, St. Louis; Mrs. H. W. Smith, Austin, Tex.; Emil Schoenberger has a crew who will work Christmas novelties in St. Louis.

After shows were placed in quarters a meeting of the stockholders was held and plans laid for 1940. Show will have almost the same staff as this year. Mrs. Mary Francis left to visit relatives in Decatur and Chicago.

Coast Showfolk Attend Last Rites for Doc Hall

LOS ANGELES, Dec. 2.—Members of Pacific Coast Showmen's Association attended funeral services in Brewster, George T. Gillette Funeral Home here on November 24 for Earl W. (Doc) Hall, former carnival owner and general agent, who died in General Hospital on November 21.

Pallbearers included PCSA President Harry Hargrave and these club members: Pat Armstrong, Al E. Weber, George T. Gillette, Eugene Bignelow, Homer Leo J. Hargrave. Among many floral tributes was a huge set-piece from Hilderbrand's United Shows.

E. H. Philbert Sought

CINCINNATI, Dec. 2.—Peter J. Philbert Jr., in a letter to *The Billboard*, asks information concerning the whereabouts of his brother, Edward H. Philbert. Peter says their mother is seriously ill and his address is 103 East Albany street, Oswego, N. Y.

Cub Activities

Showmen's League of America

165 W. Madison St., Chicago, Ill.

CHICAGO, Dec. 2.—Everyone is on his toes with individual duty for convention week here. Early arrivals are numerous and attendance totaled 100 at the November 30 meeting. President McCaffery was in the chair for his last regular meeting. His final duties as president will be calling to order the annual meeting on December 4 with an adjournment after appointing judges and clerks of election, meeting to be resumed on December 7 with installation of officers. President-elect Frank P. Duffield will assume the office that night.

At the table with President McCaffery were First Vice-President Frank P. Duffield, Third Vice-President Carl J. Sedlmayr, Treasurer A. Rossman, Secretary Joe Streiblich and Past Presidents Edward A. Hock, Sam J. Levy, C. R. Fisher and Elsie A. Young. Chairman Harry W. Hennies gave a comprehensive report on progress on the Showmen's Home and Cemetery Fund Drives.

Annual audit was ordered and it will be ready for the next meeting. Brother Joe Beckmann received a spontaneous welcome when called upon to the chair. Applications of Annelle Lambert, Wilshard Charles Mueller and Hymie Shreibler were presented for ballot and all were elected to membership. Among arrivals to date are Barney Gerety, Fred Beckman, John Bullock, W. W. Weaver, I. S. (Larry) Hogan, Harry Hennies, Jack Dondinger, Sam Gluskin, Max Goodman, Joe Scholbo, Bob Parker, Denny Pugh, Denny Howard, J. W. (Patty) Conklin, Robin Cruberg, R. T. (Bob) Lohmar, Harry Martin, Alvin J. John, M. Sheesley, Oscar Bloom, Pat Ford, Mike Rosen, Noble Fairly, Harry Lewiston, Dinty Moore, Jack Baillie, S. L. Cronin, Harry Hargrave, O. N. Crafts, Roy Ludwig, Walter Velare, Carl J. Sedlmayr, Walter White, Pat W. Arthur, Hopper, Harry Bert, Bob Hickey and Walter Hale.

Bill Carsky is busy prepping for tonight's President's Party. M. J. Doolan has completed arrangements for an impressive memorial service for Sam Levine and committees promise to outdo themselves on the banquet and ball. Response to the call for dues has been good and payments on pledges to Showmen's Home Fund are coming in nicely.

Ladies' Auxiliary

Club held its regular bi-weekly meeting on November 30 in Sherman Hotel with these officers presiding: Mrs. L. M. Brumby, president; Arthur Hopper, first vice-president; Edith Streiblich, second vice-president; Phoebe Carsky, treasurer; and Elsie Miller, secretary. Invocation was rendered by Clara Harker. Business sessions and plans for open house during the convention were arranged.

Members were pleased to have Mrs. Noble Fairly, Fairly & Little Shows; Rose Hennies, Hennies Bros.' Shows; Jackie Dondinger, Mary Levine and others with them at the meeting. Frieda Rosen, new member, also was present. This is the last call for books on the diamond wrist watch, which will be awarded at installation dinner. Be sure to send word to Secretary Elsie Miller. Nan Rankins was appointed installation officer for the installation dinner to be held in Bal Tabarin in Sherman Hotel on December 6.

Mrs. Fairly reported that Virginia Laughlin is seriously ill and members were asked by chair to send messages of cheer. Mrs. Driver is also very ill at home. After adjournment coffee was served. President L. M. Brumby donated a cake and Mrs. Henry Belden baked a cake for the occasion.

CONCESSION TENTS

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Palace Theater Building, New York.

NEW YORK, Dec. 2.—Annual election is December 22. Nominating Committee: Phil Isser, chairman; Joseph A. McKee, Daddy Simmons, Sam Wagner, Harry Sussman, Jules Laures and R. S. Littleford Jr., with Al Katzen and Sam Lager as alternates—desired to draft President George A. Hamid for a third term, but Hamid declined, saying that he thought it would be in the best interests of the organization to establish a precedent that no president should have more than two consecutive terms. He wholeheartedly pledged his support to any officers who may be elected and will continue to do everything in his power to further the interests of NSA, of which he is a charter member. Board of governors and Nominating Committee recommended that Hamid be made honorary president.

Slates as selected for the regular ticket is: Max Linderman, president; Art Lewis, C. C. Buck and Jack Rosenthal, first, second and third vice-presidents, respectively; Sam Rothstein, secretary; J. E. Greenbaum, treasurer; W. J. (Bill) Brady, Arthur B. Campbell, Thomas J. Coleman, J. W. (Patty) Conklin, Lew Dufour, Andre Dumont, Dave Endy, Murray Goldberg, Max Goodman, Sam W. Gumpertz, Mack Harris, Arthur L. Hill, Harold G. Hoffman, Elwood A. Hughes, Joe Hughes, Phil Isser, Jesse Kaye, Johnny N. Kline, Joe Landy, Sam Lawrence, Jack Lichter, R. S. Littleford Jr., Frank Bergen, Joseph McKee, Frank O. Miller, Charles Morris, H. P. O'Malley, Fred Phillips, William Rabkin, Billy Rose, Irving Rosenthal, Max Schwartz, James E. Stratos, Elsie A. Sugarman, Leonard Traube, Irving Dowitz, Pat Valdo, Ben Williams, Frank Wirth, John W. Wilson, Frank Duffield, Matthew J. Riley, Harry Sussman, Lawrence Phillips, Jules Laures, Al McKee, Joe Baskin, Archie Schwartz, Sam Wagner, Sam E. Freil, William Gilckle and Daddy Simmons.

Election is not the only topic in the rooms these days. Boys are still talking about the success of the banquet and are badgering the secretary for photos of same. Flashlights of the affair are available at \$1.00. Max Schwartz reports the new pool table is being broken in thoroughly, what with a constant call from morning to past midnight for cues. Cards and checkers are getting their usual play and the next regular meeting is scheduled for December 13 with the board meeting preceding it.

Following have been elected to membership upon recommendation of the Eligibility Committee: Charles H. Yeager, Thomas J. Sanders, William Gluckman, Louis Reiter, Joseph Lampagnolo, David S. Linderman, Harry Weiss, W. J. Tucker, Wallace Cobb, James Kennedy Bozman, Jack Zupan, Nathan Miller, Samuel P. Keil, Louis B. Curran, Arthur Pansel, Charles S. Port, Gus Singer and Sam Robbins.

Birthday congratulations to Daniel Di Frito, Edward E. Bruden, December 9;

W. J. Tucker, Raymond E. Oviatt, Francis E. Anderson, James L. Edwards, December 10; Lawrence Rowe, Herman Wolfe, December 11; Frank Schillitz, December 13; Nick Devovalsky, December 14; Joseph Landy, Vincent Sirico, December 15.

Ladies' Auxiliary

Banquet was voted a huge success by all. Margaret McKee and Fanny Linderman won gold life membership cards. Lydia Nall has been proposed by Sister Lillian Palmer. Fanny is still very ill. Shirley Lawrence led in sale of board books. Many donations from extra lifts in award books were made to Bess Hamid Sunshine Fund. Midge Cohen has arranged an evening at Sheffield's for December 5.

First benefit for auxiliary was staged by members on Johnny J. Jones Exposition under leadership of Mrs. Bootle Paddock. Her letter reads: "Inclosed find money order for \$35 raised thru a benefit show. The idea of the show was to raise money for the three auxiliaries of which we have members on the show. Full amount raised was \$105, which is being divided among the New York, Chicago and St. Louis units. Trust this small amount will be of some way." It surely does and club is grateful to Bootle and her workers both for the idea of the benefit and the manner in which the returns were divided. Club greets Chicago and St. Louis and hopes all may get together again for another benefit show.

Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire Los Angeles

LOS ANGELES, Dec. 2.—Monday night's meeting offered a variety of items of interest and drew 130 members of governors assembled at 7 p.m. and recessed an hour later. Assembly Room gathering showed President Harry Hargrave, vice-presidents Joe Glacy, Pat Armstrong and John R. Ward and secretaries Robert and Johnson on the administrative rostrum. Meeting opened with a Memorial Service for the late Brother Earl Walter (Doc) Hall, who died November 22. Minutes of the last meeting and current bills were read and approved. Among interesting communications were those from Showmen's League of America and National Showmen's Association, outlining forthcoming events. Others lettering were Jimmy Coston and Elmer N. (Dad) Workman. How committees' reports on the 27 days of operation of the buffets, all obligations were met and a profit made. The small in number, committee has been active and Chairman Moe Levine has accorded a big hand at conclusion of his report. Other members are Brothers Mitt Bunkle, Roy Barnett, Harry LeMack and Nick Wagner, Jack Bigelow, Jimmy Smith, Dan Meggs, Ben Beno and Meyer Schinn have done valiant service as pinch-hitters.

All parties announced that his entertainment committee could point with pride to its many recent accomplishments and added several new ones had been lined up. Bill Jessup suggested more home-coming nights all of which brought out the fact that club and auxiliary had been invited to attend the American Legion Post-sponsored Walk-a-Show on Glendale boulevard on December 5. Vice-President Joe Glacy, who is also acting secretary of board of governors, announced the appointment of Past President Orville G. Gram as a member of the Cemetery Board. Bill Hobbay called a meeting of his Membership Committee during intermission. Pat Armstrong reported Pat Shanley improved and going to Arizona to recuperate further. Mail will reach him as of the Los Angeles Elks' Club. John Lyons, chaplain, is ill again.

Brownie Pickard attended as a guest of Harry Mason and C. S. (Swede) Wilson made his first full appearance. They were followed by Horv. Camacho, recently named with Louie Peyster as an honorary member. Lester Schoettlin arrived from the Deep South. O. H. Hilderbrand also made his initial appearance. Bill Smith pulled a unique stunt in introducing Brother J. C. Crosby, the new member, and attending his first meeting. Glenn Whittiken and the Newcomb Brothers also were present.

Jack Christensen was introduced, as were Jimmy Dunn and Dick Kanthe. Board of governors continued their ses-

son during intermission, while Mose Miller was awarded the attendance prize. President Hargrave and family left for the New York and Chicago meetings. Charlie Halsey's report on Hillary Night was read and he received an ovation for the capable manner in which he handled the event.

Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Mo., Dec. 2.—Regular weekly meeting on November 24 drew only fair attendance. Presiding officers were Brother Art Brainerd, president, in the absence of President Mellor; G. C. McElmish, secretary, and Harry Altshuler, treasurer. Reading of last meeting's minutes was approved, and communications read from Charles W. Green, secretary Missouri State Fair, and others. Matter of nomination of officers brought discussions from several members and on the motion of Brother W. Frank Delaine it was decided to select a nominating committee, which should report at the next meeting when nomination of officers will be held. A vote of thanks was tendered Brother Cliff Adams for the splendid work he did during the summer months in keeping records of visitors and various items of interest to the club.

Club was honored by presence of Past Presidents John B. Francis and John Castle, each offering some valuable suggestions. Brother Ellis White reported that reservations for Annual Banquet and Ball, to be held New Year's Eve, were coming in well. Reservations may be made to Brother White or Brother Altshuler, who are in charge of tickets. Secretary McElmish and Brother Hovick reported that advertising space in the annual program was going good. Meeting adjourned early so members could accept an invitation from the Ladies' Auxiliary to a luncheon on page 56.

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

LOTTA tricks on the Magic Carpet.

COUNT JOSEPH ZAINO, who closed with Drexler's Greater Shows recently, is wintering in Laurel, Miss.

WINTERING in San Antonio is Kitty Kelly, who recently closed a successful season with Imperial Shows.

H. W. JONES has contracted one of his new corn games with O. J. Bach Shows for 1940.

"COME on; let's go up to Bill's room."

JEANNE ALI, formerly with International Congress of Oddities, is wintering in San Antonio.

AMONG NIGHTLY features at the Brown Derby, New Orleans, are Jimmy West and wife, Leona, well known in carnival circles, reports Joe Girnau.

BOBBIE, tattooed woman, and Long Andy sailed from Vancouver, B. C., recently for Honolulu, where they plan to open a tattoo shop.

"I COULDA got him all those fairs but he wouldn't hold still for the deposits."

CONCESSIONER of note, Chester Taylor, is located permanently in Mobile, Ala., where Mrs. Taylor manages an apartment house.

WHEEL OPERATOR the past season with J. J. Steblar's World of Fun Shows, Whitney Davis, is wintering in Titusville, Fla., reports Ray Sharpe.

C. ARTHUR BLANCHARD, big-type show printer of San Francisco, has his placard on his desk: "SILENCE! Genius at Work."

MR. AND MRS. JOSEPH STEBLAR and daughter, Elizabeth Johnston, are in Titusville, Fla., for the winter after closing with World of Fun Shows.

WELL KNOWN to Midwestern carnival folk, Frank Harrell was recently elected to a political office in Lagro, Ind., reports Bob Priny.

ANNEX ATTRACTION on Palace of Oddities Museum in Winston-Salem, N. C., is Ray-Bayette. Lonny Larson is handling the front.

"COME on; let's go up to Dick's room."

MORRIS MILLER, well-known carn-

Some Walk

IF I HAD \$1,000,000 I'd never let it make a hamburger aristocrat out of me. No matter how well heeled I am, I still tell the boys just to drop the word, "Mister," as a moniker for me. Money has come to me a lot easier than to most troupers. Apparently everything I touch turns to gold—"Gold-Finger Johnson," as my friends have affectionately dubbed me, no doubt is berfiting, but my modesty is too great to long tolerate that title. Just the other day a patron rushed up to buy a dime ticket and I had a five-grand note on the box. Not having the ready change on me at that time, I started to the office a bit worried over it being genuine and as to the man's honesty. Rubbing my fingers over the bill, I was amazed to find that another bill of the same denomination was stuck to it, a very common occurrence with new scratch. Rushing back, I handed him his bill and was still \$5,000 ahead, the biggest walk in history! By the way, boys, is there any chance of heeling in on the stew? Who's got the makins? The boss couldn't weed us last night. — DIME JAM JOHNSON.

ENGLISHMAN'S reaction to first view of an American coach shows "it is an uncouth study in anatomy."

BOBBY BURNS, handless wonder, cards from Bunkie, La., that he and Peggy Burns; Thelma, Mystery Girl, are with the side show on John R. Ward Shows.

AFTER a pleasant and successful season with Harry Lewiston's side show on Ideal Exposition Shows, Doree Lewon went to New York, where she is booking night club dates.

"AM STILL with the Howe concessions playing the sugar and rice towns in Southern Louisiana with Miller Amusements," pens Ralph H. Bliss from Jeanrette, La.

FROM now on it's big beans and little money. Oh, well, if the beans are big you don't get big money.—Cousin Peleg.

"WHILE attending a meeting of Pacific Coast Showmen's Association in Los Angeles recently William Hobday had the misfortune of having his car stolen from a near-by parking lot.

AFTER closing with World of Fun Shows in Greenville, S. C., on November 18, Manager J. E. Steblar and Mr. and Mrs. J. E. Steblar and daughter, Vera, left for their home in Stamford, Conn.

TOM IRVING, Irving Bros.' Shows, celebrated his 73d birthday anniversary playing Santa Claus in a department store in Syracuse, N. Y., reports Bob Irving.

SPECIAL agents who attend to their business never have time to destroy what a general agent has built in a quarter century of experience.

CAPT. GEORGE WEBB cards from Kinsdale, Minn., that he has had the cast removed from his neck after wearing it for five months and not from his leg, as was previously reported.

FINISHING the season with Wallace Bros.' Shows in Vicksburg, Miss., Harry and Ruby Zimmerman went to Pascagoula, Miss., where Harry is employed in the local shipyard.

WALTER E. FOX reports he is dividing his time between Mobile, Ala., and

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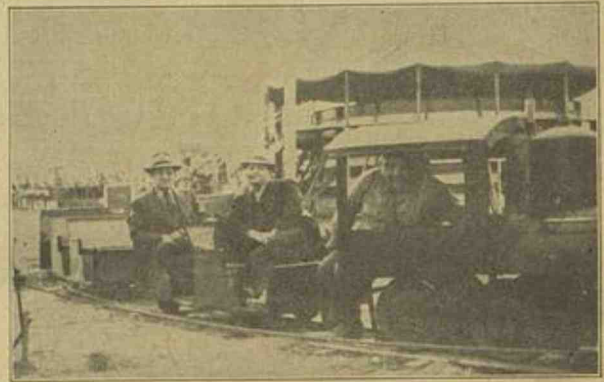
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"JUST IN CASE" some hitch should develop in their pre-convention plans, these three showmen from West's World's Wonder Shows, assured themselves transportation to the Chicago meetings by acquiring the services of a miniature train at show's closing stand in Eufaula, Ala. Left to right: Neil Berk, general agent; the portly Patsie Brown, concessioner, and in the engineer's cab the stiff portlier Owsen Frank West. We know how the latter entered the cab but how he got out is a mystery for somebody else to solve.

MRS. OLIVE M. BECKER, who succeeded her late husband as general agent of O. J. Bach Shows, has been re-engaged for 1940.

SHOWS still operating in California are Hilderbrand's United, White City, Silver States, Kelly United, Joyland and Siebrand Bros.

RAY CRAMER, who has been visiting at World's Fair Museum in Minneapolis, left recently to take over management of Pete Kortex' interests in New Orleans.

"NO, we won't play Ohio next season. They don't serve hot biscuits up there."

CLOSING with Barfield's Cosmopolitan Shows in Valdosta, Ga., W. R. Johnson, The Billboard agent, went to Winston-Salem, N. C., for a brief visit at his home.

HOWARD ENGLISH has resigned as secretary of James E. Strates Shows and contemplates launching his own organization in 1940, reports Dick O'Brien.

JACK SCHELL reports that Crafts 20 Big Shows again were awarded contract to furnish the midway at 1940 Imperial Valley Fair.

"COME on; let's go up to Jack's room."

OWNER-OPERATOR of Buckeye State and Golden States shows, Joe Gailer, was a recent visitor in Memphis while en route to the Chicago meetings.

val owner and museum operator, stopped off in Cincinnati on November 30 for a visit to The Billboard office while en route to the Chicago meetings.

FORMERLY with Howard Bros.' Shows, Harry E. Moore's pet show closed with Barfield's Cosmopolitan Shows in Valdosta, Ga., reports Robert Dawson, ticket seller.

WINTERING in Wichita, Kan., as salesman for a local firm is T. V. Palmer, who ended the season with United American Shows. He plans to return to the organization next season.

OBTAINING credit for advertising this g. e. 2's personal connections, with paper cover and then failing to pay the bill. Is that nice?

S. C. REED, general agent Zimdars Greater Shows, cards from Veterans' Hospital, Memphis, that he successfully underwent an eye operation on November 16.

PAST SEASON with the Expose attraction on Hennies Bros.' Shows, Joe Girnau is spending the winter as head and singing waiter in the Vieux Carre, New Orleans.

LAST SEASON with Zaccchini Bros.' Circus Shows, Merry Rose Perry, fat girl, and Manager Jack Perry have decided to winter in Detroit, where Jack is employed by an auto concern.

MORE PEP PAYS PROFITS
A new ELI BRIDGE R Motorized "20" 1 1/2 hp 1939 model.
16 h.p. V-Belt Model, 225 lbs. Practical, powerful, long-life motor.
ELI BRIDGE COMPANY
Butlers of Dependable Products
R. West St., JACKSONVILLE, ILL.

Biloxi, Miss., while shipping pecans to Northern and Eastern points for the holiday trade.

FAMOUS last words: "Now that my agent has said it will be a simple matter to book all of his pet towns at our own price."

FORMER photo gallery operators with Greberg's World's Exposition Shows, Madison, Wis., are currently snapping pictures of millionaires and laborers in the oil fields of Kilgore, Tex.

CONCESSIONER with Wallace Bros., Indy. Bros. and Blue Ridge Shows, John Scott visited the little colony of fishermen in Biloxi, Miss., while en route to Houston.

PAST SEASON wrestlers with Buckeye State Shows, Cy Burns and Jack Purdin visited Golden States Shows in Natchez, Miss., recently while en route from Birmingham to New Orleans where they are staging a series of wrestling shows.

WERE so high class that we allow only exceptional managers, ex-general agents and other side-ex-midway officials to belly stick on OUR tin booths.—Gale & Banner Shows.

SINCE CLOSING with Lillian Shepherd on Sol's Liberty Shows, A. (Hank) Hamilton has been deer hunting around the Muskoka Lakes and Georgian Bay District. Currently in Toronto, Ont., he says he'll soon return to Houston.

RAY S. VAN NOY is wintering in Columbus, Ind., operating a shooting gallery and archery range. He says his wife is recovering from a broken arm sustained about four weeks ago in Rock Hill, S. C.

HARRY KIMMEL, pop-corn man with Wallace Bros. Shows the past season, has his wagon located in Pascagoula, Miss., for the winter and reports fair business from shipyards and other workers.

IT happened in O' Kaintuck: Manager of Great Experiment Shows (to wife of his g. a.) "Close up your concession at once," Mrs. G. A., "Why?" Manager, "Because I'm sore at your husband."

AMONG RECENT visitors to O. N. Crafts 20 Big Shows quarters in North Hollywood, Calif., were Mr. and Mrs. Tommy Myers, Jimmie Lynch, Clyde and Tom Topsy Gooding, Ed Kanthe, Dick Lease and Charles and Louis Prosser.

A. B. (PETE) JONES cards from Huntington, W. Va., that he is contemplating entering the roller rink business this winter. He also advised the troupe of Dedson & Baillie World's Fair Shows are missed in Huntington this winter.

CHARLES A. BONFANTI, known as Baton Rouge Charley, is in New Iberia, La., for the winter as barman at his new cafe. He recently closed with Clarence and Ruth Vigor's photo gallery on John R. Ward Shows.

WERE wintering on the fairgrounds and at the lumber in the buildings in good condition, the building of much equipment will start pronto. Our color scheme will be white so as to correspond with the whitewash already on the boards.—Georgia Pine Slim, Master Builder, Gale & Banner Shows.

WITH departure of Lloyd Hole from Hilderbrand's United Shows in Hemet, Calif., co-ownership on the organization was taken over by J. B. Graham and Marie Ledoux, latter of side-show note on Clark's Greater Shows.

C. L. (SPOOKS) BIRCKETT, musician with Charles Clark's band on Dedson & Baillie's World's Fair Shows, who is visiting his father, T. H. Birckett, in San Jose, Calif., reports he will return to the Dodson continent in 1940.

ROY GOLDSTONE, vacationing in Hot Springs, Ark., was recipient of a basket of 25 trout and red fish from Mr. and Mrs. T. F. Fozzoli, who are spending a brief vacation fishing in Corpus Christi, Tex., reports F. W. Pratt.

QUERY: "Johnny, what does your father do as a carnival owner?" Johnny: "He always stays in front of the cookhouse and squawks about poor business."

VISITORS to Hilderbrand's United Shows in Hemet, Calif., included Frank Babcock, owner of the shows bearing his name; G. H. Dickson, former special agent; Candy Moore, Joe DeMouchelle and his two nephews and Music Mc-

Cartey, vacationing from his sound truck duties on the No. 2 unit.

EN ROUTE to Texas, where they plan to spend the winter hunting and fishing, are Mr. and Mrs. L. O. Morton, who closed recently with H. P. Large Shows. They report they managed to purchase a new car and trailer, although the season wasn't the best.

BILLIE C. MARTIN, Great Eastern Shows, spent a few days visiting friends in Birmingham recently while en route east, cards P. O'Brien. "The Alabama city has its share of showfolk and pitchmen and conditions seem good," O'Brien adds.

INSISTING upon a pay rate in no-gate territory and then blaming the g. a. for mediocre business is "one for the book," as Wilbur Cherry used to say.

S. (TOMMY) CARSON, who is in Brunson, S. C., after closing with the New England Shows as business manager, writes he enjoyed working for Owners Billy Giroud and Phil McLaughlin and has been contracted to return in the same capacity in 1940.

AFTER closing with Bright Light Exposition Shows and accompanying Owner John Gecoma to Jamestown, N. Y., for a few days' visit, Mr. and Mrs. William Koford returned south and joined Virginia Amusement Co. with their concessions.

NOW that folks live in trailers as comfortable as homes and carry such pets as dogs, cats, monkeys and parrots, why not build a chicken coop on the rear and have fresh eggs every a. m.? One trailerite with a carnival in California carried along a midget cow last Summer.

BETTER known to showfolks as "Old Folks," the Roy Coons are in Chicago, where Roy is recovering from a broken ankle sustained in Hot Springs, Ark., recently after closing with Royal Midway and Groves Greater shows, where they worked concessions Leona Wheelock. They plan to rejoin the Graves organization in the spring.

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MR. AND MRS. F. A. STIENBARGER are back in Aransas Pass, Tex., for winter after a successful season with Bob Hurst Shows. Stienbarger is rapidly recovering from a recent illness which sent him to a hospital for several weeks. They will return to Hurst Shows next year, they report.

MR. AND MRS. F. N. OGILBY have returned to Providence, Ky., to spend the holidays at Ogilby's mother's home there after a 30-week tour with Rogers Greater Shows. Ogilby was general agent and manager and reports a fair season. They closed at Shrine Circus, Evansville, Ind.

GEORGE BENNETT scribes from Rome, Ga.: "Saw the United Shows in Chatsworth, Ga., recently, and Manager Stan Reed is presenting a good, clean show. He is carrying five acts, which are proving a good draw. Shows are

well billed and should play to winning business."

SAID Mrs. Ledington to her husband, Roy, who returned after the winter hours with a vague business excuse: "Just because you have become air-minded thru riding with your boss, Orville Crafts, in his plane all the time doesn't give you an excuse to do night flying on the ground."

"WERE wintering down here again after a successful season with our customer and photo gallery stands," letters Larry S. Olson from Miami, Fla. "My sister, Grace Marion, and I were with West's World's Wonder Shows until the fair season started, when we again played our string of independent fairs."

DEL AND DOROTHY CROUCH pen from San Antonio that they have contracted their motordrome with Art Lewis Shows for 1940 and have shipped all equipment into quarters. They plan to leave the Texas city about December 10 for Norfolk, Va., where they will build a new front for the drome.

"WHILE spending Thanksgiving in Lansing, Mich., I met Don Reynolds, Tommy O'Shea and Lester Stevens, all of "act note," scribbles Doc Wilson. "Also heard that Patrick (Tops) O'Neill was in a local hospital with a crushed hand, the result of an auto wreck several days ago."

"WERE wintering on our fruit ranch in the Lower Rio Grande Valley," letter Mr. and Mrs. Fred E. Wharton from McAllen, Tex. "Have found we need The Billboard just as much during the winter as we did the past season when we were with W. A. Gibbs and Crowley's United Shows."

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to do the chores and returned to the show to report to everyone that the show would starve to death there, thus causing all to become discouraged. Show moved in and played the date and at the end of the engagement the books showed less than \$100 difference in the two dates! Moral: What do hasty conclusions prove?

ADDITIONS to Hilderbrand's United Shows in El Monte, Calif., included Besse Bossett, formerly of the side show on W. C. Huggins Shows; Adam Phaff and wife, who joined Johnnie Cardwell's concessions as managers of the balloon stand, and Frank and Harry Gilman, of the Illusion Show on the Foley & Burk Shows.

H. R. BUSH letters from Indianapolis that since closing with the Mammoth Exposition Train last July in Pittsburgh because of illness, he has been operating the Bush Trading Post in the Indiana capital. Last season marked his fourth with the Exposition Train and he says he'll probably rejoin the organization next spring. He reports fair business with his new enterprise.

"I'M WINTERING here after a successful season with the crime show on Doc Lang's Famous Shows," scribbles Elmo Florence from Detroit Lakes, Minn. "Haven't decided whether to return next season as talker on the colored show or remain with the crime exhibit. Reformed acquaintances with number of friends on the Rubin & Cherry Exposition when it played Dallas."

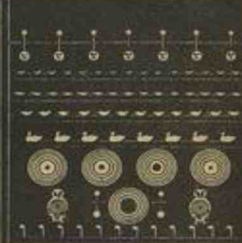
"THERE'S no activity in quarters, but after January 1 all equipment will be overhauled and repaired to get ready for opening in Macon, Ga., early in March," letters W. E. Franks, manager of Franks' Greater Shows, from Rebecca, Ga. "Hunting here has been good and I'm enjoying my vacation which will last until first of the year, when it will be time to attend fair meetings. My wife has opened a dine and dance place here."

ELMER HANSOOM, legal adjuster with Crafts 20 Big Shows, and wife are homebound to North Hollywood, Calif., after an extended vacation including four days at New York World's Fair, visits with friends in Portland, Me., then down to Miami, Fla., for a week and visits to Royal American Shows' quarters in Tampa, Fla., and a pleasant week with Johnny J. Jones Exposition in Jackson. (See MIDWAY CONFAB on page 43.)

EVANS

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20TH ANNUAL BANQUET BALL AND CONVENTION

OF

HEART OF AMERICA SHOWMEN'S CLUB AND LADIES' AUXILIARY

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Showmen's & Fair Secretaries' Convention All Week

\$ HUNDREDS OF DOLLARS IN GIFTS \$

(Donated by Manufacturers and Supply Houses)

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Chas. Goss, Standard Chev. Co.—Paul Van Pool, Coca-Cola Bottling
Works—U. S. Printing & Engraving Co.—Midwest Mds. Co.—Cresswell
Photo Shop—Eyerly Aircraft Co.

"The Convention Where Sociability Reigns."

HEART OF AMERICA SHOWMEN'S CLUB
Reid Hotel... Kansas City, Mo.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Dec. 2.—As this is written prior to our departure for Chicago to attend the sixth annual meeting of the association, and it is naturally too early to anticipate the outcome, it is evident that we shall have a large attendance as indicated by the sizable correspondence received from the membership.

We feel certain that the association will make progress of an important character and that the meeting will further indicate the established position of the association in the carnival industry. To those who will be in Chicago we extend a cordial invitation, particularly to owners, managers and others interested in the carnival industry in general and in our association in particular, to attend the sessions.

High spots of the meeting will include a review of the association's activities for the past year and formulation of a legislative program for 1940. It is the sincere belief of officers and directors that the sessions will be notable.

Tampa

TAMPA, Fla., Dec. 2.—Russell Kay, secretary of Florida Fair here, and Mrs. Kay were injured in an auto accident near Avon Park, Fla., last week. He suffered cuts and bruises but Mrs. Kay was more seriously hurt and has just been released from a hospital.

Irah and Sylvia Watkins, Watkins' dog and pony act, here several days en route to their winter home in Orlando after a long tour of States and Canada.

Ringling-Barnum & Bailey billing crews, to be used by Florida Fair to post throughout Florida, South Georgia, and South Alabama, will begin on January 2 under direction of Harry Lock and Frank Mahara.

Mr. and Mrs. Jenks Hoaglan, Hoaglan's Hippodrome, Anderson, Ind., who have been visiting relatives here, left for the Chicago meetings.

Enrique Ortega, bureau of tourists, San Juan, Puerto Rico, here arranging for Puerto Rican exhibit to be brought to Florida Fair from New York World's Fair.

George D. (Buck) Buchanan, lightning sign artist, wintering again in Ruskin, Fla., is preparing signs for the Tampa Fair and working out plans for Florida Tomato Festival, Ruskin, of which he

is manager. At the 1940 festival Southern States Show, John B. Davis, manager, wintering in Ruskin, will furnish the midway.

Also wintering in Ruskin: Johnny Enright, Gooding Shows; Joe and Babe Miller, blanket-wheel operators; Fearless Fusser, rolling-globe act; W. M. Wilson, "Man in White" fair announcer; Carl and Ethel Carson, formerly of Johnny J. Jones Exposition, caretakers at Buchanan's tourist camp.

At Gibsonton for the winter: Mr. and Mrs. Eddie LeMay, again at Eddie's Hut; Mr. and Mrs. Zeke Shumway, Beckmann & Gerety Shows; Mr. and Mrs. William Dumas and some members of the Happyland Shows, and Eddie Davis.

With the Ladies

By VIRGINIA KLINE

KANSAS CITY, Mo., Dec. 2.—Mr. and Mrs. Kenneth Haysler entertained a group of showfolks in celebration of the 70th birthday anniversary of Mrs. Haysler's grandmother, Mrs. Doc Turner, on November 15. Night was spent in games and stories of the shows of Mr. and Mrs. Turner's day and they related some interesting and exciting adventures. A huge birthday cake was cut and served by Mrs. Turner. Ice cream in candle molds also was served. Guests included Mr. and Mrs. Jimmie Porter; Mrs. Porter's mother, Mrs. Renzo; Naomi Porter, Joe Hughes, Mrs. Monte Hanley, Helen Brainerd Smith, Mrs. Hattie Hawk, Mrs. Bertha Brainerd and the hostess' children, Buddy and Carol Haysler.

On November 16 Helen Brainerd Smith entertained her bridge club, but included a table for show girls to compete with the home girls. Bertha Brainerd, Marie Broughton, Elizabeth Yearout and I played our best, but the homefolk took the money. We have decided to brush up a little on the game before playing them again next week. Chester Levin celebrated his birthday anniversary on November 18, and his wife, Ruth Ann, entertained. Dancing was the main theme of the night, as Carter Buton sent in an automatic record playing machine, with all the new and old favorites. Sandwiches and cocktails were served all night and many attended, including Mr. and Mrs. Carter Buton, Mr. (See WITH THE LADIES on page 49)

Happyland Folk Go South; '40 Route To Be Extended

DETROIT, Dec. 2.—Virgil Dickey, ride superintendent; E. H. Miller, revue operator, and Ray Tahaah, cookhouse operator, of Happyland Shows, are building homes in Gibsonton, Fla., winter home of many members of the show. Almost all are under way to redecorate the front for 1940.

Reid says shows will extend their season six weeks longer, until the middle of November, and play new fairs in Indiana, Ohio and Louisiana. Permanent quarters are in Webberville, Mich.

Reid plans to add more shows next year, and soon will start building new equipment. Shows purchased 11 new cars the past season.

MUSEUMS

Address Communications to Cincinnati Office

Kortez' No. 2 Unit Set For New Orleans Debut

MINNEAPOLIS, Dec. 2.—Plans for opening of Pete Kortez' World's Fair Museum's No. 2 Unit in New Orleans about December 14 are nearing completion. Roy B. Jones said here. Unit will be at 630 Canal street, spot where Kortez chalked profitable stay last winter. Frame-up will be different than last year's and a new array of talent has been engaged. Ray Cramer, past two years Side-Show manager with Dodson & Ballie's World's Fair show, has been signed to manage the new unit.

Kortez Museum exhibiting at Third and Nicollet avenue here is getting good patronage, especially over the week-ends. It is planned to keep both units in the same spots all winter and to bring in new entertainers from time to time. Strong publicity campaigns have been carefully planned. Alice from Dallas, and Hoppie, frog boy, have been on the sick list here. Harvey and Grace Williams, midgets, are doing well with their Thyntown Cafe. New attractions are Pop-Eye Perry and Idaho Lewis, midget cowboy.

Lewiston's Freaks Start Well at Pittsburgh Stand

PITTSBURGH, Dec. 2.—After a week of fair business at 305 Main street, Zansville, O., Harry Lewiston's World's Fair Freaks opened November 20 in a large storeroom at Wood street and Lib-

erty avenue here for an indefinite stand. Business to date here has been satisfactory, reports Paul D. Sprague. Plans are under way to redecorate the front for this engagement. A 34-foot sign has been erected above the doorway and new photographs of all attractions are to be placed on lobby boards, now being completed.

Sprague will remain here in charge of the unit during absence of Harry and Rose Lewiston, who leave soon for a brief vacation and a visit to the Chicago meetings. Madam Johanna, mentalist, enjoyed a visit from her husband, Harry Bitley, circus performer, who will leave soon to fulfill several winter contracts. Rose Lee Secula, armless girl, entertained homefolks from Monesson. Management provided a turkey dinner for personnel on Thanksgiving Day.

Sheesley Opens Store Show

GALVESTON, Tex., Dec. 2.—John D. Sheesley, son of Capt. John M. Sheesley, of Mighty Sheesley Midway, opened his store show on a main street here on November 23 to big business. He plans to keep the attraction open thru December and January.

Philadelphia

PHILADELPHIA, Dec. 2.—Business at local museums was good this week. Edith Strickland, Mrs. J. H. Taylor, magician; Major O'Satydade, busy cushion; Robert Elmer, sword and neon tube swallower; Joseph O'Brien, escape (See PHILADELPHIA on page 49)

Los Angeles

LOS ANGELES, Dec. 2.—Archib S. Clark, owner Clark's Greater Shows, has had the cast in which he has been in since his accident some months ago removed and is rapidly recovering and making 1940 plans for his show. George W. Coe and wife have taken an apartment here for the winter. Tom Randall is being shown about town by Barney Flanagan. Heron rodeo to the Far East, where he has been an amateur purveyor for 40 years. Acme Novelty Co. has added space to its store-rooms here. O. L. Henderson is handling the VFW Post's Thrill Show at Meade Hall. Postmaster Lacey, former trouper, is operating a restaurant in South Los Angeles. E. (Pickles) Picard, manager Hilderbrand's United Shows, is in town supervising storage of equipment. Harry Horowitz came in from Clark's Greater Shows.

Henry Bahr and Red Grove are in town, latter for a brief stay. Frank Ward, general agent, C. F. Zeiger's United Shows, is committing between Los Angeles, New Mexico and Arizona. Jack Greenhaige is promoting the Spanish War Veterans Post's Midwinter Fiesta. Mr. and Mrs. Earl O. Douglas and Jo De Mouchelle are looking over Southern California amusement sections. Ross B. Davis reported his rides on occasions at Lincoln City Park were doing well. L. J. (Baldy) Miller is back from the North, where he had a crew working novelties. S. A. (Skip) Fordyce left Portland, Ore., to enter the insurance business for the winter. Bob Fordyce has stored his equipment and will winter in Pomona, Calif. Al Anderson came in from Balboa Park and stated he contemplates extensive improvements for the season next year.

Paul Hill is promoting the motion picture-radio show to be presented in Long Beach Municipal Auditorium. Billy Reed is assisting Hank Durrell has his act playing clubs and special events. Alice Nesbitt came in from South Dakota with her horse, Golden Chief, and is presenting her act at horse shows and special events. Nate and Edie Long Beach for the winter. Frank (Parker) Harris reports the Cyclone Race Pier, in Long Beach, is doing nicely. Louis Manly is doing punch belly, while Mrs. Manly has concessions. Hart Campbell is in town planning a winter indoor show.

Philadelphia

PHILADELPHIA, Dec. 2.—Jack Wilson and Izzy Cetlin came in to purchase a new Scooter from Lusse Bros. Department stores have installed the Scooter in his fifth season at Stollenberg's with his dog, pony and monkey circus. In his line-up are Tickles, whistling clown; Roy Stone and mule; Takayama, Japanese juggler; and Mar Sweeney, clown. Goldie Fitts is equestrian director. Edythe Sterling has her Hopi Indians as an extra added attraction, and a troupe of midgets are used as a window attraction. At Litt's Professor Peck's Punch and Judy is being featured with the three musical clowns, George Fredo, Johnny Pedro and Gus Troy. Visitors during the week were S. A. Kerr and Al Bydiak.

St. Louis

ST. LOUIS, Dec. 2.—Everyone is Chicago bound and The Billboard office here has received the news that the showmen en route from various quarters to the Windy City. From all appearances many outdoor showmen are getting to the big doings earlier than in previous years. Among those who stopped over were John M. (Cap) Sheesley, J. H. Henderson and Joe S. Scholbo. Mighty Sheesley Midway; Jack Bailie, James C. Simpson and Johnnie Hoffman, Dodson & Ballie's World's Fair Shows; Bill James, C. R. Fulton, Frank's Punch and Judy, and Joe Darpel. Bill James Shows; Dee Lang, John Sweeney, M. D. (Bill) McClean, Euby Cobb, Dee Lang's Famous Shows; John Frank's Greater Exposition Shows; James W. Laughlin, West Bros.' Shows; Francis L. Dean, Fulton, Bag and Cotton Mills; Charles T. Goss, Standard Chevrolet Co.; Tom W. Allen, Tom W. Allen Enterprises; Sol Nathan, Hymie Schreiber and Mack Singer, B. & N. Sales Co.; Matt Dawson, Acton, Fulton, Supply Co.; Sweeney Bernet, Globe Post Corp.; Charles F. Watzmuff, Elmer Brown and Eddie Vaughan.

Winter-Quarters News--Gossip

As Reported by Representatives for the Shows

Beckmann & Grety

ATLANTA, Dec. 2.—B. S. Grety returned to quarters only last week after a two-week absence and he and Fred Beckmann left to attend the Chicago meetings. Arky Bradford is getting everything ready preparatory to starting work after January 1. Mr. and Mrs. Ted Webb, Mr. and Mrs. Charley McDougall, Mr. and Mrs. Bill Salsbury and Earl Chambers are living in their trailers here. Mr. and Mrs. Mike Bodenschot are housed in their private living wagon and Mike is keeping his ponies in condition. Harold Landaker, show artist, assisted by his wife, is preparing sketches for several new fronts. Don Carlos, with his monkeys and dogs, also is wintering here. EDGAR T. NEVILLE.

Art Lewis

NORFOLK, Va., Dec. 2.—There's plenty of activity at shows' quarters here. Superintendent Howard Ingram has a crew of 30 working and 15 wagons have been constructed. Paint department has been busy and most of the show is in good shape and intact. Merry-Go-Round and Whip have been repaired, remodeled and streamlined under direction of Frank Moran. Jimmie Fisher is in charge of the Blacksmith shop. Mrs. Ingram has arrived from her home in Sarasota, Fla. She has recovered from her recent illness. Joe Wren and Blackie Peyton have arrived and are at work. Owner Art Lewis and brother, Charley, have been away most of the time on business. Recent visitors included James E. Strates and William Fleming, Strates Shows; George Mars, West's World's Wonder Shows; Bill Lewis, who is handling night promotions here; Steve Kutney, Mighty Stables; recent visitors included James E. Strates and William Fleming, Strates Shows; George Mars, West's World's Wonder Shows; Bill Lewis, who is handling night promotions here; Steve Kutney, Mighty Stables; Midway; Kenney Moore and party, and Hank Syler. H. INGRAM.

James E. Strates

SAVANNAH, Ga., Dec. 2.—Since Master Mechanic James Yotis and Chief Electrician Cliff Raylen have returned from their jaunt to Florida, quarters here have been showing activity. There always are a number of showfolk on hand as Guy Dodson's and Ed King's camps are winter homes for a number of shows' personnel. Bobby Mansfield visited on route north to the New York and Chicago meetings. He will winter in St. Louis. Hazel Rocco moved from De Funiak Springs, Fla., she is enjoying the best of health and having a wonderful time. Mrs. James E. Strates is comfortably settled here for the winter and the children are attending a local school. Keith Buckingham, who has signed for next season, is vacationing in New Orleans. James E. Strates and General William Fleming are in the North in interest of show. Owner Strates will return immediately after the Chicago meetings to take charge of quarters. Recent visitors were Jack Bailie, Margaret Sherman, Bill Johnson, Charles Sceller, Fee Wee Langdon and Mr. and Mrs. Hodges Bryant, Captain Lumkin is in charge of the live stock at quarters. Trainmaster Tom Evans and wife are expected soon to assist in construction of new equipment. DICK O'BRIEN.

Rubin & Cherry

SAN ANTONIO, Dec. 2.—At close of South Texas State Fair, Beaumont, shows were shipped to new quarters here at Exposition Park. At present time everything is arranged and a crew of nine, under supervision of Nat Worman, has started repair work. Most of the personnel left at Beaumont. Mrs. Cleo Hoffman and son, Joe, went to Mason, Ga., to join Peasy. From there they will go to Miami. Arthur Sharpe, auditor, and Harry Julius, of the pony track, are in camp at Punta Gorda Beach, England. Mrs. Gruberg is visiting her daughter and grandchild in Philadelphia, but will attend the Chicago meetings. Quarters are located about three miles from the city. Elaborate plans have been drawn up for beautifying the shows, but building will not start until after the holidays. Manager R. L. (Bob) Lohmar left for a few days' vacation at his home in Morton, Ill. He'll recall the Chicago meetings. Writer recalls that show last winter in Texas was about 25 years ago, wintering in Paris under the name of the Sol's & Rubin's United Shows. Organization

left there in the spring as the Rubin & Cherry Shows. Office is in charge of the writer, who is starting in the 26th year under the same banner. FRANK S. REED.

J. J. Page

JOHNSON CITY, Tenn., Dec. 2.—Extensive repairs and painting of various buildings has been going on in quarters since closing and storing here. Color scheme of the workshop and storage is aluminum and orange, while the office building will be white and green. Remainder of the buildings and sheds will be a one-color job. It was quite an expense taking care of things broken up by miscellaneous lads, but when the show goes on tour in 1940 a watchman will be on duty at all times. Work of rebuilding, repainting and building generally starts after the first of the year when Roy Fann, general superintendent, will have ample facilities to take care of the work. Owner Page is dickering for a full electrical unit. Before leaving for his home in Pennsylvania, Bert Montgomery made arrangements for several members



C. W. CRACRAFT, who has signed as general representative of John H. Marks Shows after resigning a similar post which he held two years with James E. Strates Shows. Widely known in outdoor showdom, he has been a carnival pilot many years, having also been associated among others with Greater Sheesley Shows, former Bernard Greater Shows and William Gluck's Ideal Exposition Shows.

of his ride crews to take over his work here. Painting will be handled by Trevor Montgomery. New ride fronts are to be built. Several of the boys are here, but they plan to go home for the holidays. A new office trailer will grace the midway in 1940, and Owner Page plans to convert the old office into a mobile storage unit. Visitors here included Hobe and Maggie Cole, Frank and Pearl Sheppard, Lee Carter, Claude Slesup, Joe Meredith, John Parrott, Mr. and Mrs. Fred Boswell, C. D. and Babe Scott. Among those cutting up jackpots were Pearl and Frank Sheppard, J. J. Page, Chris Jernigan, Roy Fann and the writer and wife. R. E. SAVAGE.

Sheesley

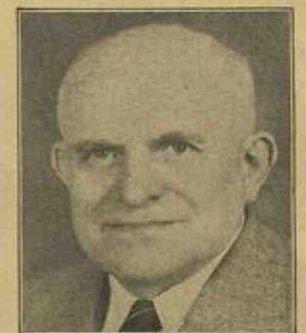
GALVESTON, Tex., Dec. 2.—Weather has been warm and a number of fishing parties are in quarters. Capt. John M. Sheesley and General Agent J. B. Hensdorth left for the Chicago meetings, as did John D. Sheesley and wife. The writer and Art Edridge will be in charge of John D.'s museum during his absence. Henry Curtin and wife have returned after playing some special events and will winter here. Cookhouse at quarters is in charge of Bill Michael and Arthur Sichel, Harry Cramer, who is in charge of quarters, has been under the care of an eye specialist. Al Remton and wife, of Slide Show, left for New York to visit relatives. Mrs. Bob Thomas returned from a visit with her father in Harlan, Ky., who was ill there. Mr. and Mrs.

Charles H. Pounds will winter in Glendale, Calif.

Art Detwiller and wife have charge of the soft drink and pop-corn stand in the museum here. J. S. May and Army Shafer are operating a local restaurant. Dutch Fredericksen, penny arcade, is vacationing in California with his sister. He plans to return here before Christmas. Mrs. Jeanie Williams is wintering here. Visitors this week included Roland Smith, Mr. Curry and Mr. Butler. E. C. MAY.

Crystal Expo

CRYSTAL RIVER, Fla., Dec. 2.—Crystal Exposition Shows, which closed at Marion (S. C.) County Fair, have been stored in quarters at Camden, S. C., with Sam Petral being in charge of a skeleton crew. Manager Bunte purchased a new car and, with wife and baby, Irene, visited for several days with friends in Ohio and Michigan. Prior to coming home here, Bunte purchased a pleasure cruiser for the convenience of his many fishing friends who visit here in the winter. John Bunte and wife are visiting in Ohio, while Mr. and Mrs. Bill Bunte are wintering here. Mr. and Mrs. Benjamin also are here, while other members have returned to their homes. CHARLES (CHUCK) STAUNKO.



VET SHOWMAN and general agent, J. A. (Jim) Schneck concluded his fifth season in the latter capacity with Western States Shows in Goose Creek, Tex., on November 22 and went to Houston for the winter. Jim had his first experience in show business as owner and manager of vaudeville acts. He then had an interest in a small circus in Cuba and Mexico and was later with Wortham & Allen Shows. At dissolution of that partnership, he remained with C. A. Wortham in various capacities. He was first secretary of C. A. Wortham Shows and also manager of Wortham's Alamo Shows. After Wortham's death, he became a partner in Foole & Schneck Shows and owner of Lone Star and Blue Bonnet shows. He retired from the carnival field in 1929, but returned in the spring of 1932 to his present capacity with Western States Shows. Photo furnished by A. B. Wright.

Crafts

NORTH HOLLYWOOD, Calif., Dec. 2.—Fifth week in quarters finds the various units stored in the large new broop-proof buildings erected here by Owner O. N. Crafts, started December 1, with a skeleton crew and more men will be on December 15. After January 1 all departments will be brought up to full quarters strength. Mews hall, under Jack Shell and Helen Campbell, has been in operation since arrival of equipment, with 20 boarders answering the dinner gong daily. Among folks wintering here are Owner and Mrs. Crafts; Roy R. Ludington, manager, and wife, whose trailer coaches have been hooked up with city utilities; Mr. and Mrs. Roger Warren, Mr. and Mrs. Fred Gluck, Mr. and Mrs. Patty Murphy, Mr.

and Mrs. J. Schell, Mr. and Mrs. Hershey Taylor, Mr. and Mrs. Joe Duran, Mr. and Mrs. George Bryant, Mr. and Mrs. Roy Shepherd, Al (Suede) Mahler, W. H. (Kokomo) McCormack, Chesworth Dallas, Hubert Vandalis, Louis Etninal, John Harmony, Frank Kemp and Mack Doman, Secretary Harold Mook, living near here, spends his time with office duties at day and bridge parties at night. O. N. Crafts and Roy E. Ludington have been making numerous business trips. Ludington recently left with John (Spot) Ragland to attend the Chicago meetings. John Alexander Politt, general agent, spends much time at the Pacific Coast Showmen's Association. Harold Perry, special agent, lettered he has been busy since close of the season with publicity and billing matters he handles each winter in San Francisco for a group of theaters. It was announced here the quarters personnel would attend Illarity Night festivities at the PCBA, with Crafts furnishing transportation and Roy Ludington, the admission tickets. JACK SCHELL.

"FOR SALE" TWO RIDES

8 CAR KIDDY AUTO RIDE AND CHAIR-O-PLANE

PRICED FOR IMMEDIATE DISPOSAL \$1,000.00 Buys Both.

Write—Wire—Phone

BAKER-LOCKWOOD

17th & Central, Kansas City, Mo.
AMERICA'S BIG TENT SHOW
Eastern Representative, A. E. CAMPFIELD,
152 W. 42d St., New York City

3000 BINGO

Heavyweight cards, black on white. Wood markings printed two sides. No duplicate cards. Put up in the following size sets and prices: 25 cards, \$3.50; 50 cards, \$4.50; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$6.25; 200 cards, \$11.25; 250 cards, \$13.75; 300 cards, \$16.50. Remaining cards, \$5.00 per 100. No. 140—Extra Heavy Green Both Sides. Per 100, \$9.50.

3000 KENO

Made in 30 sets or 100 cards each. Fitted in 2 rows across the card—set up and down. Lightweight card. Per set of 100 cards, tally card, calling markers, \$2.00.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 8 1/2" x 11".

LIGHT WEIGHT BINGO CARDS.

Black on white, postal card size. Can be retained or discarded. 3,000, size 5 1/2" x 10", \$1.25 in lots of 1,000, \$1.00 per 100. Calling markers, extra, 50¢.
Automatic Bingo Shaker, Real Glass \$12.50
3,000 Jass Pot Slices (sides of 7 numbers) \$1.00
per 1,000 1.25
Lightweight Cards, 6 1/2" x 10"50
3,000 Small Thin "Bingo" Bingo Sides50
7 colors, pad of 25, Size 4 1/2" x 10", 1.25
3,000 Featherweight Bingo Sides50
Lotto, \$1.25 per M. Stamped in pads of 25, Per M 1.50
Fuzate extra on these sheets50
Bingo Card Markers, in strips, 25,000 for 1.25
Bingo cards, tally cards, calling markers, calling books, subscription books, misc. items, Call and sample cards free. Top pay and C. O. D. fees. No personal checks accepted. Instant delivery.

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Those attending Chicago meeting contact at address O. N. CRAFTS at HOTEL SHERMAN, DECEMBER 14 to 15th.

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AGENTS AND SALESMEN—WRITE US FOR INFORMATION on a brand new, fast-selling item. Every man who buys them, for information, see **THE REMARK MFG. CO.**, Dept. P, 105 N. Broadway, Butler, Ind.

AGENTS—300% PROFIT SELLING GOLD LEAF Letters for Store Windows. Free samples. **METALL CO.**, 439 North Clark, Chicago.

AGENTS—SELL TRU-NUT NEW PATENTED Natural Knotted Necktie. Sells on sight, big profits. Sample 50 cents. **551 ALLCOIT**, Philadelphia.

AGENTS—START A BUSINESS OF YOUR OWN. Make money in house numbers and signs. Complete instructions \$1.00. **HERMAN JOHNSON**, 331 1/2 Chayenne Blvd., Colorado Springs, Colo.

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BARREL IN BOTTLE—LIQUOR ACER, PURIFIER, Extractor, something new and novel. Insert one in your bottle, see amazing results. All year round sellers. **LA FRANCE PRODUCTS**, 25 Hanover St., Boston, Mass.

BEST YET—SNAPPY CHRISTMAS CARDS, Photos, Novelties, hundreds other numbers, all year round sellers. **LA FRANCE PRODUCTS**, 25 Hanover St., Boston, Mass.

BIG MONEY APPLYING INITIALS ON AUTOMOBILES. Write immediately for particulars and free samples. **AMERICAN LETTER COMPANY**, Dept. 30, Dunellen, N. J.

CARTOON BOOKLETS, LITTLE BLUE BOOKS, Photos—Novelties. Lowest wholesale. Samples \$1.00. List only, 10c. **AFFILIATED ROADSHOW ATTRACTIONS**, Guntersville, Alabama.

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. **CLIVER COMPANY**, 3128 W. 49th Place, Chicago.

EXPERIENCED SUBSCRIPTION MEN WANTED—Also Crew Managers. Attractive city national magazines. Liberal proposition. **PUBLISHER**, 630 Shuaker Bldg., Kansas City, Mo.

LOCAL AGENTS WANTED TO EARN BONUS Suits and Demonstrate to Friends. Up to \$12 in a day easy. Experience unnecessary. Valuable demonstrating actual samples absolutely free. **H. J. GRAVES**, 1300 Harrison, Dept. A-807, Chicago.

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SELL SCIENTIFIC COOL TREATMENT FROM HOME—Free Trial Order—200% profit. Write **OMEGA DISTRIBUTORS**, 923 Washington St., Kansas City, Mo.

SOMETHING NEW—MORNING STAR NUMBERS—Income. Send ten cents for sample. **MAQUEN NOVELTY CO.**, 5119 Brush St., Detroit, Mich.

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A BIG ASSORTMENT ANIMALS, REPTILES, Birds, Puma Cubs, Agoutis, Kangaroo-Rats, Pezomars, Monkeys, African Porcupine, etc. **SNAKE KING**, Brownsville, Texas. de20

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FORMS CLOSE (in Cincinnati) THURSDAY

FOR THE FOLLOWING WEEK'S ISSUE.

ARMADILLO BASKETS, LAMPS, ETC.—THEY are different and distinctive. Also have live Armadillos. Write for our low interesting quotations. **APLET ARMADILLO FARM**, Comfort, Tex.

PLENTY SHAKES—ALLIGATORS, GILA MONSTERS, Armadillos, Agoutis, Monkeys, Coati-mundus, Prairie Dogs, Puma Cubs, Peafowl, Gophers, Parakeets, Raccoon Terzips, Guinea Pigs, Ferrets, Rats, Mice. Write **OTTO MARTIN LOCKE**, New Braunfels, Tex. de23

WANTED—GOAT WAGON, TO HEAR FROM those who desire to purchase Trained Goats, Wild Animals, Birds, etc. **Lady Midgets**, write me. **EDDIE POTTS**, Owassa, Ala.

WRITE FOR OUR CATALOGUE—IT COVERS the Animal Kingdom. **MEEMS BROS. & WARD, INC.**, OceanSide, N. Y. Direct importers from all over the world.

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BE A SOMEBODY! DISPLAY YOUR TALENT!—Have a professional photograph record of your composition. Made from manuscript. Free booklet. **CREATIVE RECORD SERVICE**, 24 W. 74th St., New York.

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BARBECUE SPICES MAKES SENATIONAL Cakes, Back Sauce, added to catsup. **PERFEX DIST. CO.**, 646 New York St., Aurora, Ill.

GET BIG SALES—SAMPLES CALORE. Your name listed in Midstates Mail Trade Directory, copy sent you, Directory 500,000 articles wholesale, 10c. **EAGLE**, 41-44 W. 65th, Chicago. x

PATENT ON AUTOMATIC COIN CONTROLLED Sales Booth—Great profit. Many basic rights. Will sell outright. **ERWIN ROHDE**, Cherokee, Ia.

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7-YEAR LEASE—2-STORY GARAGE APARTMENT furnished; 10 Acres Land with 200 large pine trees, suitable for tourist or amusement park. Just outside Miami city limits. Location on two prominent highways. Great opportunity. No park in Miami. Rent, ninety dollars per month. **WM. R. PETERS**, Box 782, Sta. 5, Miami, Fla.

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 RECONDITIONED Vending Machines of all kinds at real bargains. Send for list. **ASCO**, 383 Hawthorne Ave., Newark, N. J. de20c

CLEARANCE—WURLITZER'S 412-312, \$49.50; P-400, \$39.50; P-30, P-12, \$34.50; Mills De-Luxe, \$27.50; Swing King, \$22.50; Seeburg's A. 50; Rock-Ola's No. 2, \$27.50; No. 35, \$39.50. One-third off. **AMUSEMENT CO.**, D. F. A. B. AMUSEMENT COMPANY, Pensacola, Fla.

CHEAP!—FREE PLAY GLIKKS, TRIPLE PLAYS, \$9.50 each. **ALBUQUERQUE**, \$14.50. **Ragles**, \$13.00; **Stop 'N' Go's**, \$24.50; **1-2-3's**, \$15.00; **Fairgrounds**, \$22.50; **SEIDEN DISTRIBUTING CO.**, Broadway, Albany, N. Y.

FOR SALE VERY REASONABLE—12 VI-PED. Ex Foot Oscillators with Dime Slots. Used less than three months. **BISON AMUSEMENTS**, 92 E. Girard, Kenmore, N. Y.

LATEST USED FREE GAMES—MR. CHIPS, Thriller, Lucky, Twinkie, Pick 'Em, Triple Threat, Golden Gate, \$69.50 each; Big Six, Backboard, Punch, \$79.50 each; Champion, Ruckaroo, Lotto, \$89.50 each; Spotters, Up and Up, Major, \$30.00 each; Chovron, Fair, Sky Rocket, \$35.00 each; Variety, \$64.50; 1-2-3, \$99.50; Sports, \$67.50; Ocean Park, \$55.00; Multi Races, \$15.00; Airport, Topper, \$49.50 each; Pot Shot Cowboy, \$45.00 each; Gun Club, \$25.00. Let us know your needs. Send your order with deposit. **LEHIGH SPECIALTY CO.**, 2nd and Green Sts., Philadelphia, Pa. x

PHONOGRAPH BARGAINS—WURLITZER 412, \$39.50; **Marble & Life-up Grill**, \$65.00; **Wurlitzer 616**, \$39.50; **Marble & Life-up Grill**, \$110. **EAST COAST**, 455 West 45th St., New York City. de16c

ROUTE OF 20 DIGGERS IN GOOD CITY NEAR Miami. **Fleurbaey-Walsh**, 2200 N. W. 12th, **WILLIAM SHAYNE**, 701 N. Miami Ave., Miami.

SLOT MACHINES—NICKEL DIME OR QUARTER, \$20.00 each; Mills Small Sales, \$25.00; **MILLS**, \$12-3, \$15.00. **O'BRIEN**, 89 Thames, Newport, R. I.

SLOT MACHINES, ALL MAKES, \$35.00; MILLS Small Sales, \$25.00; National Nine-Column Candy or Cigarette Machines, \$50.00. **O'BRIEN**, Thames, Newport, R. I.

SNACKS THREE COMPARTMENT VENDORS, \$7.50; Northwestern all-purpose merchants, \$4.50; Northwestern ball gum vendors, \$3.00. **WARD PETERS**, Baton Rouge, La. x

TOM MIX RADIO RIFLES, \$49.50 EACH. Will trade for XV Cigarettes. **CENTRAL DISTRIBUTING CO.**, 916 S. Cicero St., Indianapolis, Ind. x

U. S. GOVERNMENT'S LARGEST BUSINESS permits participation by man or woman for private profit to own and operate route of machines dispensing U. S. Postage Stamps. Spare time. Can earn up to \$250.00 monthly, depending on expansion. \$295.00 each investment required for equipment. If conservative and desirous of a business write **SHIPMAN MANUFACTURING COMPANY**, 1326 S. Lorea St., Los Angeles, Calif. x

WANT USED KEENEY SHINNY GAMES—STATE price and condition. **W. F. SCHORK**, 1663 Broadway, New York City.

WANT 20 USED NORTHWESTERN OR COLUMBIAN Peanuts Machines. Reasonable. Good condition. **410 CHURCH ST.**, Morrilton, Ark.

WILL TRADE JENNINGS IN-A-SAG VENDERS for Mills and Jennings Slots. Send list. **STANDARD COIN MACHINE CO.**, 55 E. Spring St., Columbus, O.

WURLITZER 24s, \$139.50; 616s, \$87.50; 412s, \$45.00; Mills Cherry Bells, Blue Front, reconditioned, \$39.50. COLEMAN NOVELTY, Rockford, Ill.

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. de9

50c BALL GUM FACTORY FRESH, 12c BOX; Tab, Stick, Midget Chicks, every Vending Game. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. de6c

6 GROETCHEN COLUMBIA SLOTS—WITH cigarette reels, gold award, front and rear payout, like new, \$27.00 each. **BOX 129**, Fort Dodge, Ia.

300 LIKE NEW TWO-COLUMN 2 VENDERS, \$7.50 each. Formerly \$18.50 each. **BUREL & CO., INC.**, 679 Orleans, Chicago, Ill. tr6

500 1c SNACKS THREE COMPARTMENT VENDORS, like new, equipped with latest adjunct for merchandising compartment, \$11.95 each; 25 or more, \$10.95 each. **BUREL & CO., INC.**, 679 Orleans, Chicago. tr6

COSTUMES, UNIFORMS, WARDROBE

BARGAINS—ORCHESTRA COATS, JACKETS, \$2.00; Beautiful Cycles, \$35.00; Overcoats, \$9.00; Tuxedos complete, \$10.00; Chorus Costumes, \$1.00. **WALLACE**, 2416 N. Halsted, Chicago.

FORMULAS

EXPERT ANALYSIS, RESEARCH, INDUSTRIAL Development. Newest Guaranteed Formulas. Blends at a price free. Nominal prices. **GIBSON LABORATORY**, Chemists, BH-1142 Sunnyside, Chicago. tr6

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CARAMEL CORN OUTFITS—COPPER KETTLES, Furnaces, Rotary Poppers, all-electric; Burners, Tanks, Stoves, Popping Kettles, Furnaces free. **NORTHSIDE CO.**, Indianapolis, Iowa, 401-3c

GUESS YOUR WEIGHT CHAIR SCALE—400-LB. Cherrillon Dial. Perfect condition, bargain. \$50.00. **BOX 750**, Hot Springs, Ark.

POPCORN, POTATO CHIP, CRISPETTE, Caramel popcorn, and Cheese Coated popcorn machines. **LONG EAKINS CO.**, 1976 High St., Springfield, Ohio. de16c

PORTABLE SKATING RINK—50x120, COM- plete. All practically new. Tent, 250 Pans, Skates, Music, Outfit, Grinder, Sander, \$2,800. **M. S. CROSS**, 2731 Washington Ave., Granite City, Ill.

1929 MODEL GENERAL MOTORS 21-PASSENGER Bus—Good condition. **LINKER**, **STENSEN TOURS, INC.**, Tiffin, O. x

FOR SALE—SECOND-HAND SHOW PROPERTY

CIRCUS BLEACHER SEATS—ALL SIZES. New and used, out or without legs, with or without footrests. **PENN BLEACHER SEAT CO.**, 700 W. Thompson, Philadelphia, Pa. de16

FOR SALE—100-FT. STEEL AERIAL SWAY Pole. Complete equipment in perfect condition. Box 250, 100-W. Root Lights. For information write **MADGE BOVEY**, Watonga, Okla.

HELP WANTED

GOOD ORCHESTRAS, IMMEDIATELY—BOTH union and non-union. State all with recent references. **JAY S. MCCONKEY**, Reid Hotel, Kansas City, Mo. x

NEAT AND ATTRACTIVE CIRCUS ENTERTAINERS Wanted—Ages 25 to 30, to act as hostesses. Photos returned. Write **THE CASINO**, 613 King St., Charleston, S. C.

PROMOTION MANAGER—FOR MIDDLE WEST and South. Must be capable of creating "business-getting" ideas and directing promotional work. In reply state: **AMERICAN CHEWING**, Mt. Pleasant, Pa. de16c

WANT IMMEDIATELY—HAMMOND ORCHESTRAS. Union or willing to join; playing best theaters. Wire or phone **CALVERT**, THE MAGICIAN, Palace Theater, Jacksonville, Fla., December 8-9-10.

WANTED—MANAGER FOR ROLLER SKATING Rink. Must have experience and be able to instruct latest skate dance steps. Write **ALBERT C. CHALIFOUR**, 243 North St., Salem, Mass.

LOCATIONS WANTED

WANT TO RENT BUILDING IN MICHIGAN with Hard Wood Floor, suitable for Skating Rink. **WALTER BOYD**, Crystal, Mich. x

MAGICAL APPARATUS

CATALOGUE OF MINDREADING—MENTAL-ism, Spirit Effects, Magic Horoscopes, Forecasts, Buddhas, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts, Books, Wholesale. Largest stock, New 155-page illustrated catalogue, 30c. **NELSON ENTERPRISES**, Nelson Bldg., Columbus, O. de23

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FREE NEW 220-PAGE PICTORIAL CATALOG. Latest Tricks, Fine Magical Apparatus, Books, Ventriiloquist Figures. Large stock, prompt shipments. **KANTER'S**, 1309 Walnut St., Philadelphia, Pa.

LARGE PROFESSIONAL MAGIC CATALOGUE, \$8.50. Regular \$39.50 low stand 22" x 34" Circulating Fans, \$15.00. **MILLER SURPLUS**, 2533 Madison, Chicago. de7c

MISCELLANEOUS

NEW 1500 WATT FLOODLIGHTS WITH BULBS, \$8.50. Regular \$39.50 low stand 22" x 34" Circulating Fans, \$15.00. **MILLER SURPLUS**, 2533 Madison, Chicago. de7c

AT LIBERTY — A-1 Huber, Gilm, Man for eleven... N.Y. 111, 1st 19, Garden, Ala.

GEO. BURKHART — Comedy Magician, "King of... Chicago, Ill. Everything 1 person. 35 years... New York City, N. Y. 10012, 1st 19, Garden, Ala.

RIGIDULOUS TRIO — Three Regular Clowns, Best... Chicago, Ill. 111, 1st 19, Garden, Ala.

AT LIBERTY DRAMATIC ARTISTS

LEADS, INGENUITY — 27, blonde, attractive 5 ft... Florida, La Verne, 610 W. Wood, Decatur, Ill.

AT LIBERTY MAGICIANS

CAN YOU USE A first class assistant? My act... Chicago, Ill. 111, 1st 19, Garden, Ala.

CRYSTAL GAZING, Magic, Hypnotism, Straight... Chicago, Ill. 111, 1st 19, Garden, Ala.

AT LIBERTY MISCELLANEOUS

SOUND OPERATOR WITH... Cincinnati, O.

AT LIBERTY MUSICIANS

ALTO-TENOR-CLARINET... New York City.

AT LIBERTY - TRUMPET

Men, All essentials. C. ZYLMAN, Chesapeake, O.

FAST TRUMPET — DIXIE

land, Good reader, All essentials. Torrance, Calif. Write, TOAD-THARP, El Mirro, New Mexico. de9

VIOLINIST — YOUNG

Dance and Concert, of finest hotels, desires salary and board anywhere. VIOLINIST, 350 W. 58th St., New York City. de16

A-1 ALTO, TENOR — CLARINET. MERLE JOHN... New York City.

ALTO SAX — BRD, DOUBLE CLARINET, FINE... Washington, D. C.

ALTO SAX — DOUBLING CLARINET, VIOLIN... Milwaukee, Wis.

BASS MAN — AGE 22, DESIRES JOB IN SWING... Princeton, Mo.

CELLIST — DOUBLE GUITAR, LOTS OF TRIO... Washington, D. C.

DANCE DRUMMER — RADIO, SHOW EXPERIENCE... New York City.

GIRL DRUMMER — EXPERIENCED ALL BRANCHES... Cincinnati, O.

HARPIST — ATTRACTIVE YOUNG LADY... Cincinnati, O.

SAX MAN — ALTO, TENOR, CLARINET, CUT... New York City.

STRING BASS DOUBLING VIOLIN — UNION... WALLY PELLETIER, Erie, Ill.

TROMBONE, ARRANGER — ALL ESSENTIALS... New York City.

TRUMPET — READ, FAKE, GO, BIG TONE... Patton, Pa.

TRUMPET, DOUBLING TENOR SAX — EXPERIENCED... EAGER, Montgomery, N. Y.

TWO MUSICIANS — UNION, TENOR SAX, CLARINET... Springfield, Mass.

VIOLINIST, DOUBLING CELLO AND SAX — EXPERIENCED... New York City.

YOUNG UNION DRUMMER — DOUBLE ON VIBRAPHONE... New York City.

A-1 MAN — Trompet, Clarinet and Tromp. Sax... Detroit, Mich.

ARRANGER AND COMPOSER — Wishes to join... New York City.

AT LIBERTY After Dec. 10th — Tenor and Clarinet... New York City.

CAPABLE VIOLINIST, Soloist and regular... New York City.

DRUMMER — 21, Experienced bass or small band... New York City.

FIRST-CLASS VIOLINIST and String Bass Player... New York City.

ILL PROVE that I'm the Best Orchestra Leader in America... New York City.

STRING BASS — Young, sober, union, essential... New York City.

SWING GUITARIST — Just left nationally known... New York City.

AT LIBERTY — PARKS AND FAIRS

THE FLYING TRAPEZE — AMERICA'S NEWEST... New York City.

WRITCH'S DOC CIRQUE — ENTERTAINMENTS... New York City.

CHARLES LA CROIX — Outstanding Trapeze Performer... New York City.

FRED AND MARIE GUYRIE — Separate acts for radio or cine... New York City.

THE CLAYTONS — Four different Eye Attractions... New York City.

AT LIBERTY — PIANO PLAYERS

A-1 PIANIST — READ, FAKE, TRANSPOSE... New York City.

DANCE ORCHESTRA PIANIST — COMMERCIAL... New York City.

PIANIST — A-1. READ, FAKE AND TRANSPOSE... New York City.

PIANIST — GOOD RHYTHM, FAKE, READ FAIR... New York City.

PIANIST — READ, FAKE, ETC. ABILITY, APPEARANCE... New York City.

PIANIST — EXPERIENCED ALL LINES, READ, FAKE... New York City.

PIANIST — READ, JAM, ALL TYPES UNION WILL... New York City.

PIANO PLAYER — EXPERIENCED MUSICIAN... New York City.

PIANO OR ACCORDION — THOROUGHLY EXPERIENCED... New York City.

PIANIST — Age 21. All essentials guaranteed... New York City.

RHYTHM PIANIST Desires Change — Modern style... New York City.

AT LIBERTY SINGERS

GIRLS — Singing Trio, Specialties, Hibbly Songs... New York City.

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY — YOUNG, Piano essential, singer, dancer... New York City.

AT LIBERTY — Three for male, female, solo or rep... New York City.

FEATURE HOKUM COMEDIAN — General best... New York City.

NOVELTY TEAM — Open for 1940 season. Prefer... New York City.

PANAMA'S SOCIETY CIRQUE — Dog, Pig, Monkey... New York City.

PUNCH AND JUDY — Strictly first-class. First... New York City.

PUNCH AND JUDY — Comedy Magic, High Class... New York City.

STRAIGHT MAN — Fair pianist, good lecturer... New York City.

BALLYHOO BROS.

(Continued from page 40)

of a talking point than what the present... New York City.

Not only did the bosses bring their entire staff... New York City.

When our 65 house trailers paraded by the Hotel Sherman... New York City.

followed by our sound car, the bilpopping trucks... New York City.

and salute this gay caravan but many of our... New York City.

When the back-slapping, pump-handling and loud speaking were over... New York City.

When the back-slapping, pump-handling and loud speaking were over... New York City.

When the back-slapping, pump-handling and loud speaking were over... New York City.

were purring and some of the losers either left or let their conversation drift to the terrible mistakes that some fair officials had made... MAJOR PRIVILEGE.

JONES SHOW

(Continued from page 40) visitors. Local boxers opened the show and were followed by Sonny Boy, who clocked with his song... MAJOR PRIVILEGE.

Women members of the Johnny J. Jones Exposition and Ladies' Auxiliaries of the various showmen's clubs staged the first auxiliary-sponsored benefit to be held on the organization while the show was in progress... MAJOR PRIVILEGE.

TURKEY SHOOT FAIR

(Continued from page 40) lation showed that Merry-Go-Round led rides with Perrie Wheel second, E. E. Utiker's baby autos topped children's rides... MAJOR PRIVILEGE.

Reggie Marlon returned and managed the Howard's show... MAJOR PRIVILEGE.

MIDWAY CONFAB

(Continued from page 43) sonville, Fla. They left Jacksonville for a few days' visit in New Orleans before returning to the Coast for Christmas.

FRIDE AND JOY of Crafts show quarters in North Hollywood, Calif. is Carol Ann Warren, four-month-old granddaughter of Mr. and Mrs. O. N. Crafts. It's said that Grandpoo Crafts even turned off the radio to see his baby cry and soo in its new "basket" when it momentarily left in his care recently.

Tex. Shrine Circus Opens to Big Crowd

HOUSTON, Dec. 2.—With good weather and two tents set up in Buffalo Stadium here, Arabia Temple Shrine Circus opened for six days to a full crowd on November 27. Three rings for 28 acts were under one canvas, the other being for the menagerie.

Headlined were Zucchini Brothers' cannon act. Others booked were Walter Jenner and Buddy Neal; Tanya Morales, aerialist; Connors, aerial ballet; Arabia's baby elephants; clown acts; Ella Brock and Bert Deaso, aerialists; Liberty horses; Slats Beeson and Butter Royal Troupe; Al Connor, rolling globes; Lewist Corrid, contortionist; and Indians with Princess Pawn.

W. Cecil Sisson was general chairman of the show, sponsored for the temple's underprivileged children's fund. Monday matinee was attended by congressmen and State heads, with underprivileged children as special guests. Band concert in front of the marquee preceded each performance. Other committeemen were Holger Teppen, tickets; Roy W. Palmer, show, and William H. Scott and Russell Nix, publicity.

Bill Nearing Completion For Canton Shrine Circus

CANTON, O., Dec. 2.—Christy's unit, in recent weeks appearing with the Hamid-Morton Circus in the East, has been contracted for six-day Shrine Circus in the Auditorium here, said Sterling (Duke) Brukenborg, managing director. The unit will include a seal, two elephants, Liberty horses, pony drill, six menagerie roses and bucking mule. Program is practically complete, other than engaging fill-in acts to round out a two-hour show. Plans to open with a spec. dress-up and directed by Rex de Rossett.

Program advertising and advance ticket campaign under Jack Mills is progressing at a brisk pace. Radio, newspaper and outdoor advertising campaign will be launched 10 days in advance of the opening. C. F. (Curley) Stewart, last season with Cole Bros.' Circus, joined the staff. He is doing ticket-promotion work and during the show will be general superintendent in charge of performances. Gene Weeks, Cole Bros.' concession manager last season, will have concessions. He will be assisted by Win Partello and Al Dean, also of the Cole organization.

Malloy Unit Is Big Draw At Free Circus in Canton

CANTON, O., Dec. 2.—More than 12,000, mostly children, jammed City Auditorium here on November 26 to witness the free Malloy Circus under sponsorship of retail merchants. The circus replaced the annual Santa Claus parade. Charles M. Isaacs was executive secretary. Unit was scheduled to give morning and afternoon performances, but when the auditorium was filled with waiting for the morning show another was given an hour later. Show was given a two-week newspaper build-up by The Canton Reporter and a letter went to 75,000 homes inviting residents to attend.

Malloy assembled a strong line-up of acts. American Legion Post Band, with Roy Wild at the calliope, furnished music. Program offered a half-gil illusion; DeWos Brothers, comedy acrobats; Ruth and Jack Roman ring act; a comedy tight wire; Nancy Darnell, aerialist; Art Hill, comedy cyclist; Arnesen Brothers, acrobats; Timbo, human ape on slack wire; Thinker Toy and his Pals, dogs and pointer; Mickey Winner and company; Western sports; Romanoff Troupe, ringmaster; Barney and Jimmy Arnesen, Johnny Oteri, Harry Winters and Smiles, clowns.

Plans Set for Wash. Show

GRAND COULEE, Wash., Dec. 2.—Three-day Midwinter Indoor Charity Circus under American Legion Post auspices will be held in Rimrock Hall here, with more than 20,000 Coulees Dam workers to draw from, reports Arthur P. Crane, publicity director. Queen contest has been launched. Winner and her court will comprise a prologue to the show and dancing will follow performances. Daily matinees and night shows will be staged to accommodate shifts of government employees. Patrick's Hippodrome Circus has been booked.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25 Opera Place, Cincinnati, O.)

Macon Shrine Circus Put Over Big in 8th Annual Presentation

MACON, Ga., Dec. 2.—Macon Shrine Circus, which ended its eighth annual six-day run under sponsorship of Arab Patrol of Al Sihak Temple on November 25 in Macon Auditorium, had biggest gross and attendance in its history. Matinee for orphans and underprivileged children was staged on November 22. Attendance was announced as 53,664, an increase of more than 6,500 over the previous high. As in former years, admission tickets, good also on major prize awards, sold for 10 cents (three for a quarter), and reserved seats were 10 cents.

Final figures on earnings are not yet available, but D. C. Ferguson, general chairman, said Shrine's net more than the previous high of about \$2,500. "Altho we spent about 30 per cent more for acts than in 1938, we are going far above last year's figure in earnings and will set a new record," he said.

Concessions totaled 23, with Shrine's operating all. They owned equipment of all except those booked thru arrangements with four professional operators. They were Fritz Hebrons, ball game, assisted by Helen Miles and James Wintz; Ralph Morocco, mouse game; Ollie Bradley, pop corn, fishpond and canoe rack, assisted by Mrs. Bradley, Jay Endicott, Anthony Petro and Charlie Eckert, and Dewey Moore, diggers.

Baron Richard Nowak, billed as "smallest man in the world," won heaviest applause with his specialty. He was presented by his manager, Ray W.

Rogers, of Barnett Bros.' Circus, and engaged in comedy interview, related personal history, answered questions and ended his act with a fast tap dance. He scored heavily in newspapers and over radio. Barnett Bros.' Circus elephants were also a hit. Bulls were presented by Capt. William Woodcock and handled by Norma Rogers and Flo McIntosh.

Other acts included Merrill Wolff and Sister, balancing; Chief Lone Wolf, Frank Canoe and Blake Cloud, Indians, in tribal dances, marksmanship with bow and arrow and blow gun; Billy Finkle, Charley Chaplin imitations; Leo Gitano, perch; Don Bernardo, slack wire; Houghton and Houghton, bicycle and motorcycle; Helene Hartzell, Norma Rogers and Flo McIntosh, wire act; Johnny and Helen Hartzell and Gene Simmons, trampoline and ground bars. Clowns were Charlie Forrest, Shorty Hinkle, Gus Williams and Finkle. Music was furnished by the pipe organ, with Lee Wood at the console.

Grady Gilson, potentate of Al Sihak Temple, was emcee, assisted by Boyce E. Miller and Julian Kennedy, latter serving as stage manager. William M. West was manager of concessions; Kyle D. Sloan, concession stock; Percy D. Griffith, doors, and Beadore Putzel, chief electrician; Barney (Soldier) Longdorf was in charge of stage properties; Anthony Laska, stage lighting and sound; Dorothy Moorman, office, and Paul M. Conaway, publicity.

Flop on Ducats Hits Combo Show in Hub

BOSTON, Dec. 2.—Hamid-Morton show, which played 10 days in Boston Garden under sponsorship of National Convention Corp. of the American Legion, was not a financial success. Despite excellence of the show, patronage went off for both the Lucky Teter show and Clyde Beatty Wild Animal Circus.

Bob Morton did an excellent job of putting together the show. There were 12 headline acts in addition to the Beattys, including the Wallendas, Flying Bebees, Christy's Horses, Houston High School Horses, Les Kinars, Flying Solts, Voices, Great Peters and Harold's and Miss Harriet's elephants.

Ten automobiles given away. Distribution of millions of tickets thru chain stores proved unsuccessful. Newspapers were exceptionally kind, giving the show flattering notices. Advertising budget was badly arranged, only one paper being used daily the first three days. Budget was increased later and somewhat better results were obtained.

Loos Has Laredo Record

LAREDO, Tex., Dec. 2.—J. George Loos, operator of Loco Greater United Shows, reports that at a recent meeting of directors of Washington Birthday Celebration here, he was awarded another five-year contract to furnish carnival attractions at the annual 10-day event. For the past 16 years Loos' shows have played the date.

S. C. Legion To Stage Show

NEWBERY, S. C., Dec. 2.—United Circus Revue has been booked for a six-day stand by the American Legion Post here, reports Harry Cotter. Show will be staged in a building centrally located. Bing will be framed on the stage and Silver Jackson has booked 12 concessions. Special events will include public wedding, fiddlers' contest, radio hour and style show. Jack Arnold is expected to join the advance soon, as well as Eddie Eger.

Shorts

HARRY E. WILSON, general chairman of the annual charity ball of Jacksonville (Fla.) Moose Lodge, reports plans for a baby show have been launched and a popularity contest, under way several weeks, is showing progress as a tie-up with ticket sale.

C. A. KLEIN has contracted his stock with Covington (Ky.) Christmas Parade Co. for two weeks of parades in Southern Ohio towns. Miss Harnett will do riding and roping as added feature and Klein's sound truck will be used to advertise.

RECENT annual school children's circus staged by Ypellanti (Mich.) Kiwanis Club was successful, with 15-cent gate charge for adults nearly covering expenses, reports Fred H. Weimann, general chairman. Formerly staged in a garage, show has grown to such extent that it appeared with the Community Fair in the high-school gymnasium this year. Clowns, bar, gymnastic, tap dance, tight wire, magic, tumbling and mule acts appeared on the program.

PHILADELPHIA

(Continued from page 44)
artist; Callahan, Poses Plastique, Mystery and Headless Woman in the main hall. Dancing girls are in the annex. On the stage at South Street Museum in John Johnson's Rocket Revue; Eddie McMahon, magician; two-headed baby and Mme. Camille, mentalist. In the annex are dancing girls. Jitterbug Night each Tuesday has proved popular. Fat Lorraine is on the front.

WITH THE LADIES

(Continued from page 44)
and Mrs. Mel Vaught, Mr. and Mrs. Jim Hart, Mr. and Mrs. Ellis White, Mr. and Mrs. George How, Johnnie Cantin, Slim Johnson, Mr. and Mrs. Charles Nathan, Helen Brainerd Smith, Dan MacGugin, Mr. and Mrs. Charles Taylor, Jerry Rice and Paul Parker, Lucile Hemmings, Louise Allen and Gertrude Parker Allen. On November 21, one day late, I gave a stark shower to Katherine Mason Boyd at my apartment in the Common-

wealth Hotel. The Boyds' baby arrived Monday morning as a 1½-pound boy. Mother is the daughter of Marie and Harry Mason and was born on the Jarvis & Seaman Shows 23 years ago. Women on that show gave a shower for her then and Mrs. Mason still has some of the gifts presented then. Katherine and Archie Boyd are members of the Vaughn-Martone Shows and are wintering here. A large baby bassinot was filled with gifts during the afternoon, as many who could not attend the shower sent in gifts. Among those calling and sending gifts were Ann Carter, Boots Marr, Bertha Brainerd, Letty White, Josse Nathan, Ruth Ann Levin, Ruth Martone, Mollie Ross, Helen Brainerd Smith, Elizabeth Yearout, Jackie Wilcox, Iva Del Lynn, Nellie Kuffer, Hattie Howk and Margaret Ansher. All drank a toast to the health of this third generation show baby.

15 Years Ago

(From The Billboard Dated
December 6, 1924)

Vanguard of carnival men and fair secretaries began arriving in Chicago for the annual meetings and Showmen's League of America Banquet and Ball... After a successful tour, Zeldman & Polle Shows established quarters in Camp Wadsworth, Spartanburg, S. C. . . . Mr. and Mrs. Tom Wilson, concessioners, returned to Cincinnati for winter after cloaking with Zeldman & Polle Shows. . . . Former carnivals, C. (Whitely) Pierce and wife, Marie, were in the new-stand business in Hamilton, O. . . . William E. Johnson, formerly high diver with Con T. Wadsworth, was in Manitowish, Wis., for winter. . . . Ralph H. Bliss closed with Cronin Shows in Crawfordsville, Ga., and migrated to Postoria, O.

Richmond, Calif., resulted in lucrative business for Snapp Bros' Shows. . . . Superintendent of Reiss Shows, George Elser, went into Kansas City, Mo., to spend the holidays. . . . Doc Barnett was in Long Beach, Calif., working on the front of Bill Kennedy's pit show. . . . Formerly with Mighty Doris and other shows, Elmer H. H. was in circular business in Farmville, N. C. . . . Among Shalesleytes at the Chicago meetings was Claude B. Ellis, publicity director. . . . Jack H. Nation and James F. Mansfield were making arrangements to take a side show on the road in 1925. . . . Tom (Daddy) Jordan, glass blower of note with Carl J. Lauther's circus side show on Rubin & Cherry Shows, was wintering in Montgomery, Ala.

Morris & Castle Shows returned to Shreveport, La., after a successful cruise at South Texas State Fair, Beaumont. . . . Con T. Kennedy, owner of the shows bearing his name, was ill with pneumonia in Greenville (Miss.) Sanitarium. . . . W. H. Davis, who had eight pit shows on Boyd & Linderman Shows, was in Chicago preparatory to leaving for Florida for winter with Clark Shows. . . . Al Armer was in Dallas seriously ill with angina pectoris in St. Paul Sanitarium. . . . Lew Marcus, secretary-treasurer, Wade & May Shows, returned to Detroit for winter. . . . Inclement weather hurs business for Moorfoot's Exposition in Dallas. . . . General Agent of Greater Shows, George W. Cracker, returned to his Cincinnati home from a vacation in Martinsville, Ind.

BIDS WANTED

For Dept. of Kentucky Encampment V. F. W. of U. S. for Concessions of all kinds, Programs, Recorders, Secretaries, Treasurer. To be held in June, 1940. Address all mail to

JOHN THOMAS
831 Patterson St., NEWPORT, KY.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION

for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Wholesale Electronics PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

K. C. OK EHS SALESBOARDS

Merchandise Prizes Approved By Judge in Municipal Court

Golden opportunity thrust in laps of operators, as five against whom charges were filed are dismissed—boys plan to push Christmas items

KANSAS CITY, Mo., Dec. 2.—Operators of salesboards scored a victory here recently when Judge James H. Anderson ruled in Municipal Court that the principle of offering prizes from the regular stock of a mercantile establishment thru salesboards was within the law. On the basis of this ruling five operators, Geneva Hoyle, George M. Costeel, David J. Grimley, George W. Andrews and Swaine DeFord were discharged by him. Judge Anderson's decision comes at a most opportune time, as the boys in Kansas

A Column for OPERATORS & DISTRIBUTORS of SALESBOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Kansas City, Mo., salesboard operators have already received their Christmas present. It came in the form of a decision handed down November 21 by Judge James H. Anderson of the Municipal Court. Five defendants were brought before the judge charged with gambling because they offered merchandise prizes on a salesboard. All were discharged when he ruled that offering of prizes from regular stock of a mercantile establishment thru salesboards is within the law.

The decision was just what the doctor ordered for Kansas City boys. They now have a free hand to place deals without any inhibitions and they are jubilantly looking forward to the biggest Christmas season ever. All they have to do is take care that merchandise offered on a card placed in retail establishments conforms with merchandise usually carried on the store's shelves. This should be no problem at all and happy days are definitely here again for them.

As for salesboard operators in other parts of the country, Judge Anderson's ruling is heartening if for no other reason than that it may be an indication as to the way the official wind is blowing. Operators have been plagued from time to time by local politicians who prosecuted them more often than not to further their own (politician's) selfish interests. Judge Anderson's decision should have favorable reaction everywhere.

A correspondent sent along this interesting article: "An idea of how highly merchandise awards placed on board deals are regarded by a lot of folks came to light in a unique way the other day. A location owner out in Indiana liked as much the official prize, a mandated radio, offered on a board in his place of business, that he decided to keep the award himself and give the winner (a woman in this case) the wholesale value of the set in cash instead. But the woman wanted the radio herself—had wanted one for a long time and now that she had won it she meant to have it. So she had the location owner brought into court. Charges were

(See DEALS on page 52)

Supreme Court Ruling Allows Operators To Use Handbills

WASHINGTON, Dec. 2.—Bingo operators, house-to-house workers and concessioners welcomed news that the United States Supreme Court had overruled lower courts and held that ordinances of four cities violated the guarantee of free speech and free press under the Constitution by prohibiting distribution of handbills. With the high tribunal's opinion now a matter of legal record, operators are free to use circulars, handbills and dodgers in advertising games or items.

Seven members joined in the opinion given by Justice Roberts invalidating city laws controlling distribution of handbills in Los Angeles, Milwaukee and Worcester, Mass., and a regulation of Irvington, N. J., relating to distribution of religious literature without permit.

"Altho a municipality may enact regulations in the interest of public safety, health, welfare or convenience, these may not abridge individual liberties secured by the Constitution to those who may wish to speak, write, print or circulate information or opinion," Justice Roberts said in the ruling covering the four cases.

"This court has characterized the freedom of speech and that of the press

as fundamental personal rights and liberties," he said.

Ruling Expected

Invalidation of the ordinances had been expected, as the court has consistently defended civil liberties. An ordinance of Griffin, Ga., was held unconstitutional last year. It required permission to distribute literature, and this decision was one of the bases for the findings of the judicial body.

To prevent "street littering" was given as the reason for the anti-handbill ordinances in California, Wisconsin and Massachusetts communities. The Irvington regulation was directed against canvassing without a permit.

Justice Roberts said, in handing down the opinion of the court: "City officers have a duty to keep streets open for traffic, but this must not hamper the constitutional rights of one to impart information thru speech or the distribution of literature.

"We are of the opinion that the purpose to keep streets clean and of good appearance is insufficient to justify an ordinance which prohibits a person rightfully on a public street from hand-

(See COURT RULING on page 52)

Lobster Bingo Played in Canada

ST. JOHN, N. B., Dec. 2.—Bingo operators along the Bay of Fundy coast have inaugurated lobster bingo to keep interest in the game at its peak. It was learned here recently.

The first lobster bingo was held at Dipper Harbor and proved a big hit. Counselors at fraternal and church bingos awarding merchandise prizes are now using lobsters as added attractions. They come both alive and boiled, in quantities of a few to several dozen.

Lobster bingo is spreading in popularity, the game now being conducted in Chance Harbor, Lorneville, Black's Harbor, Beaver Harbor, St. George, Musquash, Mac's Bay, Lepreaux and Pocologan. The new twist is attracting urban patrons to games.

Leon Levin Plans New Line at Kipp

INDIANAPOLIS, Dec. 2.—Leon Levin, formerly of Terre Haute, Ind., has secured controlling interest in Kipp Bros. Co. here. The firm is entering the mail-order field, with Levin, who heads the new company, directing activities. Other officers are Mrs. Leon Levin, vice-president; Walter H. Egger, secretary; and Ernest H. Graf, assistant to the president.

Levin, before moving here with his wife, was engaged in a similar business in Terre Haute. Plans are under way, it is reported, to expand merchandise lines and add a line of jewelry and watches, electrical appliances, radios and textiles for wholesale distribution. Kipp Bros. was founded in 1880.



By JOHN CARY

BINGO PLAYERS in New York State have a leader in Assemblyman Max Turshen and may be assured that some action will be taken to restore the game in the State next year. All was serene until a few days ago when the assemblyman indicated that the game will come up for discussion at the next session of the Legislature. As attorney for three bingo operators, members of his district's Democratic Club, he told Magistrate Jeanette G. Brill in Bridge Plaza Court, Brooklyn, that bingo will be legalized. As a representative of the 19th Assembly District, Brooklyn, Turshen is for the game. When Magistrate Brill told her attorney in court that bingo was a violation of the law, Turshen replied, "It won't be after the first of the year. We legislators are going to take care of it." No action was taken in the case and hearing set for a later date.

NEW YORK has thousands who enjoy bingo, and Turshen is the man to see that they are given an opportunity to enjoy the game. Much good is accomplished thru funds which bingo builds, and Turshen is the man to see that people are not deprived of the game.

The Billboard's correspondent at Natchez, Miss., recently made a trip down thru Louisiana, where churches are conducting bingo to secure funds for recreation centers, retire debts and aid charities. At this time of year many organizations are offering turkeys. Crowds have grown to such proportions that people are assigned to several rooms connected with a central public-address system. With a few weeks until Christmas, a novel idea has been adopted for

(See BINGO BUSINESS on page 52)

Ops Welcome \$100,000 Drive By Toy Industry

NEW YORK, Dec. 2.—Pitchmen, bingo and salesboard operators and concessioners who deal in toys were pleased today when it was revealed that the toy industry will spend \$100,000 to promote sale of 200 of the best items. Toys to be listed in the promotional campaign have been selected by experts for value and child appeal.

The campaign is claiming special interest among workers, for it will insure them of getting click numbers. The industry has arranged the campaign on the basis that most toys purchased, regardless of nature or price, are not well received by children. To overcome the difficulty, toys listed in catalogs to be distributed are arranged in age groups. Salability of numbers listed has been determined by 14 wholesalers, who chose from the offerings of manufacturers who had signified their willingness to join in the promotion of playthings most likely to succeed. The 200 odd items finally picked represent products of about 50 manufacturers.

Sales last year totaled about \$240,000,000 and the industry expects a large boost this year.

Listing of toys according to age groups will remove the blind-buying angle, operators believe, and give them more opportunities to get numbers that are sure to click and give them more turnover.

Pletman To Continue Subsid

NEW YORK, Dec. 2.—A. W. Pletman, who recently acquired interests of John E. Otterson and Harold West in Radio Wire Television Corp. of America, announced today that as president he will continue development of the company's subsidiary, Wire Broadcasting Corp. of America.

NEUTRALITY PINS
Cash in Now While They Are Hot



No. B41221—Yellow Gold Finish, Enamelled in Red, White and Blue. Everyone is a prospect for this still hot actual size. Individually carded, 12 on display.
Per Gross 7.50
No. B41222—Yellow Gold Finish, Enamelled in Natural Colors. Every patriot will want one. Individually carded, 12 on display.
Per Gross 7.50
2 Sample Cards, One Each, Postpaid \$2.00. Ask for latest Catalog 308 with Big Holiday Line just at the press. Monitor your business we do not sell retail.

JOSEPH HAGN COMPANY
"The World's Bargain House"
217 & 233 W. MADISON ST., CHICAGO

FUR! FUR! FUR!
Seidel Offers BIG VALUES

In Beautifully Illustrated Catalog, Showing All the Latest Models in Coats, FURS, SEAKINES, COO LETTERS, SQUIRREL-KITTIES, MINKS, RATS, GENUINE FURS, URSINE, CARACAS, PERSIANS, Etc. Also Scarfs and Jackets. Highest Quality—Lowest Prices. Send the Season Right. SEND FOR CATALOG TODAY. IT'S FREE.

SALESCARDS \$4.00 Per 100
M. SEIDEL & SON
242 West 20th St., N. Y. C.

SPECIAL—ELGIN & WALTHAM



WRIST WATCHES
ES. O Size, 7 1/2. Strap and box with 120 ft. of leather. Lots of \$3.00 Each. ✓
POCKET WATCHES
12 1/2, 7 1/2 Elgin and Waltham Kents Edge Model. Each \$2.75; Lots of 5, Each \$2.25
18 Size, 7 1/2 Elgin with New Yellow Gold. Lots of 5, Each \$2.25
18 Size, New R. R. Model, Waltham. Each \$1.75
Elgin, 7 1/2, Lots of 5, Each \$1.75
20 Size, 7 1/2 Elgin and Waltham. New \$2.50
Hunting Yellow Cases. Lots of 3, Each \$3.50
20 Size, 7 1/2, Lots of 3, Each \$3.50
20 Size, 7 1/2, Lots of 3, Each \$3.50
Ladies' Diamond Rings, Yellow 10K. Lots of 3, Each \$3.50
Special Prices for Quantity Orders. 178 E. 17th Street, Deposit, Balance C. O. D. Sample 50c Extra. Send for Catalog.

N. SEIDMAN
New York, N. Y.

REPEAT ORDERS ASSURED BY OUR FREE CATALOG

FUR COATS

Our latest and greatest catalog is now ready with attractive full models in Goats, Scurry, Capes, Jackets (90 varied models), and more. All GENUINE Furs, all styles, sizes. Our increasing business leaves us unable to keep up with highest value. Guaranteed satisfaction. Most referred to in 3 days. Same day delivery. 25% Down, Bal. C. O. D.

H.M. FUR CO.
150 W. 28th St., N.Y.C.

MECHANICAL O-U-DOG
Special Value Small Size DOZ. 70c
GROSS \$7.50



Send \$2.00 for samples of best sellers. **FREE BULL-LETTIN**—Free mechanical toy especially. MUST ORDER for your copy.

ACME NOVELTY CO.
712 S. Los Angeles St., Los Angeles, Calif.

WATCHES
ELGIN OR WALTHAM REBUILT
GUARANTEED LIKE NEW
MEN'S WRIST AND Pocket Watches \$2.95
20% WITH ORDER, BALANCE C. O. D.
Write Catalog of other MEN'S and LADIES' Watch Bargains.

JOSEPH BROS., Inc.
55 E. MADISON STREET, CHICAGO

ADVERTISE IN THE BILLBOARD
—YOU'LL BE SATISFIED WITH RESULTS.

Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Humidors
Bingo and salesboard operators and connoisseurs are reaping big profits with the new humidur line. Standard Sales Co. reports. One humidur item comes complete with six pipes, and is available in brown, black and ivory. Another humidur item is equipped with new mystic torch table lighter. New low prices are available for the lines, which lend themselves to Christmas trade, the firm reports.

Talking Santa Cards
Here's an item that is selling like hot cakes. Talking Devices Co. reports. Item consists of a Santa Claus, 9 1/2 inches tall, holding a "Merry Christmas" sign, and Christmas greetings are extended by the talking Santa, which makes the item unique. Since the number is strictly a holiday one, the boys are urged to rush orders. New low prices and an opportunity to make quick cash are offered, the firm reports.

Ciggie Filter Holder
A classy-looking and highly efficient filter cigaret holder recently introduced by Casco Products Corp. is making a hit with smokers everywhere, the firm reports. It is simplicity itself in operation, filtering much nicotine from the smoke, and is offered for prize and specialty uses at attractive quantity prices. It is furnished in imprinted gift boxes if desired, the firm reports.

Delay-o-Lite
Specialty men and demonstrators are offered an unusual chance to cash in on a new product that's about as useful as money—Delay-o-Lite. Item takes the place of any standard electric switch and allows the light to stay on up to 60 seconds after the switch is snapped off, depending on adjustment. There's a good profit margin in the low selling price, the maker, Delay-o-Lite Switch Co., reports.

Roll of Bills
Pitchmen and novelty workers are cashing in on the new Sugar Daddy Bank Roll, Samuel Auerbach reports. The item consists of a piece of paper resembling a 10-spot wrapped over papers to give the impression that it is a stack of 10s. Holding the "currency" together is an oval-shaped metal piece with Sugar Daddy inscribed across the face of it. The item is catching on rapidly and turns over quickly, the firm reports.

Trouser Hanger
Here's a red-hot number and salesmen, distributors and pitchmen are making money with it. Remark Mfg. Co. reports. Coiled springs exert pressure from side to side, keeping creases smooth and straight and there is no wrinkling of cuffs. Fits cuffs 18 to 24 inches.

The Sensational "TALKING" SANTA CLAUS CARDS
That Speak the Greeting "Merry Christmas"



15c Each
\$1.00 for 15
\$8.60 Per Gross
9 1/2" High. Brilliantly Colored.
Self Line Writing on Demonstration. Rush Your Order.

TALKING DEVICES CO.
4651 Irving Park Blvd., CHICAGO

FAST MOVING ITEMS FOR HOLIDAY SELLING



TWO SCOTTY DOGS
No. B1N30 Per Gross Sets \$11.75
Per Dozen Sets 1.00

ELEPHANT and DONKEY
No. B1N41 Per Gross Sets \$11.75
Per Dozen Sets 1.00

MEN OF WAR
Two Soldiers Fighting. Act Same as Dogs.
No. B1N46 Per Gross Sets \$11.75
Per Dozen Sets 1.00

No. B1N47 Scotty Dogs, as above. Per Gross Sets \$13.20
but made of plastic. Per Dozen Sets 1.15

We Offer the Best Selection of Mechanical Toys



Plush Covered. Each in a Box. Popular Sellers.
No. B3N14—O. U. Dog (Small). Gross \$7.00; Doz. 70c
No. B4N174—O. U. Dog (Large). Gr. \$9.00; Doz. \$1.35
No. B3N16—Running Scottie Dog. Gr. \$18.00; Doz. \$1.60



Celluloid Figures, Very Realistic in Action.
No. B4N150—Dog With Shoe (Small). Gr. \$7.20; Doz. 65c
No. B3N11—Boy With Dog (Small). Gr. \$9.50; Doz. 75c



Colored Celluloid. Winding Causes Duck to Shake Frog.
No. B3N17—Duck With Frog (Small). Gr. \$8.50; Doz. 75c
No. B4N183—Duck With Frog (Large). Gr. \$18.00; Doz. \$1.35



Made of Metal, Finished in Bright Colors. Runs Along and Makes Loop the Loop.
No. B3N18—Turn-Over Plane (Small). Gross \$6.50; Doz. 75c

It's New—The Rumba Girl. Plenty of Action. A Hot Seller.
No. B3N31—Rumba Girl. Gr. \$18.00; Doz. \$1.60

Wood Walking Toys
No. B4N73—Dookey. Gross \$21.00; Doz. \$1.90
No. B4N61—Elephant. Gross \$21.00; Doz. \$1.90
No. B4N74—Clown. Gross \$21.00; Doz. \$1.90
No. B4N62—Penguin. Gross \$21.00; Doz. \$1.90
No. B4N60—Mammy. Gross \$21.00; Doz. \$1.90



MECHANICAL TOYS
No. B4N75—Picking Bird. \$ 0.00 \$.35
B4N18—Men Balancing Hat 7.20 .45
B4N141—Cowboy with Lariat 7.20 .45
B4N181—Clown Handstand 7.20 .45
B4N190—Clown on Carriage 7.20 .45
B4N187—Metal Dancing Monkey 8.50 .75
B4N139—Nuts Dancer 8.50 .75
B3N13—Running Mouse 8.75 .75
B4N158—Crawley on Horse 16.00 1.50
B3N22—Man with Comical Eyes 16.00 1.50

THE LATEST HIT SELLER!
Bless America is a new 10-ounce size, knock-out drink, made of molasses, brightly colored, kick at top with cord for hanging. Size 2 1/2 x 1 1/2 inches. B4N322
Per Gr. \$19.80 Per Doz. 1.75

New! Mystic Glasses!
10-ounce size. Knock-out drink, makes molasses to foam and the garments drop away. As molasses dries, garments appear again.
B1N0—Per Gr. \$21.00 Per Doz. 1.95

N. SHURE CO. 200 West Adams St. CHICAGO

FAST MONEY---FLASH---QUICK SALES
New "ONE SHOT" Board Deals—New 1c to 39c Deals
BIG VALUE Candy Deals—FLASH Toy Deals
HOLIDAY Catalog Ready—All Xmas Leaders
Mechanical Toys—Xmas Cards—Giftwares.

PREMIUM SUPPLY CORP.
3139 OLIVE ST., ST. LOUIS, MO.

ORIGINAL SINDERELLA

A SAVING \$5.00 UP TO \$5

SENSATIONAL HOME PACKAGE A Beautiful Machineless Wave

America's Finest Home Preparation

PERMANENT WAVE

Satisfaction Guaranteed by the Manufacturer



OPERATORS ONLY

\$30.00 Gross

Doz. Samples \$2.85

Promote Dept. Stores, Drug Stores, 25¢ Deposit on All Orders. NEWEST DEAL ON THE MARKET. Christmas Sales Will Be Great. Don't Wait—Order Now!

NO ELECTRICITY
NO HEAT
NO DRYERS
NO MACHINE
NO HARMFUL CHEMICALS
NO AMMONIA
FOR WOMEN
FOR CHILDREN
SAFE TO USE



Even a Child Can Do It Easily.

Follow the Simple Directions—It's Easy to Give Yourself a SINDERELLA MACHINELESS PERMANENT WAVE in Your Home That Should Last 12 Months—Yes Don't Have to Know a Thing About Hair Waving to Have a Beautiful, Soft, Curly Wave—GET YOURS TODAY!

THE SINDERELLA CO.

1162 BROAD ST. AUGUSTA, GA.

MATS & COUPONS FURNISHED FREE

such material hampered sales will now be able to double efforts and sales.

distribution of handbills, regardless of affair or article they are promoting, must be orderly and every effort made to remove circulars that are discarded. However, regardless of the business the Court's action on handbills is most encouraging.

Xmas Trade Looms Biggest Since '29

NEW YORK, Dec. 2.—Wholesalers and retailers are looking forward to the biggest volume of Christmas business since 1929, it was reported here today. Government economists reported that consumers have more money to spend than at any time during the New Deal and are showing willingness to spend.

Government experts also reported that Christmas shoppers will pay less for gifts than they did in 1929. Prices are expected to be slightly higher than in 1938 but no higher than they were in 1937, which was the best business year since start of the depression.

Experts are anticipating the improvement in Christmas trade on the basis of increases in business and industrial activity since midyear. The upward trend of business has substantially increased consumer income over last year.

The war, it is said, will exert little influence on Christmas merchandise because most orders for goods manufactured in Europe were placed early and the orders received in this country before outbreak of the conflict.

FAIRMEN, SHOWMEN

(Continued from page 3)

been coming in daily by the score, and the gossip shop is working overtime.

As always, there probably will be many changes in staff line-ups, announcements of which will be made during the meetings.

All indications point to a heavy attendance, and everyone is set for a big week.

Hennies Elected HASC President

KANSAS CITY, Mo., Dec. 2.—Harry W. Hennies, owner of Hennies Bros' Shows, was unanimously elected president of the Heart of America Showmen's Club at its annual election here last night. Other officers chosen for 1940 were Art Brainerd, first vice-president; Paul Parker, second vice-president; Chester Levin, third vice-president; Harry Altshuler, treasurer; G. C. McGinnis, secretary, and George Elser, warden.

Named to the board of directors were Jack Rubback, John Castle and Sam Ansher.

PARKMEN, DEVICERS

(Continued from page 3)

Park Highlands, St. Louis; Roy Staton, Oklahoma City; Percy and Mabel Kilally; Paul Huedepohl, Jantzen Beach, Portland, Ore., chairman Beach and Pool Section, the popular round-table forum mixed with noon luncheons, and others. Metropolitan delegations are, of course, on hand already. These include Jack and Irving Rosenthal, Palisades Park; George A. Hamid, head of ARRA, who will open the manufacturers' meeting Monday afternoon, and then entrain for the Chi conclave, returning here for wind-up; R. S. Uzell, Uzell Corp. Fred Fansher, distributor; W. P. Mangels, Mangels Corp.; Maurice (Pete) Plesien, World's Fair op; Comm. J. H. Strong, Parachute Jump head; William F. Rabkin, International Microscope, and others.

A check-up with New Yorker Hotel revealed rooms for the week at an acute premium and chances are there will be an overflow to other hotel spots because of the strain. Whether Exhibit Hall can be removed in time on Friday for that evening's banquet and floor show under Hamid direction has not as yet been determined. There is some talk of arranging for an evening's buy of all or part of one of the hostelry's dinner-dance layouts, using their show with additions.

STADIUM FOR BOSTON

(Continued from page 3)

cises under auspices and other events of like nature.

Bill Cunningham, nationally known newspaper man and former Dartmouth football star, was first to bring the matter before the public in The Boston Post. Others at once fell in line and now, according to city officials, it is believed that work will begin early next spring. Boston has no municipal stadium. Harvard Stadium, associated with



SPECIAL CALIFORNIA FRUIT BOWL 3-Piece Chromium Set

Filled with 1 pound Delicious California Glazed and Stuffed Fruits

A RED HOT SELLER for the HOLIDAY TRADE

Nothing like it. Looks three times the value, and it's HOT. Packed 12 to a shipping case.

LOW PRICED EACH In Doz. Lots \$12.50 per Dozen in 6 Dozen Lots \$1.10 Samples \$1.75 Each

WRITE—IMMEDIATE DELIVERY—WIRE

TERMS: One-Third Cash Deposit with order, balance C. O. D. Net, F. O. B. Chicago, Ill. You can save the C. O. D. service charge by remitting cash with order.

GOLDWYN CO.

440 S. Dearborn St. Chicago, Ill.

NOTICE

Look for the name "GOLDWYN" on all our products. It is your protection for quality merchandise. THE NAME "GOLDWYN" MEANS IT IS ORIGINAL. Be sure to write for our new Mirror Vanity Chests Circular.

CLIPPER-SHIP LAMP

IT'S CAPTIVATING

A Natural Salesboard and Premium Item. The dock is lit so constructed that when the Lamp is lit a myriad of magnificent colors shoot upward and reflect on the brightly polished chrome-plated sails. This beautiful Ship Lamp is 16 1/2 inches high and 17 inches long—the hull and waves are made of heavy acid-etched glass. Sails and all metal parts are chrome plated. Available in Walnut, Swedish Modern or Mahogany. Complete with Bulb, Cord and Switch.

PRICED LOW!

No. 9637—\$3.85 Each. \$3.75 In Lots of Three

FOR REAL PROFITS WRITE! WIRE! NOW



WISCONSIN DELUXE CORPORATION 1902-12 NORTH THIRD ST., MILWAUKEE, WISCONSIN

WIND-UP TOYS ALL NEW AND ALL FAST SELLERS



	Doz.	Gross
BB58 Framing Penguin	5.75	\$ 8.50
BB58 Coonied Mouse	1.85	22.00
BB58 Leaping Airplane	1.00	11.50
BB74 Dancing Couple (4 in.)	1.75	20.00
BB51 Dancing Couple (4 in.)	.85	9.50
BB52 O. U. Dog (8 small)	.55	10.00
BB52 O. U. Scotty Dog	1.75	20.00
BB52 Wading O. U. Dog	1.50	20.00
BB53 Pop-Pop Boats	.75	8.00
15 ITEM ASSORTMENT		
(One of Each of Above Items), \$1.02		

LEVIN BROS.,

Terre Haute, Ind.

the university, seats 57,000 but is not used for purposes other than football and track. In connection with the stadium project, agitation has begun for a New England States Exposition to be held here in 1942.

ELGIN, WALTHAM, BULOVA

Guaranteed. SWISS CRYSTAL AND POCKET WATCHES. STARTS AT \$2.95

Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG. LOUIS PERLOFF 729 Walnut St., Philadelphia, Pa.

NEW! PINOCCHIO Inflatable Toy

An appealing toy with great sales possibilities. Write us for details, or ask your jobber.

OAK RUBBER CO. RAVENNA, O.

PUSH-A-MATIC

It's New • Transparent • Novel

Plungers • Combos • Sets

JOHN F. SULLIVAN New York City
458 Broadway.

ELGIN & WALTHAM REBUILT WATCHES

\$175

7 Jewel, 18 Size, In G. Case, at
Send for Price List. Money Back If Not Satisfied.
CRESCENT CITY WATCH MATERIAL CO.
112 N. Broadway, St. Louis, Mo.

DOUBLE ACTION PLUNGER PENS

\$15.00 PER GROSS, WITH DURUM POINTS

Finest Low-Priced Pen on the Market—Quality and Appearance.

3 Assorted Samples, Postpaid 50c.
ARBITO PEN, MFG., 197 Lafayette, N.Y.C.

COMIC XMAS CARDS

OVER 20 CARDS AND FOLDERS
All in 4 to 8 Colors.
COST 2c SELL FOR 10c.

Send 10c for Sample Cards and Folder.

WEIDEMAN'S
718 JAY ST., SACRAMENTO, CALIF.

FELT RUGS

Assorted Combination Colors. Every Home a Prospect. Over 100% Profit. Particulars Free. \$2.25 will bring you two Sample Rugs. Sizes 27x54 and 35x70 (Postpaid).

AMERICAN RUG CO.
11 LEWIS ST., NEW YORK CITY.

WALTHAM REDUCES PRICES

PEARL PLUNGER PENS—\$1.00 Gr.
TWO-Piece COMBINATIONS \$1.50 Gr.

Lowest prices on all push filler type pens. All new low prices are now in effect. Even if you have received our old price list be sure and get our new one, as it has the lowest prices in the pen field today. All pens come complete with the WALTHAM name. America's fastest selling fountain pens. Write at Once for New Low Prices.

STARR PEN CO.
510 W. Adams St., Dept. B-51, Chicago, Ill.
Mfrs. of Waltham Pens and Pencils

MEDICINE MEN

Write today for new catalogue of Tablets, Oil, Salve, Rosin, Tincture, Herbs, and low cost medicine.

GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
187 E. Spring St., Columbus, Ohio

189 DUANE ST., NEW YORK
VETERAN'S SERVICE MAGAZINE ANNOUNCES

New U. S. Supreme Court decision abolishing freedom of the Press permits selling our publications anywhere at any time without license or any restriction. Post selling "Holiday Issues and Patriotic Calendars." Send 1c. for samples. New list that half rate subscription.

PERFUMES

Buy in bulk direct from the Manufacturer. Make Big Profits. Send \$1.00 for 10 Two-Dram Bottles of Assorted Oils.

LE-MAR LABORATORIES, New York City

PITCHMEN—OFFICE MEN—SALESMEN
New Item. Single and quantity sales. Sell 50c per pair. 300% profit. Pitch 'em, peddle and sell to OFFICE, Students, Managers, Teachers, etc. Limited. Everyone a prospect. Good sideline for advertising men. Write for catalogue, stationary form, etc. Enclose 25c coin or stamp for sample of "FRIENDLY NUMBERS."

1002 Lane Mountain Bldg., 205 W. Eighth St., Los Angeles, Calif.

THE PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by BILL BAKER
(Cincinnati Office)

PROF. A. F. SEWARD . . . recently arrived in Miami, Fla., where he has set up at his old stand on Biscayne boulevard. He has his new Buick sedan with him, in which he had planned a world tour. According to Seward, the vehicle has everything in it but a kitchen sink, even air conditioning. Says he plans to start his world trip next September, if conditions permit.

DOC VICTOR B. LUND . . . pencils from Phillipsburg, Mo.: "Have been in Missouri for five weeks and have just opened in halls to fair business. Have Half Pint, blackface; Happy Logan, straight; Edith Smith, K. Johnson, and myself, lecturer. All in all, 1939 has not had with me for only working sales. Would like to see pipes from Eddie St. Mathews, Herb Johnston, J. Chapman, Chief Johnnie Voltag, Smoke Pittman, the Dun Brothers, Jack Davis, Cliff and Dot Hayes and Eddie Kiehl and wife."

JIM FRAZIER . . . narrates from Winston-Salem, N. C.: "Dropped in here on my way south. Met several of the boys and had the pleasure of visiting my old friend, Slim Rhodes, who has a junction store on Trade street with Sam Mills. They are ace workers and seem to be gathering the long green. They also have a wonderful location next door to the tobacco supply office. All pipes seem to be well represented here, with everyone doing okeh. If anyone plans on coming here, be sure to bring enough for State, county and city licenses. Readers are a shade high and tobacco is plentiful, but cheap."

J. RATTMAN . . . pipes that he has opened in a pitch store in Milwaukee.

MEMORIES: "Remember some years back when a tripe and keister worker was planted on a corner in El Reno, Okla., and all he said

was, "Gumyzaah!" An old resident happened along, stopped a moment to listen, and then remarked to another older. "Say, that darn cuss must think this is still the old Indian territory."

CURLY FREDRICKS . . . pens from Lincoln, Neb.: "Just finished working Davenport, Ia., and Moline, Ill., with the forms to fair takes. While in Davenport I met the Arson Kid and Elizabeth Kiehl, cosmetic worker, and Miss Pulton, working perfume. Am working forms here to good 'til. Would like to see pipes from Don Crabb, Jim Osborne, Eddie Kiehl and Frank Libby."

THE PITCHMAN'S ability in influencing others plays a great part in his success.

CHICK TOWNSEND . . . Aristotle, and partner, George, is working on Randolph street in Detroit, with the following workers: Fred (Little Fox) Brandt, K. D. Kavanagh, Charles Davidson Kasher and Tommy Hoy. The first day of the new venture, November 20, showed a promising future, Townsend says, and advises that a reader must be purchased at once before you can expect to work. Med reader is \$25 a year. Gypsy Brown, the ginseng specialist, was among visitors.

THOMMY CONLON . . . is working Detroit department stores.

TRIPDO OPININGS: "Trouble with most of us is that we are unable to properly evaluate our shortcomings and don't know that we can fully compensate for them by more intensive effort and hard work."

ESTA DAHM . . . kitchen gadget worker, reports good results with pastry cloth in the M. O'Neill store, Akron.

DOC BILL MEADOR . . . is working herbs at Neisner's store, Akron, to good business.

SNAKE OIL PHILLIPS' STORE . . . in Detroit has the following line-up: J. Arthur (Red) McCool, mineral oil, and Mrs. Blackhawk, herbs.

MR. and MRS. STEFOMAN . . . are working combs to good takes in Lincoln, Neb.

REASON most of us fail when we are highly confident we will win is because we don't try hard enough.

BRUNSWICK, MO. . . . is a big Monday sale, with a \$2.50 city reader and the law is enforced, according to reports from that sector. Pitchmen are advised to see the city clerk before trying to open.

A BRIEFLET . . . from Bob Fosdy: "North Illinois hasn't been up to expectations, especially Rockford. Weather is ideal and there's plenty of people, but I don't seem able to spring them. What's become of Thomas P. Sigourney, Doc Coy Hammock, Skippy Davis and Al Decker?"

BEGIN to think your present or past achievements are great and your success as a failure is assured.

LOUIS and GLADYS COLLINS . . . are operating a lunch wagon in Piedmont, Mo., and playing an occasional school date. Town has had no pitchmen recently, they say.

THINGS WE NEVER HEAR: "Can't understand why local merchants seek to prevent pitchmen and demonstrators from working our town. Seems to me they should welcome them with open arms, for when the pitchmen appear to us to any and all that business is improving along the Main street.—Local Saleman."

CHAMPIONING . . . hunter reporting on this column, Duke Dwyer rails against the writer of a recent pipe: "In one issue recently a pitch-

Just Out! NEW CATALOG No. 24

FEATURING . . .

- New Engraving Pins with either 25 or 50 year guarantee—these are clickers!—are slowly eating the football, baseball, roller-skating and bowling lines, also all the best selling pocket styles, featuring 6 big selling "Mother of Pearl" Light Blue.
- Best Selling Whistleless Ring Styles . . . Cameo Rings . . . Billboards . . . Combs . . . Novelty Jewelry. Write for Catalog 24 Today.

HARRY PAKULA & CO.
5 No. Wabash Ave., Chicago, Ill.

FILL-O-MATIC

The Newest and Best Low-Priced Line of PENS—SETS—COMBINATIONS

New Push-Filler (Illustrated) and Lever-Filler Types Backed by ARGO'S Reputation for Quality

ARGO PEN-PENCIL CO., Inc.
220 Broadway, New York, N. Y.

FREE CATALOG!

Showing newest fashions, highly selling items, highly polished in Lapidary, Crystals, Engraving, Jewelry, Gemma and Watch-Rings. Ring. Send \$2.00 for complete catalogue.

JACK ROSEMAN CO.
807 Fifth Avenue, New York City.

ORIGINAL SLIP-NOT-TIES

New XMAS LINE, 25% OFF. REAL 50c SELLING. Wholesale, 50c for 100. Dozen and be convinced. Free Catalog.

GILT-EDGE MFG. CO.
Patented, 18 N. 15th St., Phila., Pa.

JUNIOR TRAVELER

POCKET COMB

STYPTIC PENCIL—5 BLADES

A BIG 10c RETAILER

Fast Seller. Each packed on a large display card. \$4.50 Per Gross Cards. Penny Pitch Workers, this card is a real money-away item. 1/25 Deposit With Order.

Sample, 10c Prepaid. Special Price to Quantity Buyers.

S. GORDON
125 Fifth Ave., NEW YORK, N. Y.

"POCKET TRICK"

Mystifying! Baffling! Fascinating! Pass them out at 10c each. Everybody wants one—easy to demonstrate. A beautiful, exclusive Dutch product. Send only \$2 for sample or 25c (cash) for Sample. We carry all shipments. AGENTS and DEALERS AT FANT!

A. M. WALZER COMPANY
Security Bldg., Minneapolis, Minn.

BIG PROFITS

Over a Year Old! Highest Stamping Security #125.50. Sample with Name and Address. Send for Catalog No. 35.

HART MFG. CO.
Brooklyn, N. Y.

SNAPPY XMAS CARDS

10 SETS, 60 SUBJECTS, 3 TO 2 COLORS. Cards and Folders. Best line in U. S. SAMPLES POSTPAID, 6c Cards and Folders, \$1.50; 12 Folders, 20c 12 Cards, 25c 6 Cards, 15c.

AGLE MAGIC FACTORY
Minneapolis, Minn.

Sell Improved Originals

9x11, 4 1/2 x 11 B. U. S. E. SIGNS, Scenic, Religious, Patriotic Christmas Signs, 9x11, \$3.50 per 100. Postpaid. Rush. Expense unimportant. Extraordinary 30% Profit. Get it, St. Louis, Mo.

AMERICA'S LEADING MANUFACTURERS OF FELT RUGS

Lowest Prices. Sample, \$1.35. Postage Prepaid. EASTERN MILLS, EVIETTS, MASS.

SELL SIGNS

To Store, Tarnish, Gas Station, new 25c Speaking 4EM Sign. Cost 5c (in 100 lots). Big assortment. Need Illustration. Also Signs, 10c. Send \$15.00 NOW and turn it into \$25.00 with a day's good selling of the hundred signs we will send you postpaid anywhere in the U. S. A.

ALSO TINSELED XMAS SIGNS at the same prices

Orders positively shipped same day received. One-half deposit required on C. O. D.'s

GEM, 4327 (B-19) Harrison St., Chicago

FREE NEW CATALOG!

Of latest popular jewelry in Mohr of Pearl LOCKETS, Cameo, Whistleless RINGS, ENGRAVER JEWELRY, CROSSES, etc. IN-MEDIA DELIVER, 9 in 1. \$2.00 for samples.

MAJESTIC BEAD & NOV. CO.
307 5th Ave., New York, N. Y.

Key Check Stamping Outfits

Emb. on Key. Key Rings, etc. Catalog free. Sample check with name and address. 25c.

SOCIAL SECURITY CITY PLATES KEMP

483-B East 178th St., NEW YORK CITY

PENS! PENS! PENS!

FREE! Holly Boxes with all New Banker Pens for Xmas Sets. This is to get you to try the Fastest Selling Pen on the market. If you are making less than \$10.00 a day you haven't got the right Pen. My list is for you. Send \$1.00 and get 3 in. In fact, Sample Pens (postpaid) and my New Price List. Write Bob.

JAS. KELLEY, The Fountain Pen King
487 Broadway, New York City

President's Party Of SLA Draws Capacity Crowd

CHICAGO, Dec. 4.—A capacity crowd filled the Showmen's League of America Club rooms Saturday night for the annual President's Party, saw a good show, had a swell social time and voted the party the best the league has ever staged for a retiring president. From 8 o'clock guests enjoyed themselves to the full. President McCaffery was given a tremendous ovation when he was introduced. That he was deeply touched by the response in which he thanked officers and members for their loyalty and pledged his continued support of the league and its work. Highlight of the evening was the presentation to President McCaffery of an artist hand-drawn oxen pen and pencil set and Walton clock, which "Mac" accepted with appropriate thanks.

As a touch of comedy there was hung above the president's chair a huge photo of President McCaffery when an artist had adorned with derby hat and long beard. Picture was inscribed "J. C. McCaffery, Our Barnum." Post-card reproductions of the picture were distributed to guests.

A beautiful repast was served in the club rooms, after which a very fine show was presented with Jack Kline doing a good emcee job. Acts presented included 25 New York World's Fair Medgets; Frances Costello, dancer; Betty Kargen, the dancer; Sandy Lytle, Scotch Juggler and comedian; the Marfields, adagio team; Webber Slaters, soubrettes; Johnny Platt, magician; Docks Haley, croquet dancer; the Wanders, a Canadian act; pianist Sid Schappé, baritone, and Pinky Tracy, comedian.

Credit for the wonderful success of the party must be given William Kaszy, chairman, who worked hard to put it over and did not mind a hard day's work. Other committee men Morris Haft, Jack Benjamin, Frank Ehlers and Max Brantman.

HEART OF AMERICA

(Continued from page 41)

the latter prepared in their clubrooms. Card games played until a late hour. Secretary McClinton again asks that out-of-town members advise of their presence in advance. Jim Traylor left for a visit with relatives in Iowa, but will return for the winter. Mrs. Peggy Lande, fully recovered from a recent illness, came in from J. L. Lande's show quarters. Chapman, Kam., on leave.

Brother Chester Levin was tendered a birthday anniversary party at his home on November 18 and a large number of friends attended. Brother C. G. and Mrs. Burton, of Independence, Kan., are visiting here. Clifford (Stacy) Scofield was made a member. He's on route south for the winter.

Brother Hymie Schrieber, of B. & N. Sales Co., was here on business from Dallas. Remember, annual Banquet and Ball will be held on New Year's Eve. Get your reservations in now.

Ladies' Auxiliary

Club held its regular meeting November 24, with President Virginia Kline presiding. Judy Walters was elected a member and night's award went to Mrs. C. W. Parker. It was reported that Lucille Hansen was to undergo an operation in a local hospital last week. Let her suffer from a cold. A committee, composed of Hattie Rowk and Margaret Haney, went to the men's club to ascertain if the ladies were to have the booster page in the New Year's Eve Edition and Ball program. Committee returned saying the men would be glad to have the auxiliary take charge and get all the names possible. President Kline then took a vote of the club and it was decided that each member be a name on the list to obtain names. Bud Brainerd, finance committee chairman, is to handle all moneys until turned over to the treasurer.

After adjournment, Ruth Martone, entertainment chairman, directed the social part of the evening. A reception committee consisting of Presidents Virginia Kline, First Vice-President Ruth Ann Levin, Second Vice-President Pearl Vaught, Secretary Elizabeth Yeartout and Treasurer Helen Brainerd Smith, who

greeted the men's officers headed by A. T. Bratford, first vice-president; Mel Vaughn, second vice-president; Harry Ainsworth, treasurer; and G. C. McClinton, secretary. Bridge tables were set up and, after a luncheon of beer, donated by Mr. and Mrs. Abner K. Kline, and barbecued hamburgers, cards were played. Mr. and Mrs. John Francis, who have returned from East St. Louis, Ill., for Thanksgiving Day, were present, as were Mr. and Mrs. Jim Russell. Marie Broughton came in from San Antonio. Unusual prizes were awarded.

ROUTES

(Continued from page 20)

- Martinson, Morris (Gamscock Cafe) NYC, ne. Mason, Gil & Bernie (Paradise) NYC, ne. Masters & Rollie (Orpheum) Minneapolis, t. Masters, Frankie, & Orch. (State) NYC, t. Maurice & Cordeia (New Yorker) NYC, t. Maushert, Irene (Cinderella Club) NYC, ne. Maxwell (State) NYC, t. Maxwells (Gardens) Club Miami Beach, Fla., ne. McManis & Donna (Plant) NYC, h. Merck & Bernie (Spencer) Spencer, Ia., t. Mercedes Eileen (Whirling Top) NYC, ne. Meyer, Theresa (Bassack) Chl, ne. Minton, Edna (Columbia) Washington Jacksonville, Fla., h. Mitchell, Ethel (Russian Kretchma) NYC, ne. Miller, Louis (Coca Cola) Hollywood, ne. Miller, Leon (Minnesota) Minneapolis, t. Miller, Neil (Soldier In Chino) NYC, ne. Mirva, Nana (Kasia) NYC, ne. Modernaires, Four (New Yorker) NYC, h. Montclair, Adelaide (Waldorf-Astoria) NYC, ne. Montrose, Maria (Cherry) NYC, ne. Moore, Leola (Earl Carroll's) Hollywood, ne. Moore, Jeanne (Naggo Gardens) Chl, ne. Moore, George (Swingland) Chl, ne. Morgan, Consuelo (Cuban Casino) NYC, ne. Morgan, Helen (Ferry) Boston, ne. Morris, Steve (Dance) (ABC) Cincinnati, t. Morton, Paule (Ferry) NYC, ne. Murphy, Bill (Cavalry) Hollywood, t. Murray, Joe (Hi Hat) Bayonne, N. J., ne. Murray, George, Oetel (Old Heidelberg) NYC, h. Murray, Elizabeth (Diamond Horsehoe) NYC, ne.

N

- Nadja (Paddeck) Chl, ne. Naughton & Margie (Grand Terrace) Chl, ne. Neglin, Koko (Casino Russe) NYC, ne. Nelson, Palmer (Coca Cola) NYC, ne. Nesbit, Evelyn (Walden's Cafe) NYC, ne. Nichols, Rudy, & Hollywood Premiera (Rio) NYC, ne. Niska, E. (Coca Cola) NYC, ne. Niskogoff, Yasha (Casino Russe) NYC, ne. Nina, Gypsy (Hi Hat) NYC, h. Nix, Earl Carroll's Hollywood, t. Nissen, George (Cambria) Quebec City, Que., t. Nix, The Leon & Eddie's NYC, ne. Niva, Vira (Village Barn) NYC, ne. Norman, Camille (Swingland) Chl, ne. Norman, Kay (606 Club) Chl, ne. Norris, Mary, & Jack Reynolds (Mother Kelly's) Miami, ne. Norton, Bob (Ambassador) NYC, h. Norton, The (Grand Terrace) Chl, ne. NTG Revue (Orca) Chl, t.

O

- O'Brien, Grace (Jimmie Kelly's) NYC, ne. O'Dell, Dell (Village Barn) NYC, ne. Oldfield, Emmett, & Co. (Strand) NYC, t. O'Neil, Tom (State-Lake) NYC, ne. Ondrea, Andree (Jefferson) St. Louis, h. Ojeda, Los Cuban Casino NYC, ne. O'Leary, Tom (State-Lake) NYC, ne. Oriental Sensations: Gordon, Ga., 11-12. Orta Sergio (Havana-Madrid) NYC, ne. Orta Sergio (Coca Cola) NYC, ne. Owen & Parker (Mother Kelly's) Miami, Fla., ne. Oxford Boys, Three (Strand) NYC, t.

P

- Paddeck, Lily (St. Regis) NYC, h. Page, Orca (Grand Terrace) Chl, ne. Paige, Bob (New Yorker) NYC, ne. Paize & Jewett (Geo. Washington) Jacksonville, Fla., h. Paize, John (Barney Gallant's) NYC, ne. Palmer, Aron (Barney Gallant's) NYC, ne. Palmer, Maroon (Hi Hat) Bayonne, N. J., ne. Palmer, Helen (Paradise) NYC, ne. Paris, Frank (Capitol) Washington, D. C., t. Parida, Bob (Hi Hat) NYC, ne. Parida, George (Radio) NYC, ne. Parker, Patsy (Billmore) NYC, h. Parker, Eddie (Gay 90's) NYC, ne. Parker, David (Paradise) New York, Ky., ne. Parker, Marjell & Charles Fredericks (Neil House) Columbus, O., h. Parza, Corolla (La Cuban Hotel) NYC, ne. Parsons, Louella, Unit (Standley Pittsburgh), t. Partridge, Tom (Diamond Horsehoe) NYC, ne. Paul & Paulette (Topsy's) South Gate, Calif., ne. Paul, Melvin (La Robin Bleu) NYC, ne. Paulina, Rose (Coca Cola) NYC, ne. Perry, Kathryn (Grand Terrace) Chl, ne. Peterson, Jane (Kasa) NYC, ne. Peterson, Dan (Marjell's) NYC, ne. Pickett, Bobby (Grace Hayes Lodge) Hollywood, ne. Polakora, Natalia (Russian Kretchma) NYC, ne. Polk, Glen (St. Martin) NYC, h. Pops & Lorie (Swingland) Chl, ne. Powell, Dick (Riverdale) Milwaukee, t. Prince, Jack (Columbia) Chl, ne. Pritch, Dell (State-Lake) Pittsburgh, ne.

Q

- Quinn, Kathryn (Cinderella Club) NYC, ne. Quinn, Katherine (La Salle) Chl, h.

R

- Radio Bammers (Harry's New Yorker) Chl, ne. Ramon & Renita (La Martiniello) NYC, ne. Rand, Wally (Silver Cloud) Chl, ne. Randall, Carl (Latin Quarter) Boston, ne. Randell, Dick (Amelia) NYC, ne. Rane, Victoria (New Russian Art) NYC, ne. Rasmussen, Erno, Symphony Orch. (Radio City) NYC, ne. Ray, Shirley (Paddeck) Chl, ne. Ray, Shirley (St. Martin) NYC, h. Ray, & Naldi (Rainbow) Hollywood, NYC, ne. Ray, Martha, & Co. (Passo) Columbus, O., t.

- Raymonds, Bill, & Entertainers (Wonder Bar) Union City, N. J., ne. Rea, Roy (Greenwich Village Casino) NYC, ne. Reeds & Curly (Grand Terrace) Chl, ne. Rees, Roy (Royal) NYC, h. Rhythm Rookies, Twenty (Capitol) Washington, D. C., t. Rice, Jack & Jerry (McVann's) Buffalo, ne. Rice, Jean (Monarca) Cleveland, ne. Ricker & Kay (Harry's New Yorker) Chl, ne. Rieker, Rhea (Ivory) NYC, h. Ringer, Jimmy (Orca Cafe) NYC, ne. Rita Brock (Minnesota) Minneapolis, t. Ritz, George (Havana-Madrid) NYC, ne. Rita, Gypsy (Russian Kretchma) NYC, ne. Robbins Trio (Latin Quarter) Boston, ne. Roberts, Dave & Jim (Hi Hat) NYC, h. Robinson Twins (Mayflower) Akron, h. Robinson & Martin (Capitol) Washington, D. C., t. Roche, Chickie (Howdy Club) NYC, ne. Rod, Drigo & Francine (Mt. Royal) Montreal, Que., t. Rogers, Kitty Lou (Boulevard Tavern) Minneapolis, t. Rogers, L. L., ne. Rogovin, Ethel (Cinderella Club) NYC, ne. Rollers Trio (Earl Press Club) Erie, Pa., ne. Ross, Helen (Belmont Club) Miami Beach, Fla., ne. Rose, Jean (Jimmie Dwyer's) NYC, ne. Ross, Fred (Silver Cloud) Chl, ne. Rossini, Paul (Columbia) Detroit, h. Ross, Greta (Eagan's) Schenectady, N. Y., ne. Ross, Stewart (La Martiniello) NYC, ne. Ross, Dr. Byrdie (Rainbow Rooms) NYC, ne. Ross, Paul (Pastor's) NYC, ne. Roudie, Helen (Century Room) Kansas City, Mo., ne. Rudie, Ruth (Orpheum) Memphis, t. Ruff, Tretta (Hollywood Derby) NYC, ne. Ruiz, Mechovia (Havana-Madrid) NYC, ne. Russell, Bob (Walton) Phila., h. Ryan, Patricia (La Martiniello) NYC, ne.

S

- St. Clair & Day (Draught) Chl, t. St. Panny & Maja Abner (Reinfor Valley Barn Dance) Mt. Vernon, Ky. Samuel Bros. & Harriet Hayes (Chicago) Chl, t. Santos, Estiva (Coca Cola) NYC, ne. Sato, Bob (Leon & Eddie's) NYC, ne. Sava, Maria (Coca Cola) NYC, ne. Saxon, Harry (Orca) Chl, ne. Saxon, Betty (Silver Cloud) Chl, ne. Scheff, Alvin (Diamond Horsehoe) NYC, ne. Scott, Mabel (Troop NYC), ne. Scott, Mabel (Coca Cola) NYC, ne. Scott, Claire (Diamond Horsehoe) NYC, ne. Sedley, Roy (Troop NYC), ne. Selton, Monroe (Boulevard Tavern) Jamaica, N. Y., ne. Sharratt, Selley (Old Heidelberg) Chl, re. Shaw, Shirley (Leaning) NYC, ne. Shaw, Bill (Ambassador) NYC, h. Shaw, Eddie (La Cava) NYC, ne. Sheehan, George (Hollywood) Milwaukee, t. Shelvin & Bess (George) Brooklyn, h. Shore, Willie (Hi-Hat) Chl, ne. Simpson's Mariquettes (Orpheum) Minneapolis, t. Six & Co. (Village Vanguard) NYC, ne. Six, Ethel (Latin Quarter) Boston, ne. Sirospolich, George (Casino Russe) NYC, ne. Smart, Richard (Pet's Monte Carlo) NYC, ne. Smith, Katherine (Paradise) Phila., h. Smogorin, Harry (Continental Club) Kansas City, Mo., ne. Sorensen, M. (Pierre) NYC, h. Spradles, Geraldine (Pet's Monte Carlo) NYC, ne. Spradles, The (Coca Cola) Chl, ne. Steele, John (Brown Derby) NYC, ne. Steinbock, George (Casino Russe) NYC, ne. Steinbock, George (606 Club) NYC, ne. Stewart, Bernice (St. Regis) NYC, ne. Stewart, Helen (Black Cat) NYC, ne. Stewart, Hal & Judy (Silver Cloud) Chl, ne. Stone, George (Grand Terrace) Chl, ne. Stone, Betty (Harry's New Yorker) Chl, ne. Strandland, Charles (Coca Cola) NYC, ne. Stuart & Le Lowry (St. Paul), h. Stamp & Stamp (Cotton Club) NYC, ne. Stue, Lydia (Hi Hat) NYC, ne. Sullivan, Maxine (Cotton Club) NYC, ne. Sumner, Helen (Ivanhoe Gardens) Chl, ne. Susanne T. Christine (Brown Louisville), t.

T

- Tamura (Chez Paree) Chl, ne. Tanner Sisters (Billmore) NYC, h. Tanya (Jimmie Kelly's) NYC, ne. Tappa, George (Havana-Madrid) NYC, ne. Tappa, George (La Martiniello) NYC, ne. Taylor, Lou (Club Maxim) Bronx, N. Y., ne. Taylor, Dorothy (Hi Hat) NYC, h. Terrell, Billy, & Co. (Gadden) Gadden, Ala., 8-10, t. Terrell, Mable, Five (Dinty's Terrace Gardens) Albany, N. Y., ne. Therrien, Henri (Geo. Washington) Jacksonville, Fla., h. Thomas, Patsy (Graeme) Chl, h. Thorne, Marilyn (State-Lake) Chl, t. Thorne, Patsy (Royal) NYC, ne. Thysale Trio (Coca Cola) NYC, ne. Tobin, Al (Grand Terrace) Chl, ne. Todd, Edna (Paradise) NYC, ne. Tock, Eileen (Geo. Washington) Jacksonville, Fla., h.

U

- Uncle Wills & Patsy (Pappy's 66 Club) Dallas, ne.

V

- Valentine, Ann (606 Club) Chl, ne. Valentinoff, V. (Paradise) NYC, ne. Valladares, Rosa (Havana-Madrid) NYC, ne. Van, Gus (Hi-Hat) Chl, ne. Van, George (Coca Cola) NYC, ne. Vass Family (State) NYC, t. Vaughn, Ray (Riverdale) Milwaukee, t. Veale, George (State-Lake) NYC, ne. Voochee, Bob (Hi Hat) Bayonne, N. J., ne.

W

- Waldron, Jack (Paradise) NYC, ne. Waldor, Buddy (Belmont Club) Miami Beach, Fla., ne. Wallace, Beryl (Earl Carroll's) Hollywood, ne. Wallace, Gene (Jimmie Kelly's) NYC, ne. Wald, C. C. (Coca Cola) NYC, ne. Ware, Dick (Celebrity Club) NYC, ne. Washington, George Dewey (109 Club) Chl, ne. Wayne, Jane (Troop NYC), ne.

- Weems, Ted, & Orch. (Colonial) Dayton, O., t. Westbrook, Helen (Old Heidelberg) Chl, re. Whalen & Vires (Davy Crockett) D. C., t. Whalen, Maurice & Betty (Stranman) Chl, h. Wheeler, Bert (Palace) Cleveland, t. White, Jack (Coca Cola) NYC, ne. White, Jerry (Havana Brewery) NYC, ne. White, Masakyl (Queen Mary) NYC, ne. White, Steve (Lodokoo) Hoste) Covington, Ky., ne. Whisman, Flo, Revue (Thompson's 15 Club) NYC, ne. Whisley, Dorothy (Gay 90's) NYC, ne. Whislon, Bruce (Chicago) Chl, t. Whislon, Fred (Coca Cola) NYC, ne. WLW Home County Jamboree (Sixth Street Theater) Cochran, O., 6. (State Theater) Charlotte, N. C., t. Wm. A. (Coca Cola) NYC, ne. Wm. Ky. 7; (High School) Waverly, O., 12. Wildard, Harold (Gay 90's) NYC, ne. Williams, Lou (Queen Mary) NYC, ne. Williams, Al (Coca Cola) NYC, ne. Williams, Robert, & Red Dust (Orpheum) Minneapolis, t. Williams, Ross (Hi-Hat) NYC, ne. Williams, Frances (Columbia) NYC, ne. Wilson, Teddy (Stranman) Chl, h. Winget, Bill (Murray) Hollywood, ne. Wood, Johnny (Earl Carroll's) Hollywood, ne. Woodall, Harold (Waylin) NYC, h. Woods, Al (Coca Cola) NYC, ne. Worthing, Mildred (Diamond Horsehoe) NYC, ne. Wright, Charlie (Eber House) NYC, h.

Y

- Yger & Tanya (Earl Carroll's) Hollywood, ne. Yonkers, George (Coca Cola) NYC, ne. Yost, Ben, Variety Eight (Ambassador) NYC, ne. Yuen, Helen, (Coca Cola) NYC, ne.

Zalus, Hazel (Silver Cloud) Chl, ne. Zandra (Maynard) Seattle, ne.

DRAMATIC AND MUSICAL

- A Night at the Moulin Rouge (Grand Opera) Chl. Abbezzin in Illinois (Cass) Detroit. Barrymore, John (Setway) Chl. Belleme, Ther (Curtain) San Francisco. Bitterroot (Coca Cola) Philadelphia. Calbourne & Jones (Grand Calgary, Cal. 9-10. Cornell, Katharine (Technical H. School) Omaha 7; (Shrine Auditor) Des Moines 6; (Orpheum) Davenport, Ia., 9. Farrell, Charles (Royal) Wilmington, Del. 7-8; (Lyric) Allentown, Pa., 9. Heron, Edward (Averett) (Stranger) Chl. H. H. (Coca Cola) Phila., 10. I Married an Angel (City Aud.) Beaumont, Tex., 4; (Paramount) Austin 9; (Lyric) Houston 9; (Royal Alexandra) Toronto, Ont. Leave It to Me (Auditorium) Chl. Let's Get It (Billmore) Los Angeles. Mamma's Daughters (Nixon) Pittsburgh. Outward Bound (Harris) Chl. Sam Carlo, C. (Shubert) New Haven, Conn., 8-10. Tobacco Road (Orpheum) Memphis 7-9; (Lyric) Boston 10-15. White Steel (National) Washington, D. C. When We Are Married (Wilbur) Boston.

BURLESQUE

- (First Circuit Shows) Barrel of Fun (Empire) Newark, N. J., 2-9; (Howard) Boston 10-15. Black & White Revue (National) Detroit 8-14. Bing Co. Girls in Girls (Carnegie) St. Louis 10-14. Broadway (Coca Cola) NYC, ne. Corcoran, Ann, Girls in Blue (Empire) Newark, N. J., 10-15. Dances (Empire) (Old Howard) Boston 7-9; (Lyric) Bridgeport, Conn., 10-13. Fast & Loose (National) Detroit 1-7; (Carnegie) Boston 10-15. Gay Babes (Troop) Phila 5-9; (Madison) Union City, N. J., 10-15. Heart & Soul (Columbia) Pittsburgh 5-9; (Shubert) Philadelphia 10-15. Snyder, Bobo, Show (Mayfield) Dayton, O., 10-15. Strip-Look-Listen (Shubert) Phila 3-9. Top Hatlers (Troop) Phila 10-15. The Show (Coca Cola) Union City, N. J., 10-15. 5-9; (Gayety) Baltimore 10-15. Undressed Parade (Gayety) Baltimore 1-9; (Gayety) Washington, D. C., 10-15. Vanities (Gayety) Washington, D. C., 3-9.

CARNIVAL

- Routes are for current week when no dates are given. In some instances possibly mailing points are listed. B. & H. Am. Co. St. Matthews, N. C. Evansville, Ind. Fleming, Mad Goc; Alma, Ga. Francis, Exp. (Seven City Fair) Morgantown, W. Va. Golden State; Visalia, Ia. H. B. Am. Co. Colobtown, Pa. Le Roy, N. Y. Valley, N. Y. Ohio Valley; Leeburg, Ga. Silver State Attrs.; Colorado & Brand (H. H. H.) Philadelphia 8; (H. H. H.) Orlando 11-17. Southern Attrs. Calvary, Ga. Texas Attrs. (Coca Cola) Westaco, Tex. United Shows; Acworth, Ga. Zimdars Greater; Alexandria, La.

CIRCUS AND WILD WEST

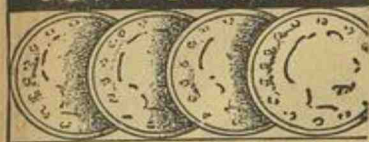
- McClung, C. C.; Vinton, La.; 5; Sulpher & English Bayou 7; Reeves 8; Ranley 9; Shanks 11. Peck Bros.; Sheboygan, Wis., 8-10. Ted, Lucky; BelleVue, Tex., 5; La Orange & Columbus 7; Hattestville 8; Yorkston 9.

MISCELLANEOUS

- Admiral, J. C.; Owensboro, Ky.; 5; Castleton, Ind. C. C.; Owensboro, Ky.; Albany 8; Jeffersonville 9; Louisville 10-12. Alexander, Van; (Conn. State College) New London, Conn.; 9; (Century Theater) NYC 10-11.

Arthur, Magician: Edwardville, Ala., 6-7; Fife 18; 2-3; 4-5; 6-7; 8-9; 10-11; 12-13; 14-15; 16-17; 18-19; 20-21; 22-23; 24-25; 26-27; 28-29; 30-31; 32-33; 34-35; 36-37; 38-39; 40-41; 42-43; 44-45; 46-47; 48-49; 50-51; 52-53; 54-55; 56-57; 58-59; 60-61; 62-63; 64-65; 66-67; 68-69; 70-71; 72-73; 74-75; 76-77; 78-79; 80-81; 82-83; 84-85; 86-87; 88-89; 90-91; 92-93; 94-95; 96-97; 98-99; 100-101; 102-103; 104-105; 106-107; 108-109; 110-111; 112-113; 114-115; 116-117; 118-119; 120-121; 122-123; 124-125; 126-127; 128-129; 130-131; 132-133; 134-135; 136-137; 138-139; 140-141; 142-143; 144-145; 146-147; 148-149; 150-151; 152-153; 154-155; 156-157; 158-159; 160-161; 162-163; 164-165; 166-167; 168-169; 170-171; 172-173; 174-175; 176-177; 178-179; 180-181; 182-183; 184-185; 186-187; 188-189; 190-191; 192-193; 194-195; 196-197; 198-199; 200-201; 202-203; 204-205; 206-207; 208-209; 210-211; 212-213; 214-215; 216-217; 218-219; 220-221; 222-223; 224-225; 226-227; 228-229; 230-231; 232-233; 234-235; 236-237; 238-239; 240-241; 242-243; 244-245; 246-247; 248-249; 250-251; 252-253; 254-255; 256-257; 258-259; 260-261; 262-263; 264-265; 266-267; 268-269; 270-271; 272-273; 274-275; 276-277; 278-279; 280-281; 282-283; 284-285; 286-287; 288-289; 290-291; 292-293; 294-295; 296-297; 298-299; 300-301; 302-303; 304-305; 306-307; 308-309; 310-311; 312-313; 314-315; 316-317; 318-319; 320-321; 322-323; 324-325; 326-327; 328-329; 330-331; 332-333; 334-335; 336-337; 338-339; 340-341; 342-343; 344-345; 346-347; 348-349; 350-351; 352-353; 354-355; 356-357; 358-359; 360-361; 362-363; 364-365; 366-367; 368-369; 370-371; 372-373; 374-375; 376-377; 378-379; 380-381; 382-383; 384-385; 386-387; 388-389; 390-391; 392-393; 394-395; 396-397; 398-399; 400-401; 402-403; 404-405; 406-407; 408-409; 410-411; 412-413; 414-415; 416-417; 418-419; 420-421; 422-423; 424-425; 426-427; 428-429; 430-431; 432-433; 434-435; 436-437; 438-439; 440-441; 442-443; 444-445; 446-447; 448-449; 450-451; 452-453; 454-455; 456-457; 458-459; 460-461; 462-463; 464-465; 466-467; 468-469; 470-471; 472-473; 474-475; 476-477; 478-479; 480-481; 482-483; 484-485; 486-487; 488-489; 490-491; 492-493; 494-495; 496-497; 498-499; 500-501; 502-503; 504-505; 506-507; 508-509; 510-511; 512-513; 514-515; 516-517; 518-519; 520-521; 522-523; 524-525; 526-527; 528-529; 530-531; 532-533; 534-535; 536-537; 538-539; 540-541; 542-543; 544-545; 546-547; 548-549; 550-551; 552-553; 554-555; 556-557; 558-559; 560-561; 562-563; 564-565; 566-567; 568-569; 570-571; 572-573; 574-575; 576-577; 578-579; 580-581; 582-583; 584-585; 586-587; 588-589; 590-591; 592-593; 594-595; 596-597; 598-599; 600-601; 602-603; 604-605; 606-607; 608-609; 610-611; 612-613; 614-615; 616-617; 618-619; 620-621; 622-623; 624-625; 626-627; 628-629; 630-631; 632-633; 634-635; 636-637; 638-639; 640-641; 642-643; 644-645; 646-647; 648-649; 650-651; 652-653; 654-655; 656-657; 658-659; 660-661; 662-663; 664-665; 666-667; 668-669; 670-671; 672-673; 674-675; 676-677; 678-679; 680-681; 682-683; 684-685; 686-687; 688-689; 690-691; 692-693; 694-695; 696-697; 698-699; 700-701; 702-703; 704-705; 706-707; 708-709; 710-711; 712-713; 714-715; 716-717; 718-719; 720-721; 722-723; 724-725; 726-727; 728-729; 730-731; 732-733; 734-735; 736-737; 738-739; 740-741; 742-743; 744-745; 746-747; 748-749; 750-751; 752-753; 754-755; 756-757; 758-759; 760-761; 762-763; 764-765; 766-767; 768-769; 770-771; 772-773; 774-775; 776-777; 778-779; 780-781; 782-783; 784-785; 786-787; 788-789; 790-791; 792-793; 794-795; 796-797; 798-799; 800-801; 802-803; 804-805; 806-807; 808-809; 810-811; 812-813; 814-815; 816-817; 818-819; 820-821; 822-823; 824-825; 826-827; 828-829; 830-831; 832-833; 834-835; 836-837; 838-839; 840-841; 842-843; 844-845; 846-847; 848-849; 850-851; 852-853; 854-855; 856-857; 858-859; 860-861; 862-863; 864-865; 866-867; 868-869; 870-871; 872-873; 874-875; 876-877; 878-879; 880-881; 882-883; 884-885; 886-887; 888-889; 890-891; 892-893; 894-895; 896-897; 898-899; 900-901; 902-903; 904-905; 906-907; 908-909; 910-911; 912-913; 914-915; 916-917; 918-919; 920-921; 922-923; 924-925; 926-927; 928-929; 930-931; 932-933; 934-935; 936-937; 938-939; 940-941; 942-943; 944-945; 946-947; 948-949; 950-951; 952-953; 954-955; 956-957; 958-959; 960-961; 962-963; 964-965; 966-967; 968-969; 970-971; 972-973; 974-975; 976-977; 978-979; 980-981; 982-983; 984-985; 986-987; 988-989; 990-991; 992-993; 994-995; 996-997; 998-999; 1000-1001; 1002-1003; 1004-1005; 1006-1007; 1008-1009; 1010-1011; 1012-1013; 1014-1015; 1016-1017; 1018-1019; 1020-1021; 1022-1023; 1024-1025; 1026-1027; 1028-1029; 1030-1031; 1032-1033; 1034-1035; 1036-1037; 1038-1039; 1040-1041; 1042-1043; 1044-1045; 1046-1047; 1048-1049; 1050-1051; 1052-1053; 1054-1055; 1056-1057; 1058-1059; 1060-1061; 1062-1063; 1064-1065; 1066-1067; 1068-1069; 1070-1071; 1072-1073; 1074-1075; 1076-1077; 1078-1079; 1080-1081; 1082-1083; 1084-1085; 1086-1087; 1088-1089; 1090-1091; 1092-1093; 1094-1095; 1096-1097; 1098-1099; 1100-1101; 1102-1103; 1104-1105; 1106-1107; 1108-1109; 1110-1111; 1112-1113; 1114-1115; 1116-1117; 1118-1119; 1120-1121; 1122-1123; 1124-1125; 1126-1127; 1128-1129; 1130-1131; 1132-1133; 1134-1135; 1136-1137; 1138-1139; 1140-1141; 1142-1143; 1144-1145; 1146-1147; 1148-1149; 1150-1151; 1152-1153; 1154-1155; 1156-1157; 1158-1159; 1160-1161; 1162-1163; 1164-1165; 1166-1167; 1168-1169; 1170-1171; 1172-1173; 1174-1175; 1176-1177; 1178-1179; 1180-1181; 1182-1183; 1184-1185; 1186-1187; 1188-1189; 1190-1191; 1192-1193; 1194-1195; 1196-1197; 1198-1199; 1200-1201; 1202-1203; 1204-1205; 1206-1207; 1208-1209; 1210-1211; 1212-1213; 1214-1215; 1216-1217; 1218-1219; 1220-1221; 1222-1223; 1224-1225; 1226-1227; 1228-1229; 1230-1231; 1232-1233; 1234-1235; 1236-1237; 1238-1239; 1240-1241; 1242-1243; 1244-1245; 1246-1247; 1248-1249; 1250-1251; 1252-1253; 1254-1255; 1256-1257; 1258-1259; 1260-1261; 1262-1263; 1264-1265; 1266-1267; 1268-1269; 1270-1271; 1272-1273; 1274-1275; 1276-1277; 1278-1279; 1280-1281; 1282-1283; 1284-1285; 1286-1287; 1288-1289; 1290-1291; 1292-1293; 1294-1295; 1296-1297; 1298-1299; 1300-1301; 1302-1303; 1304-1305; 1306-1307; 1308-1309; 1310-1311; 1312-1313; 1314-1315; 1316-1317; 1318-1319; 1320-1321; 1322-1323; 1324-1325; 1326-1327; 1328-1329; 1330-1331; 1332-1333; 1334-1335; 1336-1337; 1338-1339; 1340-1341; 1342-1343; 1344-1345; 1346-1347; 1348-1349; 1350-1351; 1352-1353; 1354-1355; 1356-1357; 1358-1359; 1360-1361; 1362-1363; 1364-1365; 1366-1367; 1368-1369; 1370-1371; 1372-1373; 1374-1375; 1376-1377; 1378-1379; 1380-1381; 1382-1383; 1384-1385; 1386-1387; 1388-1389; 1390-1391; 1392-1393; 1394-1395; 1396-1397; 1398-1399; 1400-1401; 1402-1403; 1404-1405; 1406-1407; 1408-1409; 1410-1411; 1412-1413; 1414-1415; 1416-1417; 1418-1419; 1420-1421; 1422-1423; 1424-1425; 1426-1427; 1428-1429; 1430-1431; 1432-1433; 1434-1435; 1436-1437; 1438-1439; 1440-1441; 1442-1443; 1444-1445; 1446-1447; 1448-1449; 1450-1451; 1452-1453; 1454-1455; 1456-1457; 1458-1459; 1460-1461; 1462-1463; 1464-1465; 1466-1467; 1468-1469; 1470-1471; 1472-1473; 1474-1475; 1476-1477; 1478-1479; 1480-1481; 1482-1483; 1484-1485; 1486-1487; 1488-1489; 1490-1491; 1492-1493; 1494-1495; 1496-1497; 1498-1499; 1500-1501; 1502-1503; 1504-1505; 1506-1507; 1508-1509; 1510-1511; 1512-1513; 1514-1515; 1516-1517; 1518-1519; 1520-1521; 1522-1523; 1524-1525; 1526-1527; 1528-1529; 1530-1531; 1532-1533; 1534-1535; 1536-1537; 1538-1539; 1540-1541; 1542-1543; 1544-1545; 1546-1547; 1548-1549; 1550-1551; 1552-1553; 1554-1555; 1556-1557; 1558-1559; 1560-1561; 1562-1563; 1564-1565; 1566-1567; 1568-1569; 1570-1571; 1572-1573; 1574-1575; 1576-1577; 1578-1579; 1580-1581; 1582-1583; 1584-1585; 1586-1587; 1588-1589; 1590-1591; 1592-1593; 1594-1595; 1596-1597; 1598-1599; 1600-1601; 1602-1603; 1604-1605; 1606-1607; 1608-1609; 1610-1611; 1612-1613; 1614-1615; 1616-1617; 1618-1619; 1620-1621; 1622-1623; 1624-1625; 1626-1627; 1628-1629; 1630-1631; 1632-1633; 1634-1635; 1636-1637; 1638-1639; 1640-1641; 1642-1643; 1644-1645; 1646-1647; 1648-1649; 1650-1651; 1652-1653; 1654-1655; 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2020-2021; 2022-2023; 2024-2025; 2026-2027; 2028-2029; 2030-2031; 2032-2033; 2034-2035; 2036-2037; 2038-2039; 2040-2041; 2042-2043; 2044-2045; 2046-2047; 2048-2049; 2050-2051; 2052-2053; 2054-2055; 2056-2057; 2058-2059; 2060-2061; 2062-2063; 2064-2065; 2066-2067; 2068-2069; 2070-2071; 2072-2073; 2074-2075; 2076-2077; 2078-2079; 2080-2081; 2082-2083; 2084-2085; 2086-2087; 2088-2089; 2090-2091; 2092-2093; 2094-2095; 2096-2097; 2098-2099; 2100-2101; 2102-2103; 2104-2105; 2106-2107; 2108-2109; 2110-2111; 2112-2113; 2114-2115; 2116-2117; 2118-2119; 2120-2121; 2122-2123; 2124-2125; 2126-2127; 2128-2129; 2130-2131; 2132-2133; 2134-2135; 2136-2137; 2138-2139; 2140-2141; 2142-2143; 2144-2145; 2146-2147; 2148-2149; 2150-2151; 2152-2153; 2154-2155; 2156-2157; 2158-2159; 2160-2161; 2162-2163; 2164-2165; 2166-2167; 2168-2169; 2170-2171; 2172-2173; 2174-2175; 2176-2177; 2178-2179; 2180-2181; 2182-2183; 2184-2185; 2186-2187; 2188-2189; 2190-2191; 2192-2193; 2194-2195; 2196-2197; 2198-2199; 2200-2201; 2202-2203; 2204-2205; 2206-2207; 2208-2209; 2210-2211; 2212-2213; 2214-2215; 2216-2217; 2218-2219; 2220-2221; 2222-2223; 2224-2225; 2226-2227; 2228-2229; 2230-2231; 2232-2233; 2234-2235; 2236-2237; 2238-2239; 2240-2241; 2242-2243; 2244-2245; 2246-2247; 2248-2249; 2250-2251; 2252-2253; 2254-2255; 2256-2257; 2258-2259; 2260-2261; 2262-2263; 2264-2265; 2266-2267; 2268-2269; 2270-2271; 2272-2273; 2274-2275; 2276-2277; 2278-2279; 2280-2281; 2282-2283; 2284-2285; 2286-2287; 2288-2289; 2290-2291; 2292-2293; 2294-2295; 2296-2297; 2298-2299; 2300-2301; 2302-2303; 2304-2305; 2306-2307; 2308-2309; 2310-2311; 2312-2313; 2314-2315; 2316-2317; 2318-2319; 2320-2321; 2322-2323; 2324-2325; 2326-2327; 2328-2329; 2330-2331; 2332-2333; 2334-2335; 2336-2337; 2338-2339; 2340-2341; 2342-2343; 2344-2345; 2346-2347; 2348-2349; 2350-2351; 2352-2353; 2354-2355; 2356-2357; 2358-2359; 2360-2361; 2362-2363; 2364-2365; 2366-2367; 2368-2369; 2370-2371; 2372-2373; 2374-2375; 2376-2377; 2378-2379; 2380-2381; 2382-2383; 2384-2385; 2386-2387; 2388-2389; 2390-2391; 2392-2393; 2394-2395; 2396-2397; 2398-2399; 2400-2401; 2402-2403; 2404-2405; 2406-2407; 2408-2409; 2410-2411; 2412-2413; 2414-2415; 2416-2417; 2418-2419; 2420-2421; 2422-24

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AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago

COINAGE

While people are singing about "The South American Way," some real developments seem to be taking place that will promise better business in the future for the Western Hemisphere.

The coin-operated machine industry would share in that increased business. It would share especially in a business boom, if the moves now taking place are ultimately successful.

There is nothing that would boost coin-operated machines more than a uniform system of coinage in all the Americas, and that is what recent Pan-American conferences on economic and financial matters seem to be leading toward.

Two meetings were in session about the same time to discuss better relations in trade and government. Representatives of 21 governments met in Guatemala to discuss business and trade. Representatives of cities in these countries met in Chicago at the same time to discuss ideas about city government.

The trade meeting in Guatemala had for its immediate job that of ironing out difficulties about money exchange at the present time. The fact that 21 different countries have 21 different currencies and systems of coinage is coming home to all these separate nations as plans for boosting trade are being made. The more discussions held on business and trade relations, the more it becomes evident that such different systems of money become more and more a handicap.

One of the unusual incidents about the conference on money was the expression by some of the representatives about the simplicity of the idea of more uniform money systems. "Why didn't somebody think of that before?" was the opinion expressed by many.

It seems certain now that some sort of money exchange plan will be put into operation which will make it easier to have an interchange of trade with all American countries. This will be an aid to the coin machine trade because such machines are just beginning to be used in many cities on the Western Hemisphere. The difficulties of money exchange have been a cause of delay, as well as other conditions.

The Chicago Daily Times, in commenting on the new money plans, said: "We have a strong hunch that about three-fourths of the difficulties which make Pan-American economic independence and prosperity appear so hard to assure could be solved by equally simple methods. The trouble is that diplomats and statesmen are so accustomed to devious and tortuous solutions to problems that they only stumble by accident onto the simple ways.

"Maybe this monetary exchange solution is a happy omen."

That simpler monetary systems would be a good omen for the coin machine industry goes without saying. And really simple monetary systems mean a uniform system of coinage. The idea has been suggested before, but as the 21 American governments get down to discussing the brass tacks of doing

business, it is possible a real movement may be started this time that will eventually lead to uniform coinage in the entire hemisphere.

The idea will be aided by the fact that most of the small coins made for the countries to the south of the United States are made in United States mints. Britain also mints coins for some of the countries, but now that Britain is busy in war, probably still more of the coinage business will come to our mints. That means that it would be a simple step to initiate uniform coinage on the entire continent, just as soon as the governments are ready to start educating their peoples in the use of a uniform system. It is probable that England would eventually join in such a system, so obvious would be its advantages.

Just as some of the delegates at the Guatemala conference said, it is something to wonder about why peoples and nations go on for decades with ponderous and varied money systems which continually hurt business and trade.

As mentioned, the conference held in Chicago was made up of mayors and other representatives of cities in both North and South America. It is probable that a permanent system of exchange of ideas for running city governments will be set up. It will be an extension of the idea of the American association or league of municipalities which holds annual conventions for mayors and other city officers to discuss their problems. At some of these conferences such things as coin-operated machines and their regulations have been discussed.

Cities are of prime importance to all types of coin-operated machines because such devices need locations and business is better when there are more people in an area. So the coin machine industry is always interested in cities.

It is unfortunate, of course, that when the mayors and representatives of other cities came to Chicago they did not see pinball games and they did not see cigaret vending machines on location. However, Chicago has its full quota of phonographs, scales, penny venders and some of the most modern games and targets that the industry has. When the heads of city governments in other countries come to visit our great cities, one of the sidelights on progress in modern cities today is the widespread use of coin-operated machines for amusement, service and merchandising.

These conferences all tend to quicken the interest of business people in the other American countries and to bring about a better mutual understanding. Most lines of business in all the 21 countries will profit in some way by better trade relations, and the coin machine industry will be one of them. It is time to study about these other countries and to get interested in all the ideas and moves that are made to increase trade.

One of the biggest moves to boost trade will be simpler monetary systems and exchange, including uniform small coinage.

List of Exhibitors Is Promise of Great Show

The following firms have reserved exclusive booths for the 1940 Coin Machine Show to be held at the Hotel Sherman, Chicago, January 15, 16, 17 and 18, 1940, under the auspices of the Coin Machine Industries, Inc.:

A. B. T. Mfg. Corp., Chicago; Acme F. & C. Co., Chicago; Advance Machine Co., Chicago; Art Cabinet Sales Co., Cleveland; Atlas Novelty Co., Chicago; Automatic Age, Chicago; Automatic Games, Chicago; Automatic World, Fort Worth, Tex.; Baker Novelty Co., Inc., Chicago; Bell & Lock Distributors (Div. of Automatic Instrument Co.), Grand Rapids, Mich.; The Billboards, Cincinnati; Blackhawk Mfg. Co., Chicago; Block Marble Co., Philadelphia; Burel & Co., Chicago; Central Stand Mfg. Co., Chi-

Northwestern Corp., Morris, Ill.; D. A. Pachtler Co., Chicago; Pan Confection Factory, Chicago; Pioneer Springless Scale Co., Chicago; Permo Products Corp., Chicago; R. C. A. Mfg. Co., Inc., Camden, N. J.; Rock-Ola Mfg. Corp., Chicago; Rodney Pantegon, Inc., Hollywood; Rowe Mfg. Co., Inc., Belleville, N. J.; Royal Distributing Co., Philadelphia; Sanitary Soft Drinks, Inc., New York; Scientific Machine Corp., Brooklyn; Shipman Mfg. Co., Los Angeles; N. Shure Co., Chicago; Shivers Mfg. Co., Chicago; Stark Novelty Co., Canton, O.; Stoner Corp., Aurora, Ill.; Stratford Games, Chicago; Superior Products, Inc., Chicago; Trimount Coin Machine Co., Boston; U-Need-a-Pak Corp., New York; Universal Mfg. Co., Kansas City, Mo.; Universal Vendors Corp., Columbus, O.; Thomas A. Walsh Mfg. Co., Omaha; Watling Mfg. Co., Chicago; W. W. Wilson Mfg. Co., Chicago; Western Products, Inc., Chicago.

Rock-Ola Makes Ten Pins Game

CHICAGO, Dec. 2.—Since the agreement has been made between Rock-Ola Mfg. Corp. and H. C. Evans Co., more than \$500,000 in parts and supplies have been ordered for the first production release of Rock-Ola's Ten Pins bowling alley, which will be manufactured under the patents of the H. C. Evans Co.

The vast facilities of the Rock-Ola organization were called into play by an agreement made between the two manufacturers to enable operators to get the popular game more quickly. Several hundred employees have been added and carloads of lumber are arriving at the huge Rock-Ola factory daily in order to supply an unprecedented demand for the game.

Operators will remember the time when the Rock-Ola company produced Jigsaw and World Series pin ball games and jacked up production to as high as 1,200 units in a single day. Now with the increased facilities and the larger Rock-Ola plant this record will no doubt be broken.

The thro' test in any coin operated game is actual location operation, and with Rock-Ola's Ten Pins, which will incorporate all of the patented features of the H. C. Evans Ten Strike game, operators are now in the driver's seat—in the comfortable position of being able to buy a "sure thing." On location, this bowling game has produced almost unbelievable earnings. The games have been on location for more than three months and are now earning more money than they did when they first came out, Rock-Ola officials announce.

Never before in the history of the coin machine business have two manufacturers co-operated to make a game with the same features in order to give operators fast delivery. Rock-Ola was selected by the H. C. Evans Co. because of its reputation in manufacturing high quality coin operated equipment and its ability to produce large quantities immediately.

Name Wurlitzer Penny Skill Game Distrib in Texas

LITTLE ROCK, Ark., Dec. 2.—Everyone in the automatic music field has heard of the success which the Commercial Music Co. has made as distributor of Wurlitzer phonographs in Little Rock and Oklahoma City, and now Joe Williams, head of the firm, has taken a big jump forward in becoming Wurlitzer distributor for the State of Texas. He will establish offices in San Antonio, Dallas and Houston.

"In taking over this distributorship our firm is prepared to give topnotch service even for a territory as large as Texas," declares Williams. "With the distribution Wurlitzer already has in Texas and the further distribution that we are going to give it, our offices are going to be plenty busy. Believe me, Wurlitzer distribution in Texas is just beginning. With the magnificent Wurlitzer instruments the State of Texas is destined to become even more Wurlitzer music-conscious."

Williams announced that his brother, Raymond, will manage the Dallas office

to be located at 726 North Ervay street, Kenneth Maln, former Wurlitzer service instructor, will be in charge of the San Antonio office at 808 Seventh street. Paul Beardley is manager of the Houston office, which has been opened at 2016 Travis street.

"Because of Williams' long experience and service in the South, the Wurlitzer management knows that he will make the most of his opportunity with Wurlitzers in Texas," declare Wurlitzer officials.

Mike Hammergren, general sales manager of Wurlitzer, declared that he knew operators would be pleased with the way the Commercial Music Co. does business. "Joe Williams and his men have a fine record of service relationship with operators in Little Rock and Oklahoma City and I know that Texas operators will agree with operators in those cities that Commercial's service is extraordinary."

New Firm Markets Penny Skill Game

ST. LOUIS, Dec. 2.—Rola-Ball, a new penny skill and ball gum counter game, will make its debut next week. The game is manufactured by the Rola-Ball Vending Machine Co., recently organized here by Charles Pavlat and Charles Jackson. The firm was organized primarily to manufacture and market Rola-Ball, but has several other new games which it plans to market later. Pavlat and Jackson have had many years' experience in the coin machine field. Pavlat as an operator and Jackson as a designer and manufacturer.

Rola-Ball is an attractive counter game, 12 inches wide and 21 inches high, in marble finish. The idea of the game is to shoot four varicolored balls in like-colored pockets. An attractive playing field forms the background of the new game, and a ball of gum is dispensed with every penny inserted. The mechanism of the new game is simple. A feature of the game is that the coins may be plainly seen when inserted, and the last two coins deposited are always visible.

We thank You!

YOUR TREMENDOUS ACCEPTANCE OF

BIG SIX

resulted in the biggest run of any game in our history. It proved our point that the better operators want better games—We all know that "better games" mean "greater revenues"—So you can always depend on Keeney to build only better games!

J. H. KEENEY & Co.

NOT INC.

2001 CALUMET AVE.

CHICAGO, ILL.

ALL-AMERICAN HERO

We call PHOTOMATIC an All-American Hero because all over America (and everywhere else) it is doing heroic work in keeping operators' profits consistently high, year after year. If you like your income steady, legal and superior in the long run...

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(PENNY BACK IF YOU ARE RIGHT)
"with the WATCH YOUR HEART BEAT feature"
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GREATEST MONEY MAKER EVER BUILT
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2826 WASHINGTON BOULEVARD CHICAGO, ILLINOIS MECHANICAL OPERATION

BARGAINS FROM DAVE MARION

Kansas Distributors Evans Ten Strike

25 Challengeur, Used 3 Weeks \$19.50
2 10c O.T., Orange or Green 27.50
10 West Coast, 5¢ or 10¢ 25.50
Visualizer (Exhibit), Floor Sample 70.50
Wit and Zolt, 2 for 15.00
4 Chicago Club 3.50
4 Sweet Sally 2.50
6 Diana Wild 6.50
Free Play, Toot Champ, Flicker, Golden Wheel, Surf Derby 14.50
No. shipment without 3¢ deposit	

Write for Complete Bargain List
MARION COMPANY, Wichita, Kansas

Genco's Newest—Follies of 1940

(New Game)
CHICAGO, Dec. 2.—Recipient of a great opening ovation, Genco's new game, Follies of 1940, entered successfully upon the center of the novelty game stage this past week, reports from Genco officials and distributors indicate.

The game is described as a "socko" combination of thrilling features—"The like of which have never been incorporated in any game."

In describing the game, officials said: "Follies of 1940 features four thrilling ways to win. Player can receive free money by reaching a particular high score, or by lighting up 10 numbered lights on the board (after which each bump is free game), or by lighting numbered lights 1 to 6 and then hitting any or all of four special 1,000 bumpers, each hit registering free game, or by putting a ball thru the No. 5 lane when it is lit.

"In addition, players go wild on the spine-tingling scoring feature that adds successive thousands to each player's score for every skill lane passed in rotation."

Dave Genaburg, Genco official, remarks: "From the looks of things, Follies of 1940 is destined to break all our records for production because the first week of actual location tests by operators has broken all previous money-making records."

Publicity Tells Public Of Popular Record Rise

Expect 1940 to set high mark in the sale of popular records

CHICAGO, Dec. 2.—As the automatic phonograph seemed certain to attain its second best year since re-appear prepared the way for such instruments in public locations, the volume of publicity turned in greater proportions upon records and what the masses of the people like in music. Musicians, music publishers and record manufacturers were all vitally concerned as the year drew to a close in what the phonograph would do for popular music during another year.

Popular magazines began to feature stories and articles about bands, records and a frequent mention of automatic phonographs. Fortune magazine gave the idea much prestige in publishing an article covering the comeback of recorded music in recent years. Fortune somewhat reluctantly said that the coin-operated phonograph had an important part in bringing the recording business back into its own.

Musicians Speak

Testimony of musicians to the value of records and of automatic phonographs began to appear in the general magazines. Free-lance writers were appearing in Chicago to gather data about the phonograph and the ways of its popularity.

Time magazine (November 24, 1939) published the story of Glenn Miller, heralded the news that he is

now No. 1 Swing King and then added:

"Glenn Miller attributed his crescendo to the juke box which retails recorded music at 5 cents a shot in bars, restaurants and small roadside dance joints, and has become the record industry's biggest customer. Of the 12 to 24 disks in each of today's 300,000 juke boxes from two to six are usually Glenn Miller's."

The Saturday Evening Post (December 2, 1939) published Arto Shaw's rather frank confession of his experiences in the music business—the article appearing in print shortly after the news had spread that Shaw was stepping down and out from his high place in the orchestra world.

Shaw sees the gloomy adverse side of the music business. As to records he merely says that the orchestra leader, in order to stay at the top, will "have to record tunes he knows aren't worth putting on wax."

Columnists Praise

The leading columnists of the country are also putting in their boosts of the rapid rise of the record business. December 1, Louella Parsons was saying: Remember that I told you Bonnie Baker was a riot at San Francisco singing "Oh, Johnny." It's a natural considering that the records of this old tune have hit an all-time high in sales, etc.

With the support of all this publicity the record business is expected to attain new heights in 1940 and the coin-operated phonograph will be one of its chief promoters.

ADVANCE REGISTRATION FOR COIN MACHINE SHOW

Hotel Sherman, Chicago, January 15, 16, 17, 18, 1940



(To be used only by qualified operators, distributors and jobbers of coin-operated machines.)

The 1940 Coin Machine Show management announces that members of the trade may have their admission badges waiting for them at the Registration Desk by mailing in the following blank in advance:

Name

(Please write or print plainly with pencil)

Address, City and State

Check whether Operator Jobber Distributor

Check type of machines used:

Amusement Music Merchandise Scales

Other types, if so list

I buy from (name two)

Date, Signed by

(Please enclose letterhead or business card as identification)



You may register for others in your firm by listing on a separate piece of paper and attaching to this registration blank.



Your registration blank will be delivered to the 1940 Coin Machine Show management by mailing it to

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Billboard
54 W. Randolph St., Chicago

Cooper New Chi Wurlitzer Head

CHICAGO, Dec. 2.—Larry Cooper, of Chicago, has sold the Chicago Simplex Distributing Co., distributor for the Wurlitzer phonographs for the Chicago area, to Alvin Goldberg, who will continue to operate the business under the same name and at the same address. This change was made necessary by the Wurlitzer appointment of Cooper to the position of district manager of the Chicago and Detroit territory, succeeding R. S. (Bob) Bleckman, who has become district manager for Wurlitzer for the State of Texas.

The announcement of these changes was made recently by Mike Hammergren, general sales manager of the Rudolph Wurlitzer Co., North Tonawanda division, who regards the new set-up as a happy arrangement all around, not only for Wurlitzer but for all of the men involved.

Cooper has been identified with the Wurlitzer organization for the past six years, during the past two years of which he was owner of the Chicago Simplex Co. Hammergren feels that Al Goldberg is bound to do a fine job as the new owner of the Chicago Simplex Distributing Co. He has hundreds of friends and business associates in Chicago and vicinity, having spent all of his life in Chicago. He has been associated with the Wurlitzer organization for many years.

Inaugurate New Mills Music Hall

CHICAGO, Dec. 2.—"The newest addition to Mills mammoth factory" states sales manager Vince Shay, "is the most unusual enterprise of its kind. It is an establishment of breath-taking beauty, a center of immense practical service and utility for music operators—Mills Music Hall.

Mills Music Hall is a new gathering place of the phonograph operators of the world, a place where they can hear the finest music played in surroundings befitting the quality of the entertainment. It is also a testing and proving ground for the constant improvements being made in Mills musical line, a real 'chance of tone' for the famous Throne of Music.

"The Music Hall is a separate hall built inside the Mills factory exclusively for the display and demonstration of our phonographs. No music salon in the capital of this country or Europe is any finer, more thrilling to eye or ear. The entire project was created by our designer, Everett Eckland, who in combining his extensive mastery of architecture with the most advanced principles of industrial design, has turned out a great achievement."

Art Cabinet Has Auxiliary Speaker

CLEVELAND, O., Dec. 2.—Leo Greenberg, sales manager of Art Cabinet Sales Co., Cleveland, has announced that a new de luxe auxiliary speaker has been added to its line of cabinet stands for counter model phonographs.

"The new speakers are finished in walnut with plastic illuminated covers and carry an eight-inch speaker. They can be used with any type of phonograph," declares Greenberg.

"The new speaker," he continued, "fills a definite need among operators for an auxiliary outlet that is not only beautiful in appearance but gives the same tone quality as the phonograph speaker itself—and at a reasonable price."

Calcutt Offering Full Phono Service

FAYETTEVILLE, N. C., Dec. 2.—Reports from Joe Calcutt and the Venting Machine Co. indicate the firm is offering a complete servicing program for automatic phonographs. The firm is distributor for the Mills phonograph in three States and in addition carries a complete line of parts and maintains a phonograph record department. The firm also sells its own needle, the Calcuttone.

"It is our belief that to keep an operator insured at all times of constant income we should be able to meet his every need," declared Calcutt. "It is

Pinball Game Used By Pa. Theater in Novel Ad Display

WILKES-BARRE, Pa., Dec. 2.—A new use for a pinball machine has been discovered here. It was used in connection with a theater advertisement.

According to the report, Andy Bullock, of the local Cornerford Theater art and display department, had been working on the idea for about three months. It finally took form with the current showing of "Another Thin Man" when a pinball machine was used in one of the theater's big window displays. A cardboard display with 12 signs, corresponding to the 12 numbers on the machine, was set up with a small cardboard sign reading, "Watch the pictures light up."

The machine was connected by plug to an electric outlet with an outlet placed at the top for the balls to come down. As they hit the wire bumpers a picture corresponding to the number of the bumper hit would light up, showing a scene from the picture. As the ball would reach the cut-hole picture corresponding to the bumpers hit by the ball would remain lit until the ball passed a certain spot which was connected to automatically douse the lights and also get another ball set to emerge from the chute.

The display was interesting and attracted many. It was also a good ad for the pinball machine.

Sour-Doughs Okeh Rock-Ola Phonos

SEATTLE, Dec. 2.—Due to the initiative and good salesmanship of Rot People, Rock-Ola distributor and sales manager for Northwest Sales Co., Seattle, Rock-Ola phonographs have found a warm spot in cold Alaska," Rock-Ola officials declare.

"Even the Eskimos and 'sour doughs' demand their music 'these days,'" says People. "After weary months of prospecting and trapping the men of our northern frontier crave amusement. And they spend their money where entertainment ranks best. Of course this means a spot with the colorful Luxury Lightup phonograph."

"Another fertile field for operators is the combination passenger and cargo boats plying up and down the Coast. A little music goes a long way on these vessels toward keeping both crew and passengers in a cheery mood. So far as favorite numbers go, taste is pretty much the same here as it is in the States.

"We've had big success with Luxury Lightup models because of the bright appearance and clear, strong tone. Another feature enjoyed by veterans of the North is the deep, full base adjustment on Rock-Ola phonographs. Everyone here seems to prefer a deep voluminous tone—so we give them what they want."

especially essential in the operation of phonographs to have a well-equipped central supply source where all needs may be satisfied.

"Our record, supplies and parts departments are among the best stocked in the country. They are always maintained in such a manner that the operator can obtain immediately that item which he desires."

MERIT CUTS PRICES ON	
Box Sopranos, 10.....	\$10.00
Contract, 75.....	22.00
Contract, 100.....	27.00
Red Head Skill Three.....	15.00
Records, Derby.....	16.50
Klondike.....	16.50

Write for MERIT MUSIC SERVICE, 622 N. E. 1st Street, Gainesville, Fla.

MECHANIC

All latest types of Pin Games, Oracles, Slots and Phonographs. Straight sales or delivery and commission. Reference. BOX 4-42, Cincinnati, O. Care The Billboard.

Foreign Visitor Hits U. S. Coins; Like "Em Just the Same"

To the Editor of The New York Times:
Among the many admirable things in your great country there is one which does not evoke undivided enthusiasm among the friends of the United States—that is your coins. Nobody troubles, of course, to subject the money of his own country to a close scrutiny; one considers them naturally as a matter of routine and is used to them. Yet foreign coins usually draw a higher attention. It is not the artistic value of the designs which I want to criticize. Yet the unfortunate content of the pictures and text evokes mirth among visitors and resentment among thoughtful Americans.

"E pluribus unum" has two meanings in connection with the buffalo on the nickel; it might connote the rapid extinction of that romantic animal—a fact deplored by every true American. The Indian clamoring for "Liberty" on the other side on the same coin reminds us of the legal status of Uncle Sam's wards.

The Goddess of Liberty on the half-dollar piece wears a phrygian cap which the French revolutionists adopted from the uniform of the inmates of the Bastille in Nancy. It was an inappropriate step of the disciples of Marat and Robespierre, and I fail even more to see why America should adopt emblems of the French Revolution. The rising of the American Whites had nothing to do with the egalitarian worshippers of the guillotine.

The most deplorable coin is the dime. I do not mind the fasces, which are decidedly not a monopoly of fascists. The French Republic used this emblem of aristocratic Rome before the Marcia su Roma.

Yet the words "In God We Trust," as beautiful as they are by themselves, sound here almost blasphemous. Let them stand on the one-cent piece above the head of Abe Lincoln, who was a professed agnostic yet somehow vaguely religious in sentiment and very much so in action. But brought in connection with the Greek-Roman god for traders and thieves it seemingly repeats the old calumny of Europeans that money is the god of the Americans.

The quarter is so far the most satisfactory coin.

ERIK V. KUENELT-LEDDIEN,
Roslyn Heights, N. Y.

Define Neutrality Act for Exporters

NEW YORK, Dec. 2.—In an effort to clear up confusion concerning requirements of the Neutrality Act in regard to ordinary commercial shipments by exporters to belligerent nations, the Merchants' Association of New York has issued a bulletin defining its understanding of the measure.

Officials of the association declared that the bulletin had been issued after careful consultation with authoritative sources. It is published here for the use of firms exporting any coin operated machines and for other firms in industries allied with the coin machine industry.

After reviewing general provisions of the act and its requirements that title must be transferred to the buyer before goods are shipped to a belligerent country, the bulletin added that a declaration of transfer of title is required for the following shipments:

1.—All shipments on any vessel to European belligerent countries (Great Britain, France and Germany) and to all French and British colonies and territories on the Mediterranean.

2.—Ocean shipments on United States and neutral vessels to Newfoundland and to Canadian ports east of 66 degrees west longitude (includes Halifax).

3.—Shipments on belligerent vessels to any belligerent territory, including all parts of the British Empire, Australia, New Zealand, South Africa, Hong Kong, etc., and to all French colonies. (Title need not be transferred if shipped on a United States or neutral vessel to belligerent countries other than those specified in 1 above.)

A fourth paragraph related to arms and shipments of implements of war.

With regard to what constitutes a transfer of title within the meaning of the act the bulletin said:

"The instance of a consignee's straight bill of lading, regardless of the method

HEY, RAY!

I'm yelling all the way from N. Y. to say, CONGRATULATIONS, RAY MOLONEY . . . and a couple of carloads of orchids to the entire Bally organization! Just unpacked the first production model BALLY ALLEY to arrive in N. Y., and I'm here to tell you it's the swellest job you ever did! MORE FLASH, BEAUTY AND CLASS . . . MORE SKILL APPEAL . . . MORE ACTION . . . SMOOTHER PERFORMANCE than any game I've ever seen since I've been in business! Congratulations, Ray . . . and congratulations to operators everywhere on the GREATEST MONEY-MAKING opportunity ever offered in the skill-amusement class. 100 PER CENT LEGAL . . . AND A RED-HOT MONEY-MAKER!

OPERATORS! ACT QUICK TO GET BALLY ALLEY

Although BALLY ALLEY is now in FULL PRODUCTION . . . and I'm getting shipments by the carloads . . . the demand far exceeds the supply. I went the limit to protect my friends on deliveries . . . put up the biggest deposit of my life. So now it's first come, first served! To insure QUICK DELIVERY, thus protecting your locations, MAIL, WIRE, PHONE OR BRING IN YOUR ORDERS AND DEPOSITS NOW . . . TODAY!

JACK FITZGIBBONS

453 W. 47TH ST.

362 MULBERRY ST.

NEW YORK CITY

NEWARK, N. J.

of payment, is recognized as constituting definite transfer of title as required by the act. Such bill of lading must be consigned to a foreign individual, partnership or corporation. The fact that the foreign corporation may be a subsidiary of the American shipper does not affect such transfer.

"Shipments under a 'C/O Order' bill of lading do not constitute transfer of title. No transfer of title occurs in the case of shipments to branches or affiliates of American companies unless such branches are foreign corporations.

"No ruling is yet available as to whether or not this declaration is to be required for freight shipments less than \$25 value, mail, parcel post shipments or air express shipments, for which shippers' export declarations are not required. The act specifically exempts rail and inland water shipments to Canada.

"At the time of making oath there must be no American lien or claim on the articles exported."

Wage-Hour Law Changes in Effect

WASHINGTON, Dec. 2.—A questionnaire setting forth simply some of the principal changes involved in the wage-hour law as it entered its second year of operation, entailing an increase in the minimum wage scale and a reduction in the maximum number of hours of employment per week, was issued here recently. The questions and answers follow:

Q. What is the wage-hour law?
It is a Federal statute which regulates certain labor standards in industries doing business in interstate commerce by requiring payment of a minimum wage and time and a half pay for work done in excess of a maximum work week.

Q. What change in these labor standards does the act require at this time?
A. Effective October 24, all employers subject to the act are required to pay an hourly wage of at least 30 cents, instead of 25 cents, for a maximum work-week of 42 hours, instead of 44 hours, with time and a half for overtime. The act provides for certain exemptions from the wage requirement as in the cases of learners or handicapped workers.

Q. How many workers will be affected by the change?
A. Government statisticians estimated that 690,000 workers who have been getting less than 30 cents an hour will receive higher pay, and that the work-week will be shortened for 2,385,500 workers unless they are given overtime pay for work in excess of 42 hours.

Q. How much will workers' pay envelopes be increased?
A. Workers receiving only the minimum pay for a maximum work-week will have their pay increased from \$11 to \$12.60, plus any overtime which they earn.

Q. Must employees now receiving 30 cents an hour be given a wage increase to maintain the differential between their pay and the wages of the 25-cent-an-hour employees who are being moved up to 30 cents?
A. No. The law does not require an employer to maintain or adjust such differentials. It merely establishes certain minimum wage standards below which he cannot go without incurring penalties.

Q. Are piece workers entitled to overtime pay under the 30 cents an hour minimum as they were under the 25-cent minimum?
A. Yes. The law requires an employer to pay piece-rate workers the statutory minimum wage and overtime pay figured on the basis of one and a half times the workers' computed hourly average.

Q. Does the change from 44 to 42 hours a week affect the exemption granted seasonal industries?
A. No. The shorter work-week has no effect on seasonal industries given authority to work employees as much as 12 hours a day and 56 hours a week for a maximum period of 14 weeks a year.

Q. Does the change in minimum wage rates also apply to home workers?
A. Home workers, like all other employees engaged in producing goods for interstate commerce, must be paid the new statutory minimum of 30 cents an hour and time and a half for overtime.

Q. Are sales clerks in retail stores and waitresses in restaurants entitled to overtime pay for work done in excess of the 42-hour week?
A. Not under the Federal law. Workers in retail and service establishments are not covered by the wage-hour law.

START MAKING MONEY

Day and Night without selling. NEW low cost Professional Vender

"King Jr."

\$3.95

Nowest, most modern money-maker for all locations. Just the right size for venders or booth. Vends 10¢ and small candies, also all types of Beach Pellets, Cap. 2, Blue Candy, Blue Hammered, etc.



11 to 24.....\$3.85
25 Over.....3.75

Rush Your Order NOW!
1/3 Deposit, Balance C. O. D.



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.

PROVEN Money Makers!

Be an independent operator. Place Your Thru Venders in stores, waiting rooms, taverns, restaurants, bars—where you know how. Your Thru Venders candy, peanuts, gum, five-cent busy catcher, Wrigley gum, etc. on every coin. Many Thru Venders operators prosper in whose ordinary vendos are sold out. Major coin selector. 1/2¢ Thru Vender locks. Adjustable—just set the wheels. Precision machine; no kink-backs. Money-back guarantee protects you while you prove the profit. Write today for inside story of chain operation, full details of your new money opportunity. Many good locations now open. Don't wait. Write today. FIELDING MFG. CO., Dept. 48, Jackson, Mich.

REDUCED PRICES
MIDGET BASEBALL
BINGO
CRUISS-CROSS

ONLY 10¢ (OR MORE) \$9.50 EA.

3 Machines, \$10.50 Ea.
Samples \$1.50 Ea.
Only Limited Quantity Available.
ORDER NOW!



D. ROBBINS & CO. 1141-B DEKALB AVE., BROOKLYN, N.Y.

MERCHANDISE MACHINES

Orders Heavy for King Jr. Vender

CHICAGO, Dec. 2.—Vending machine operators throughout the country, officials of Automatic Games say, are turning to Automatic's new King Jr. as the solution to one of their most troublesome problems. H. F. Burk, official, declared: "More locations with less investment and no problem of stale merchandise is their goal."

"The new King Jr. is just the right size for slower locations, as well as the last word in venders for booth and operation booth operation, etc. Needless to say, it is one of the best buys in the industry."

"Since the first announcements a few weeks ago, production has reached unbelievable figures and the entire industry is becoming small vender conscious."

Cig Vender Forum At NATD Conclave

CHICAGO, Dec. 2.—Open-forum discussions on jobbing problems introduced last year will be employed again at the NATD (National Association of Tobacco Distributors) Convention in January. One subject to be discussed will be "Vending Machine Operation."

The NATD Convention will take place in Chicago at the same time as the 1940 Coin Machine Convention. Tobacco men's gathering place will be the Palmer House.

In last year's round-table discussions it was interestingly noted that many tobacco jobbers and distributors were wholeheartedly in favor of distribution of cigars and other tobacco products thru vending machines. In previous years tobacco men had attempted to minimize the importance of vending machines in the distribution of cigars, but last year such comments as "vending machines saved my business," "vending machines are more economical in the selling of cigars," "vending machines eliminate losses thru theft" and many other favorable comments were heard.

The session of the round table on vending machines was well attended, with many tobacco jobbers apparently anxious to learn more about distribution thru vending machines.

Ice Cream Specialty Sales Up 247 Per Cent

CHICAGO, Dec. 2.—An item of interest to operators in the not-too-well-developed ice cream vending machine field is the news that ice cream specialties have experienced a phenomenal growth. The specialties include such items as cups, ice cream on a stick, etc.

Production has increased from 22 per cent of the 12-year average in 1925 to 247 per cent of the 12-year average in 1937, according to latest releases by an association of ice cream manufacturers. In 1925 there were only 3,082,463 gallons of specialties, while in 1937 this had increased more than 10 times or 33,940,094 gallons. In the meantime, ice cream production had increased only 25 per cent.

This development shows favorably in consideration of ice cream venders which vend ice cream specialties and novelties.

Cig Tax for Wheeling

WHEELING, W. Va., Dec. 2.—A proposed ordinance for the imposition of a municipal tax of 1 cent a pack on cigarettes has been given first reading in Wheeling city council. Under usual county procedure the measure would come up for final action within a week. Officials, however, indicated a delay might be asked to permit complete study.

Last Two Cigaret Mfrs. Give Reply To FTC Charges

WASHINGTON, Dec. 2.—Last of the eight cigaret companies to reply to charges filed by the FTC under the Robinson-Patman act, the American Tobacco Co. and the Liggett & Myers Tobacco Co., have denied that any acts in giving of free goods, advertising allowances, etc., have been illegal. They indicated that if the Robinson-Patman law is construed in the light of the charges made they would fight the case on the basis that the law was unconstitutional.

The FTC has charged that thru "drop shipments" whereby tobacco goods were shipped direct to the dealer and charged thru the jobber, the tobacco firms have included free goods in the shipment to the dealer. Where these charges were made specifically against the companies, they replied that it was necessary in order to meet competition or that it was offered in exchange for definite advertising services. They also stated that such allowances of free goods were made to introduce new products or of slower-selling high-grade products.

The tobacco firms answering charges of price discrimination replied that such charges are unconstitutional because "it is beyond the powers of Congress to regulate interstate commerce and because it is so vague, uncertain, arbitrary and unreasonable as to constitute a deprivation of property without due process of law."

Unconstitutionality was also claimed by the company if the law prohibits its methods of point of sale advertising.

Now that all firms replied to the citations, oral hearing on the complaints will be held on dates to be fixed by the Federal Trade Commission.

Georgia Cigaret Tax Revenue Below Average

ATLANTA, Ga., Dec. 2.—Georgia's income from its State tobacco tax is below the average in the 23 States having such a tax, it has been disclosed.

The per capita yields from tobacco taxes range from 50 cents in Kentucky to 82 in Louisiana. Five States collect more than 81 per capita from this source. The per capita return in Georgia is 81 cents.

The 23 States collecting tobacco taxes received \$57,585,000 from that source during the 1938-39 fiscal year, an increase of \$1,654,000 over the previous year.

Brazil Nut in New Queen Anne Bar

CHICAGO, Dec. 2.—In line with the campaign to promote reciprocal trade between North and South America, the Queen Anne Candy Co. has introduced a new candy bar known as Brazil Kernel.

The new bar is attractively wrapped with a caricatured figure having a Brazil nut for a body. The story in back of the bar is the unique tie-in with the campaign of the Brazil Nut Advertising Fund. Producers of the nut have instituted an active merchandising campaign thruout the country designed to make the public more conscious of the meaty, large Brazil nut.

Wis. Cig Tax 854C

MADISON, Wis., Dec. 2.—According to a report by John W. Bosch, chief of the beverage tax division, \$854,697.64 has been collected in cigaret taxes during the two-month period the law has been in effect. During the second month that the tax was in effect \$347,722.52 was collected as follows: Meters, \$157,479.44; stamps, \$183,394.32; floor tax, \$38,148.76; and permits, \$87,700.

OPERATORS!
Order This Coin Counter
Penny-Nickel combination, tested coin-counter, polished aluminum, lifetime guarantee. Counts pennies and nickels like magic; rugged, eye-size mechanism.
Only \$1.00 each prepaid cash with order on O.O.D. Write for complete details and low priced coin counter. Best bulk vendors obtainable. **SPECIAL!** Also Stands, Wall Brackets, etc.

VICTOR VENDING CORP.
4203 Fullerton Avenue, Chicago

Plans for Tobacco Show Shaping Up

CHICAGO, Dec. 2.—Under the direction of the executive offices of the National Association of Tobacco Distributors plans for the eighth annual convention to be held at the Palmer House here, January 17 to 20, are taking form. The dates of the convention coincide with the dates of the 1940 coin machine show. It has been reliably reported that exchange admissions will be honored at the two conventions.

Convention headquarters have already been established at the Palmer House and details are rapidly being arranged. The 1940 convention is expected to be even more successful than the 1939 conclave. According to officials, indications already to be seen are that several hundred more persons will attend than did last year.

Financial

National Candy Co. and subsidiaries, St. Louis, Mo., report for the September quarter an estimated net profit of \$193,300 equal after dividend requirements on first and second preferred stocks to 82 cents a share on 192,315 no par common shares. This compares with \$69,145 or 18 cents a share for the second quarter of this year and \$48,055 or 7 cents a common share in the third quarter of 1938.

Pepsi-Cola Co. and subsidiaries report consolidated net profits estimated at \$4,590,000 for the nine months ending September 30, according to an unaudited financial statement released, 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. O. Guth and others, totaling about \$500,000. This is equal to about \$172 a share on Pepsi-Cola stock and compares with a net of \$2,775,000 for the corresponding period of 1938. This marks a gain of 87 per cent, the report declares.

Charles E. Hires Co. and subsidiaries report for the year ending September 30 a net profit of \$800,114, equal to \$5.74 each on combined 45,371 shares of Class A common stock, excluding 4,629 shares in the treasury, 90,000 shares of Class B common and 3,872 shares of management stock, all of no par value. This compares with a net profit of \$601,011 or \$4.32 a share on combined stock in the preceding year.

American Chicle Co. has declared a dividend of \$1.25 a share and a regular dividend of \$1 a share on its common stock, both payable December 15 to holders of record December 1.

Including the above distribution, payments on common stock total \$6.25 a share.

Bunte Bros., Chicago, candy manufacturing firm, has declared a dividend of \$1, payable December 1 to holders of record November 24.

Cigaret Taxes Over \$46,000,000 in October

WASHINGTON, Dec. 2.—Collection of cigaret tax revenue on cigarets produced in October climbed to the total of \$46,156,963.93, an increase of \$9,794,999.21 in the same month last year, according to figures released by the Bureau of Internal Revenue, Treasury Department.

Cigarette Merchandisers' Associations

With 1939 rapidly drawing to an end the CMA of New York members are busy with meetings. The last regular meeting has been scheduled for December 7, and a session of the executive committee to review the year's work and make plans for 1940 will be held soon. This has been a progressive year for the association, but bigger things are anticipated for 1940.

Joseph Almoe and John Rogan, of the finance department of the city of New York, are extended congratulations by CMA members on the splendid work they are doing to curb the importation into New York of untaxed cigarettes. While the finance department in general and these two men in particular have lent every co-operation possible, the tax is still unpopular with local operators.

Sam Yolen has put his boat in dry dock for the winter. Harry and Sam Malkin recently presented the skipper with a marine clock.

Will Golden, former president of CMA, is back from the Coast and is busy renewing acquaintances along Cigarette Row. He says he still remembers the fine co-operation the boys gave him when he was prey.

CMA's membership drive is reported progressing better than anticipated. With the organization, under the able direction of Matthew Forbes, manager, is always on the alert for new members, the concerted effort to get new operators on the roster is proving successful. The recent drive also has benefited CMA's stock with both members and non-members. Superior Cigarette Service, of which Carl Schlobohm is the operator, has handed in its application for membership. It will be voted on December 7.

Teddy Vassar, of Vassar Cigarette Service, has sort of established himself as the sportsman of the CMA. He recently went out for a few days of hunting and when asked what he brought back, one of the boys answered, "a cold."

Notes From Jersey

CMA of New Jersey members are pepped up over the banquet to be held February 10. All members are serving on the committee to promote the event, and indications are that the affair will be the biggest thing the group has ever attempted. There's going to be plenty of music and entertainment in addition to a swell dinner. A 100 per cent attendance is expected. The banquet will be held at the Hotel Douglas, Newark.

Exhibit's Game Jumper Introduced (New Game)

CHICAGO, Dec. 2.—"It's out! What? Why Jumper, of course. Yes, Jumper is now being introduced, and its astonishing new high score features are already bringing predictions of colossal success." Thus Exhibit Supply Co. officials announced that Jumper, their latest release, was ready for coinmen.

"The outstanding feature and the one that will mean much to operators," said Leo J. Kelly, vice-president, "is the feature of the balls disappearing in one hole and reappearing in another. We call them 'high score subway pockets.' Besides the disappearing ball action there is the thrilling jumper feature, the receding pop-out pockets and an out-ball return. Plus all this is the new heavy-duty step-up unit, arc-proof super-sensitive disk-type bumpers and brilliant chrome balls.

"It is a free play combination game which can be changed from free play to regular play in a jiffy right on location. See Jumper at your distributor today and you'll be seeing plenty of them on your locations thereafter—for once you see it, yes, once you've seen it—you'll see plenty of 'em."

Detroit

DETROIT, Dec. 2.—Chester Eudykewicz is the latest addition to the ranks of Detroit operators. He is starting with a route of phonographs.

E. C. Bourden, pin game operator and one-time president of the Skill Game Operators' Association, has moved to new headquarters on Cherrylawn avenue.

Saginaw is the latest Michigan town to install parking meters. The important east side business district will get an installation early in December, according to vote taken this week by the City Council.

Metropolitan Novelty Co. is a newcomer to the Detroit coin machine field, with headquarters on Hogarth avenue. Joe I. Stewart and Max Baskin are proprietors. The company will operate routes of pin games.

Bernard F. Molenda has established the M. O. Amusement Co. here. Company operates various types of pin games.

Jacobson Automatic Service was recently established here by Mervin S. Jacobson. Company will operate various types of vending machines. Jacobson is the son of I. Jacobson, proprietor of the Detroit Toy & Novelty Co. and a well-known figure in the carnival field.

Harry J. White, music machine operator, is now operating as White Music Co. He reports business good with a consistent expansion of his routes.

John Flanigan, Detroit phonograph operator, took time off to spend a week hunting on Drummond Island in the Upper Peninsula.

Gene Struthers, formerly of Chicago,



39 BELL
TRADE IN YOUR OLD EQUIPMENT TODAY

THE BEST IS ALWAYS CHEAPEST IN THE LONG RUN
YOU WILL NEVER BE SATISFIED UNTIL YOU OPERATE

Northwestern BULK VENDORS

For Steady Profits—It's the Sensational New Penny Back Model 39 Bell

BOOST YOUR SALES! PEP UP LOCATIONS!

CASH IN WHILE YOUR CUSTOMERS LISTEN FOR THE FREE PLAY BELL

- BELL RINGS AND CUSTOMER RECEIVES PENNY BACK
- VENDS ALL PRODUCTS
- FAST EASY SERVICE
- EFFICIENT SLUG EJECTOR
- PORCELAIN INSIDE AND OUT

NORTHWESTERN SALES AND SERVICE CO.

589 Coney Island Ave., Brooklyn, N. Y.

BU 4-2770

has joined the staff of the Atlas Automatic Music Co., Detroit, as traveling representative.

Atlas Automatic Music Co. has moved its headquarters across town and is now located on East Jefferson avenue. The move gives the company quarters consisting of two entire floors.

Wolverine Music & Specialties Co., distributor of phonographs, has established a new department, known as the Operators' Service. The department is open to all operators who may visit the showrooms and hear advance releases of new records played on Wurlitzer machines.

Al Shifrin, manager of the Detroit Coin Machine Exchange, reports steady activity in the pin game field in the Detroit area, and is highly optimistic over prospects for 1940.

Canteen Officials Come From Big Business Ranks

Firm puts candy bar vendors over in spite of depression years

CHICAGO, Dec. 2.—The Automatic Canteen Co. entered the ranks of big business here, when its official appointments were given nearly a column of news on the business page of The Chicago Daily News. Bringing the firm still more into the ranks of big business was the appointment of Laurence H. Armour to the board of directors. Armour is a member of the famous Chicago packing family, a director of Armour & Co. and president of the American National Bank and Trust Co., Chicago.

The report said that the Canteen firm is reputed to be the largest automatic merchandising service in the world. It is criticized by small independent operators of vending machines as occupying the same position in the industry as chain stores occupy in the retail field. Probably seven or eight similarly large operating firms exist in the vending machine industry, it is said. The Canteen firm introduced big business

ideas and methods into the candy bar vending field, with its organization in 1929. Altho the vending of candy bars by machine took a severe licking with the depression and the years following, the Canteen organization has been able to apparently keep forging ahead in the merchandising of candy, gum and nuts by machine, so that today it enters the realms of big business by bringing big names in business to its staff.

Directors' Meeting

The directors of Canteen were reported to have held a meeting November 16, at which they elected Armour to the board. Another important action was the election of John C. Dinsmore as vice-president of the Canteen firm. Dinsmore had formerly held the membership of a Sears, Roebuck & Co. subsidiary in Canton and has also been prominently connected with business and civic interests in Chicago.

Quoting The Chicago Daily News: "Automatic Canteen Co. gives automatic merchandising service, principally in candy, gum and nuts, and now serves literally millions of consumers in thousands of industrial plants. It is reputed to be the largest automatic merchandising

Coming Events

Annual Coin Machine Convention, Sherman Hotel, Chicago, January 15 to 18, 1940.

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 16 to 18, 1940.

National Tobacco Distributors' Convention, Palmer House, 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.

service in the world. The business was organized July 1, 1929, with very limited capital, and its growth has been in the face of the whole downward trend of the depression. In addition to this the company had to solve the technical problems incident to pioneering in a comparatively new field.

Florida Paper Makes Comment

Note:—It is expected that the candidacy of the Rev. James A. Barbee, "slot machine crusader," for the governorship of Florida will bring the subject of bells and amusement games back into the papers again. The following editorial, from "The Miami Herald" November 22, 1939, suggests that his "slot machine complex" may not be the idea needed to select him governor of the State:

"A PREACHER IN POLITICS.

The Rev. James A. Barbee, of Jacksonville, is a candidate for governor. Lest a short-minded public forget who he is, Mr. Barbee does not fail to embellish his announcement with memories of his crusade against slot machines and his leadership in the campaign that made them outlaw in Florida.

"But that is a dead issue. So the Jacksonville minister talks of taxes, stimulation of business, honesty in government, all the musty platitudes and attitudes of the politician out for office.

"Preacher Barbee learned something, however, in his battling with the slot machine operators. He found out that South Florida has developed great political strength thru sheer population. As governor he would spend part of each month down this way so we would not have to travel the weary miles to Tallahassee to see him. That's something. It might be a good idea for other candidates to include it in their platforms.

"What we would like to know particularly is whom Rev. Barbee means—for he must mean somebody—when he declares that a 'governor should know enough to be honest. An honest governor will come out of office as poor as he went in.' Does Mr. Barbee know something about somebody?

"And while Mr. Barbee is speaking of 'going in poor,' can he tell us of any governor in recent times, however straitened his personal purse, who got into the top seat in Tallahassee without plenty of somebody's money behind him?

"It takes a minimum of \$30,000 to put up any kind of a race for governor in Florida. If Mr. Barbee is as poor as most preachers, he better get out and get some well-heeled backers to stake him to a political pitch. He may find it particularly hard to raise the money if his 'honesty' forbids him promises to pay it back in political patronage and preferment during his term in office."

MUSIC MERCHANDISING

RECORD CONSCIOUS

The American people have within the last few years become decidedly record conscious. It is not always easy to give credit where credit is due, but it is apparent that the coin-operated phonograph has been the greatest single medium for acquainting the masses with popular records, and in keeping them conscious of recorded music.

It is roughly estimated that there are about 200,000 coin-operated phonographs in use in the United States. These instruments spread rapidly over the country during what was considered a boom period from 1933 to 1936. A stable business now keeps all possible public locations supplied with the latest instruments and also with the most popular records.

It goes without saying that the full publicity value of that many instruments in so many public places is unusually great.

The widespread placing of coin-operated phonographs made the people conscious that phonographs were not a thing of the past, as so many had supposed them to be. Here were phonograph instruments that had adapted every modern invention and device to get the best from recorded music. The people became aware of phonographs again and began to buy them for their homes.

At the present time, the appearance of new phonographs and combination sets on the market indicates that a real home market is growing at a rapid pace.

It should be kept in mind that with thousands of automatic phonographs catering to the public all the time, the masses of the people are kept well aware of such devices. A sufficient time has elapsed since 1933 to show that the people like popular records as played by modern phonograph instruments. The people have shown this clearly by paying to hear the records played. There has been no indication that the people themselves have tired in any way of hearing popular music as played by phonograph instruments. Sharp depressions like that of 1937-1938 showed that a drop in employment and earnings may decrease the patronage of commercial phonographs for a time but when people's earnings climb back again the patronage of phonographs also improves.

Thus automatic phonographs continue to create sales for phonographs to the home by acquainting the people with the quality of modern phonograph instruments and records.

When a phonograph goes into the home that means a steady, and in most cases an increasing market for popular records. The very nature of popular music and people's taste for it is such that an almost continuous stream of new records is desired in the home.

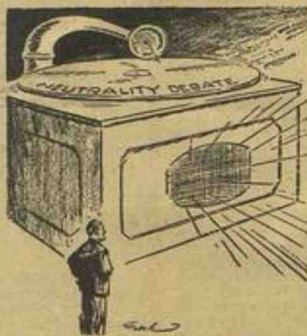
The coin-operated phonograph has become the greatest medium for catering to that home market. The owner of a phonograph becomes greatly interested in records. He cannot find a music store on every corner where he may sample records, but many of the public places he frequents will have a coin-operated phonograph. The man who has a phonograph in his home becomes doubly conscious of every automatic phonograph he sees in a public place.

Every automatic phonograph becomes a sampling station where people can conveniently sample records they may not have heard. Every phonograph has a list of ten to twenty or more records, and in that list every person is almost sure to find some record he has not heard and may want to try. So he samples one or more records, and eventually will have a list of records to purchase at his music store.

An automatic phonograph in a public place is a sort of co-operative enterprise. A patron of the location hears not only the records for which he deposits a coin, but will naturally hear many selections for which someone else deposits a coin. In a sense record music is "forced" upon him, but the person who owns a phonograph has already developed an unusual interest in records and he does not object.

This mutuality of interests for all those who profit in any way from popular music and popular records is one of the most valuable things about the entire coin-operated music machine business. Phonographs in the home will react to become the greatest boon to the playing of automatic phonographs in public places, next to the return of legal liquor.

And every automatic phonograph is a powerful sales station for all popular music and recordings. The operators of automatic phonographs are applying their best judgment and skill to studying what the people like best in popular records. They naturally keep close tab on the new records and buy them, and they also learn the old favorites that everybody likes. They boost the entire field of popular music.



Even the cartoonists have become phonograph conscious and use the instrument to illustrate current topics. (Cartoon from *The Christian Science Monitor*).



JOE WILLIAMS, OF COMMERCIAL MUSIC CO., Little Rock, Ark., and Oklahoma City, takes over the Wurlitzer distributorship for the State of Texas. The firm will establish offices in Dallas, Houston and San Antonio. Mike Hageman, general sales manager of the Rudolph Wurlitzer Co., stands in back as Williams signs. Herb Wedekind, left, of Wurlitzer's Dallas credit office, and R. S. (Bob) Blockman, recently appointed Wurlitzer district manager for Texas, look on approvingly.

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 takes best in.

Address communications to WHAT THE RECORDS ARE DOING FOR ME, THE BILLBOARD PUBLISHING CO., 54 W. Randolph, Chicago, Ill.

Louisville

To the Editor:
It has been some months since I wrote you. I look for your column each week when I open up *The Billboard*. Business here in Louisville is going along fine and we are showing a nice increase—especially in automatic phonographs. The improvement in the last 90 days has been remarkable and cash returns are now running about even with the returns we have been getting from pinball machines.

The wall boxes for the machines are becoming extremely popular and in a few locations we are installing large numbers of these wall boxes. It will be a matter of a very short time before all the smaller locations with only two and three booths will have them installed.

Well, Bing Crosby and Artie Shaw are stealing the show and their popularity going best now are Oh, Johnny, Oh; Happy Birthday to Love; My Prayer; Scatterbrain, South of the Border and now this one is holding on in surprising everyone—in the Mood. Woodchopper's

MR. PHONO OPERATOR SEZ:

ONLY **25c**

IN 100 LOTS FOR "AMERICA'S FINEST PHONO NEEDLE"

2,500 PLAYS

Sample... 35c
10 Lots... 31c
25 Lots... 28c
Cash with Order

"CALCUTTONE"

How Can You Go Wrong?
Rush Your Order Quick!

THE VENDING MACHINE CO.
205-15 Franklin St., Fayetteville, N. C.

Bull is another surprising favorite here. Those that are slipping are *If I Didn't Care*, *South American Way* and *Jumpin' Jive*.

If the phonographs continue to gain favor I believe that within 60 days they will be our best earning machines. I estimate that they will account for about 65 per cent of our receipts.

About this *South of the Border* tune—I thought at first that it was just a flash. It is abounding no sign of weakening and if anything, it is getting stronger. My Prayer and *South of the Border* have cut in more on the jazz stuff than anything I've noticed for a long, long time.

BOB HUBBUCH,
Kentucky Springless Scale Co.

North Little Rock, Ark.

To the Editor:
Down here in Arkansas the music machine business is certainly doing okeh with us. New locations are popping up every week and at this writing we are rushing to meet the demand. Two we are having a new and larger building constructed to house our business and home.

It seems that most of our money-making disks appeal to customers in every spot we put them. For instance, there is Oh, Johnny, Oh by Orrin Tucker, and on the other side is How Many Times. Both are bringing in the nickels. Scatterbrain, by Benny Goodman, is performing in a splendid manner for us.

Then there are Roy Smoek's, *South of the Border* and Erskine Hawkins' *Wedding Blues*. We are having many requests for *Happy Birthday to Love*, by Hal Kemp. It's a coming number down here and we expect to see it strike the No. 1 class soon. The best hillbilly spot record is *Truck Driver's Blues*, by Cliff Bruner.

MR. AND MRS. JOHN LIMA,
Lima Amusement Co.

Phono Changeovers Keep G & G Busy

CHICAGO, Dec. 2.—"The old saying that 'the proof of the pudding is in the eating' certainly has been proved in the case of our phono changeover grilles and domes," state Executives Paul Gerber and Max Glass, of the firm of Gerber & Glass.

"We've never enjoyed so large a sales volume on any piece of equipment as we have on these two items. From the very first, phono operators all over the country have been utilizing our changeover equipment. Music men

HERE IT IS—THE NEW 1940 "ACME DOME"

Better! Stronger! More Beautiful AND Entirely different from any dome on the market today! Truly America's FINEST! Due to the skill and craftsmanship of Acme's photo-chemist FULLY GUARANTEED! HEAVIER PLASTIC! REINFORCED THROUGHOUT! FASTENED WITH ONLY 2 SCREWS! AVAILABLE FOR WURLITZER 412 and 616. BRILLIANT, HIGH-GLOSS, SATIN FINISH! Completely illuminated on 3 sides! IT'S ABSOLUTELY GORGEOUS! RUSH YOUR ORDER FOR A SAMPLE TODAY! You're simply got to see it to appreciate its Beauty and Quality!

\$895 EACH

AMERICA'S FINEST 616 REMODELING PARTS

Two short corner pillars of brilliant red plastic edged with highly polished aluminum frames	\$2.50
Two long corner pillars of brilliant red plastic, extra heavy, edged with highly polished solid aluminum frames	5.50
Two inside chrome plate reflectors	.50
One complete speaker grille of highly polished, beautifully designed aluminum flanked by extra wide brilliant yellow columns of curved plastic	8.25
Three chrome-plated bands that run the entire width and add beauty and impressions	1.75
One coin guard and fittings that eliminate coin jamming	1.00
Plastic for original program holder	.50
Two aluminum jigs for holding new program holder	.50

Complete Instructions Sent With Parts!

Write for Price List of Wurlitzer 412 Parts!

YOUR 616 REMODELED AT Our Factory

FOR SALE: \$2500 Complete

Completely Remodeled 616 (as illustrated) \$110.50

Deluxe Remodeled 412 with Louvers 67.50

1/2 With Order, Bal. O.O.D., F.O.B. Bklyn.

America's Largest Phono Remodeling Factory

ACME SALES CO.

New Address: 1775 CONEY ISLAND AVE., B'KLYN., N.Y.

N.Y. CITY SHOWROOM and DEPOT, 625 TENTH AVE.

STREAMLINE BOXES

\$300.00 Being Collected Weekly by One Operator From SHYVERS STREAMLINE BAR and BOOTH BOXES

Proven, Tested and Maintained in hundreds of Phonograph locations using an average of six (6) STREAMLINE BOXES per spot. This is a West Coast average. Eastern operators are reporting earnings as high as \$3.00 per week per STREAMLINE BOX. One Operator Showing a Profit of \$104.00 in 8 Months on a \$7.50 Investment.

The More a Phonograph Plays — The More It Is Played

Order in ten boxes, 5 Bar and 5 Wall, with what armored cable you want and make a test. If the boxes earn 75c a week each, cover every spot you have. YOUR INCOME GOES UP! YOUR MACHINES ARE CHAINED DOWN. YOUR MUSIC BUSINESS IS ADVERTISED ON EVERY BOX WITH A GENTLE URGE, "PLAY 1 TO 20 NICKELS."

NATIONALLY PRICED

Streamline Wall Box, \$6.75 Streamline Bar Box, \$7.50

Cable 5c Per Foot Instrument Casting, 35c "T" Joint Boxes, 45c

Now Also Available With National Slit Ejector

SHYVERS MANUFACTURING COMPANY

2315 W. HURON STREET CHICAGO, ILLINOIS

PHONE: ARMITage 0895

everywhere were quick to recognize the profit-earning possibilities of these grilles and domes, thus placed large and frequent orders.

"One phonograph operator told us that the extra earnings from the first changeover grille he bought were great enough to completely pay for several additional ones."

Former Phono Ops Now Disk Distribs

PHILADELPHIA, Dec. 2.—Two ex-phonograph operators have formed a distributing firm, taking on the distributorship of phonograph records. Jack Sheppard and William Hopkins head the new firm, which will be known as the United Record Sales Co.

They will cover Eastern Pennsylvania, Delaware and Southern New Jersey. One of the first acts of the new distributors was to appoint Rudolph Green, of Pottstown, Pa., a representative for the convenience of operators in that area.

The services of Harry Stern have been secured for the position of record sales manager. He is an experienced disk man, having been connected with every step from the manufacture of records to actually operating phonographs.

Beautiful Cabinet Stands

FOR **ROCK-OLA** AND **WURLITZER** Counter Models

Transform your counter models into classy cabinets. Slit and all-wood construction in light and dark walnut finish, with chrome trim. Ready for every location with more play and increased profits. Light-up optional at slight extra cost.

\$14.95

1/3 Cash With Order, Balance C. O. D.

ART CABINET SALES CO.

2025 Prospect Ave., CLEVELAND, OHIO

Just Out!

4 New Bluebird Recordings

by

ART KASSEL

and his

"KASSELS IN THE AIR" ORCHESTRA

- Down the Alley and Over the Fence
- Hell's Bells (a new recording)
- Piggy-Wiggy Woo
- Kiss and Remember



"Kassels in the Air" broadcasting nightly—except Monday—from Walnut Room, Bismarck Hotel, Chicago, on WENR and WMAQ—NBC network

Management: Music Corporation of America

Varsity RECORDS

DOUBLE YOUR TAKE!
LATEST HITS!

8109 BILLY, F.T.
Vocal by Peggy Nolan
Lang Thompson and his Orchestra
0063 SHE HAD TO GO AND LOSE IT AT
THE ASTOR, F.T.
Vocal by the Ensemble
Johnny Messner and his Orchestra
8071 THREE LITTLE MAIDS, F.T.
The Hyflon Sisters, Vocal

8102 THE LITTLE RED FOX, F.T.
Vocal by Phyllis Kenny
Van Alexander & his Swingtime Band
8097 DON'T GIVE ME NO GOOSE FOR
CHRISTMAS, F.T.
Vocal by Stan Fritts
The Korn Kobblers

THE UNITED STATES RECORD CORPORATION

NEW YORK, N. Y.

Don't Accept A Substitute!

Ask for **THE ORIGINAL**

**"SHE HAD TO GO AND
LOSE IT AT THE ASTOR"**

As Recorded on VARSITY RECORD No. 8083
by JOHNNY MESSNER and his orchestra

WURLITZERS

REBUILT WITH NEW LIGHT-UP
FRONTS AND GRILLS AT **LOWEST PRICES**

LARGE SELECTION OF THE FINEST RECONDITIONED CIGARETTE MACHINES

BABE KAUFMAN MUSIC (CIRCLE
CORP., 6-1642) 250 W. 54th St., N. Y. C.

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.

In the Mood. Glenn Miller's recording of this easy, relaxed swing tune finally makes the blue ribbon class this week, altho it hasn't landed with the bang produced by some other hit disks when they reach this category. New York and Chicago are finding it one of the most profitable items on the turntable, but there are slight reservations (according to reports) militating against amash hitdom from other sections of the country. However, it's strong enough to necessitate its being moved out of the "coming up" class into this one.

South of the Border. Shep Fields, Guy Lombardo, Ambrose, Tony Martin, Sammy Kaye, Morosone, Heidt.

Scatterbrain. Frankie Masters, Freddy Martin, Guy Lombardo, Benny Goodman.

Oh, Johnny, Oh, Orrin Tucker.

My Prayer. Glenn Miller, Ink Spots.

What's New? Bing Crosby, Benny Goodman, Hal Kemp.

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.

Yodelin' Live. Up to this week it was pretty much of a toss-up whether this side or its companion, *Ciribiribi*, would be the favored one in the phones. The matter is now beginning to resolve itself. *Yodelin'* seems to be the one that's getting 90 per cent of the attention from patrons as well as operators. The record, of course, is the Bing Crosby-Andrews Sisters disk.

Lilacs in the Rain. As one report has it this week, this tune has operators guessing: it may be a big thing or it may go down quickly. A plethora of beautiful ballads this fall and early winter is undoubtedly the reason this hasn't achieved the prominence it deserves. At any rate, it can't as yet be dismissed as a dud. It may not be setting the world afire but it's managing to draw in enough nickels to make it expedient to have it around a bit longer. Charlie Barnet, Dick Jurgens and Bob Crosby are the disks.

Bluebirds in the Moonlight. Starting to climb quickly this is one operators shouldn't be caught napping on. The much-heralded technicolor animated feature length cartoon, *Gulliver's Travels*, whence it comes, is soon due for a release. A great deal of publicity should attend the event, for the film is Paramount's threat to Walt (Snow White) Disney's supremacy in the cartoon field. That publicity is not going to hurt the songs in the score, of which this is the first to get going. Ops are picking it up and it's doing nicely for them now; it ought to be much bigger in a few more weeks. Glenn Miller and Dick Jurgens have the jump in the matter of already popular records.

Last Night. Definitely not going to be a world beater, this nevertheless commands plenty of respect for its nickel-pulling power. It's extremely doubtful if it will ever be a leading hit in the boxes, but a steady attraction in the case of many operators in the long run as the smashes that fly up and down in a couple of weeks. Glenn Miller and Bob Crosby are sharing record honors on this one.

I Didn't Know What Time It Was. It's not very often that a song from the score of a Broadway musical comedy becomes a terrific hit, for the reason that most musically composed and lyricists write in a sophisticated vein that doesn't carry too much popular appeal. There are exceptions, of course, and this Rodgers and Hart ballad (from *Merry Girls*) may be one of them. It's climbing nicely on the phones in the Benny Goodman version, and while it may never reach the top brackets it should be made available to patrons, judging from the reaction to it thus far.

Chico's Love Song. Still nothing to get excited about, this Andrews Sisters' release is nevertheless around and thriving sufficiently well to make omission from this department an error. Some ops are finding it fairly lucrative, and it may develop even more.

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.

The Little Red Fox. Out of Kay Kyser's movie *That's Right—You're Wrong*, comes a novelty that is expected to be bigger than *Three Little Fishies*. Record is available from Kyser, and from Hal Kemp now, and we strongly urge ops to keep an eye on this song.

Indian Summer. A Victor Herbert melody that is getting quite a bit of an airing, probably as a result of the forthcoming film, *The Great Victor Herbert*. A very likely-looking item for future machine honors.

Goody Goodbye. A cute rhythmic and catchy tune that is causing a little flurry on sheet music counters and in those phones in the Chicago area that are trying it.

Careless. Another number meeting with some success around Chicago. Reason for that is undoubtedly Dick Jurgens' recording, but the song itself may soon mean something on its own.

Tumbling Tumbleweed. An interesting title may lead patrons to look more closely into the matter of this Glenn Gray recording. Put in disk form by the Casa Loma in the same style that brought a flood of nickels for *Sunrise Serenade* and *I Cried for You*, this song may be big.

(Double-meaning records are purposely omitted from this column)

★★★ SAMMY KAYE

Out-Pipes the Pied-Piper

... in leading money-spending customers right into your place!



Sammy Kaye

Exclusive Victor Artist

with one of the biggest followings in the entertainment world. Keep a standing order for his newest Victor Records... and stand in first place with the dance band lovers!

THE NEWEST HITS

- 26337 South of the Border (Down Mexico Way)
The Melrose Schottische
Swing and Sway with Sammy Kaye
26338 Girl-Bird-Boy
Darn! Make Me Laugh
Swing and Sway with Sammy Kaye
26812 Let's Bay Good Night to the Ladies (And We'll Come Right Back Again)
Here Comes the Night
White King and His Orchestra
B-10410 I'm in the Mood
I Want to Be Happy
Glenn Miller and His Orchestra
B-10430 Sauter-Bain
A Penthouse for Rent
Freddy Martin and His Orchestra

It Pays to Use

VICTOR AND BLUEBIRD RECORDS

Victor Division, RCA Mfg. Co., Inc., Camden, N. J.
A Service of the Radio Corporation of America

OPERATORS!
HERE ARE THE LATEST
HIT DISKS BY...
AL DONAHUE
and his Orchestra
"THE BAND EVERYBODY
IS TALKING ABOUT"



★ Love Never Went to College

★ In the Mood ★

★ Darn That Dream ★

★ My Silent Mood ★

★ Opening Jan. 1st ★

★ THE MEADOWBROOK, N. J. ★

ON VOCALION RECORDS

Imperial Gabel Distrib

PHILADELPHIA, Dec. 2.—Imperial Vendors has been appointed distributor of the Gabel Starrite coin-operated phonographs. Firm heads report they are in a position to make immediate deliveries.

Marcus Dons Santa Claus Rag

CLEVELAND, Dec. 2.—Meyer Marcus, of Markapp Co., donned a Santa Claus suit and suitable foliage recently to make an announcement to the trade and particularly to phonograph operators in his territory. One offer had to do with a 35-piece set of dishes, a set of which will be given to every buyer of a phonograph from now until Christmas. A similar offer of Elgin watches has also been made on the purchase of phonographs. Coinmen desiring to go to the Chicago coin machine show are offered a chance to receive a round-trip ticket with Pullman accommodations upon the purchase of phonographs.

"We are helping operators to get started on the way to greater prosperity for 1940 with the richest and rarest of phonographs," said Marcus. "To give them an even greater helping hand we have arranged to have them attend the 1940 coin machine show, where they will not only enjoy themselves but will learn much about new coin-operated equipment."

Southern Automatic Service Instruction

LOUISVILLE, Dec. 2.—Many operators and service men attended a two-day service school held at the Cincinnati office of the Southern Automatic Music Co. Tuesday and Wednesday, November 21 and 22. On both days branchmen served the operators at the Saratoga Bar, which has complete wireless remote control installation in connection with its automatic phonograph.

On Sunday and Monday, November 26 and 27, the same firm sponsored another service school at its Louisville office. More than 50 operators and service men attended. They received instructions also on phonographs and Ray Rifles. Dinners and luncheons for this group were also featured in locations having the latest in phonograph installations.

Operators traveled as far as 300 miles to attend the school sessions and were highly pleased with instructions they received from Al Koch, Pete Otis and Reed Crawford, as well as Joe Baum and Leo Weinberger, were on hand to welcome the coinmen.

REVIEW OF RECORDS

(Continued from page 12)

There are two pairings on Vocalion that are definitely desirable. With arrangements that are both colorful and youthful—emphasizing the rhythmic base without distorting the melodic quality of the tunes—Al Donahue gives two from the *Too Many Girls* musical, *All Dressed Up Spic and Spanish* and *Love Never Went to College*. Band is really something to occupy your attention, as is the tooting of Will Bradley and his trombone for *I Thought About You and Speaking of Heaven*. It's a veteran job turned in by the Bradley bunch considering that it's a comparatively new band.

On the sweet side, Tommy Dorsey and his sweet siddings stack up two more from the *Very Warm for May* musical score for Victor. Couplet carries *Heaven in My Arms* and *All in Fun*. Latter keeps you whistling after the best chorus. Joe Sudy makes a more auspicious showing this time on Bluebird than his initial entry earlier in the year. Music is strictly in the supper club register—fluid and reeds with brass not welcome, with

the maestro doing right by the vocal refrains. Pairs the show tunes, using *I Shoulda Stood in Bed* and *The Wind at My Window*, both dandy show ditties penned by Robin and Ralmer for the forthcoming musical comedy, *Nice Girls*, which may not be forthcoming for some time.

Another Kirby Classic

SIX stellar musicians with a singleness of conception when it comes to awing characterizes the cuttings of John Kirby, who comes thru again on Vocalion with terrific tempo and tooting for *Royal Garden Blues*. *Blue Sides* doesn't shoot as high as its mate. Boys undoubtedly meant as well, but it doesn't come off on the wax the same way.

For those that can get a kick out of Hammond organ riding, which we can't, at least in the style of Columbia's Glenn Hardman, there's plenty to dig from his Hammond Five giving out on *Upright Organ Blues* and *Jazz Me Blues*. Instrumental prodigious cut aside, the trumpet tooting of Hot Lips Page, especially his

A PREDICTION from the N. Y. World-Telegram
THAT BROUGHT PROFITS TO OPERATORS!

New Discs Promised Of The Johnson Rag

By ROBERT C. BAGAR.

If you've finally shaken your hair loose of the Beer Barrel Polka, it's a good thing for two reasons—(a) relief to you and society at large, (b) a successor is on the way—The Johnson Rag.

At least, Tin Pan Alley thinks it will be the successor. The Johnson Rag isn't a polka, by the way, and neither was the Beer Barrel, strictly speaking. But should the prophecy be borne out, you'll have Russ Morgan and records to thank.

Morgan started it all when he made a platter of The Johnson Rag for Decca several weeks ago. Since then the disc has sold so many copies that Victor assigned Larry Clinton and Glenn Miller to do versions of it. They'll be available shortly.

... and here they are!

JOHNSON RAG

Recorded by

RUSS MORGAN—Decca
(2778)
GLENN MILLER—Bluebird
(10498)

LARRY CLINTON—Victor
(26414)
WILL BRADLEY—Vocalion

TODAY'S ORDERS are TOMORROW'S PROFITS!
ROBBINS MUSIC CORPORATION • 799 Seventh Ave., New York

A-1 EQUIPMENT AT NEW LOW PRICES

Seaburg Model A	Each	Records 12-Record	Each
Mills Dance Masters	\$25.00	Seaburg Model A, with Blum, Grill and Moving Background	\$49.00
Mills Deluxe	15.00	Mills Do Re Mi	25.00
Seaburg 1935 Selectophones	20.00	Warrior 400	39.50
Seaburg 1935 Selectophones	27.50	Mills Zephyr	44.50
Mills Swing Kings	22.50	See Dealer With Order	

All Ready 'Y' Location, Immediate Shipment.
SOUTHERN AUTOMATIC MUSIC COMPANY
312 W. Seventh, CINCINNATI, O. 620 Massachusetts Ave., INDIANAPOLIS, IND. 542 S. 2nd St., LOUISVILLE, KY.

OHIO SPECIALTY COMPANY

SELLING OUT ALL USED PHONOGRAPHS

EVERY ONE OF THEM MUST GO JUST 383 STILL LEFT

ALL MODELS NOTE PRICES

(Immediate Deliveries)

Warrior Mod. P-30, 1935, 12 Rec.	\$ 24.45
Warrior Mod. P-312, 1936, 12 Rec.	37.45
Warrior Mod. P-412, 1936, 12 Rec.	37.45
Warrior Mod. 616, 1937, 16 Records	74.81
Warrior Mod. 716, 1937, 16 Records	77.85
Warrior Mod. 816-A, 1937, 16 Rec.	82.45
Warrior Mod. 24, 1938, 24 Records	136.45
Warrior Mod. P-412, 12 Records (in new Seaburg Lighted cabinets)	79.45

Every instrument guaranteed in good mechanical condition and appearance of cabinets exceptionally good.

Terms: One-third deposit with order, balance C. O. D. Shipments made same day order received.

OHIO SPECIALTY CO.

12 W. COURT ST., CINCINNATI, OHIO



WESCO NOVELTY CO., CINCINNATI, lines up Mills phonographs in front of its entertainment floor. To left are: John Erenner, Ray Bigner, Bud Kiers, Harry Orear, Joe Morrell, George Menzes and Bill Bigner.

Upright blues blowing, is worth the disk's tariff.

With Fud (Livingston) and his Puddy Bears conveying the barber-shop comedy in their blowing, Jerry Colonna, this time stepped up to the Columbia label, has his best inking since *Sonny Boy* with *I Came To See Good-Bye*. Gives mickley mouse for the sly humor that characterizes his song, and this one is as corny as celluloid collars. Plattermate harks back to the lodge hall concert, Columbia pleading *Don't Send My Boy to Frisco* but with gusto. And just when the tear-jerker starts getting monotonous the Puddy Bears beat up the last 16 bars with Colonna begging for the Isle of Capri instead of the Alcatraz Isle. Oro.

So hot—it can't wait until SHOW TIME

Groetchen has done it again—pioneering another important achievement in counter game construction:

CLOCK MOTORS

Effective immediately, Mercury and Sparks Token Payout Games, already tremendously popular, will come equipped with these constant-speed timing clocks which are far superior to vacuum pumps or dashpots commonly used.

Buy Groetchen's Mercury and Sparks—the original Token Payout Games—and have the assurance that you will never have any service calls because your games operate too fast or too slowly.



A new price schedule is going into effect December 1—be sure to send at once for samples of the new "motorized" Mercury and Sparks Games

GROETCHEN TOOL COMPANY 130 N. UNION ST. CHICAGO

\$\$ SAVE WITH AVON \$\$

PROMPT SERVICE PLUS QUALITY
★ EQUALS SATISFACTION ★

FREE PLAY	CONSOLES
Bubbles . . . \$26.50	Leopards \$25.00
Box Score . . . 27.50	Kentucky Club . . . 47.50
Chief . . . 24.50	1939 Truck . . . 44.50
Western . . . 32.50	1937 Truck . . . 35.00
Fish Feeding 22.50	
Davy Jones 45.00	
Hold Tight . . . 27.50	
Vegas . . . 22.50	
Side-Kick . . . 24.50	
NOVELTY	SLOTS
Parade . . . \$10.00	Brown Front Cherry \$27.50
Billy Royal . . . 22.50	16 Q. T. . . 22.50
Chief . . . 19.50	1/3 Deposit Wild Order Balance C. O. D.
Bubbles . . . 15.00	

Distributors for All Leading Manufacturers
AVON NOVELTY SALES CO., INC.
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ALL FREE PLAYS

GUARANTEED A-1 CONDITION!

Avon . . . \$39.50	Speedy . . . \$22.50
Let-a-Pop . . . 34.00	Hi Life . . . 22.50
Bank . . . 24.00	Box Score . . . 17.50
Thriller . . . 25.00	Contact . . . 25.00
Hold Tight . . . 27.50	Cherry . . . 30.00
Zip . . . 25.00	Up & Up . . . 27.50
Fish . . . 37.00	Variety . . . 27.50
Chief . . . 22.50	Shuffle . . . 27.50
Resistor . . . 27.50	Skyrocket . . . 19.50
Davy Jones . . . 34.50	Fill-in Up (new) . . . 69.50
Gmc . . . 17.50	

George Ponsler Co.

11 EAST RUNYON ST., NEWARK, N. J.

FOR SALE—USED RECORDS

ALL USABLE \$3.00

Price P. O. B. N. Y. C. 25¢ Deposit With Order, Balance C. O. D.
SAM HALPERIN, Care New York Vend Co., 172 M. K. Bldg., Brooklyn, N. Y.

ADVERTISE IN THE BILLBOARD

—YOU'LL BE SATISFIED WITH RESULTS.

EASTERN FLASHES

NEW YORK, Dec. 2.—New equipment on the market is the main topic of discussion among operators these days. New types of machines are getting a good play, but many ops are still of the opinion that pin games will always be tops "because they make more money for what they cost than any other type of machine."

CONFIDENT—At the George Ponsler office, George, as well as Jack Mitznick, Irv Morris, John Geel, Mac Cohen and Sam Mendelson feel sure that their firm will emerge victors in the Mills Throne of Music sales contest. "We're putting all we have into the final few days and then it won't be long before we know the results," Ponsler reported. "As soon as we hear the good word I'm pushing off for Florida and a well-earned rest."

AROUND THE TOWN—Artie Evans, owner of hotels in Lock Sheldrake, N. Y., and Miami Beach, Fla., dropped in to see Irv Sommer and Nat Cohn at Modern Vending Co. on his way south. Artie's sun-lanned exterior made Irv more anxious than ever to push off for his office at Miami Beach at the

drop of a hat. In fact, he may already be there by the time this item appears in print. . . . Quite a few of the coin boys will take in the exhibit at the National Association of Parks, Pools, Beaches Convention at the Hotel New Yorker next week. Bill Rabkin, Mike Levine and Mike Munves will have exhibits. . . . Clarence Adelberg, of the Stoner factory, was in town this week. Spent most of his time at the Hymie Budin headquarters, showing ops the new All-Baba game which both he and Budin say is destined to be the next big hit in this area. . . . Al Simon, of Savoy Vending Co., is hard pressed for delivery on new games these days, he reports.

PRaise

Sam Kressburg, of East Coast Photo Distributors, reports that his new headquarters have come in for a generous share of praise from photo ops who have stopped in to look them over. He says he's busy from morning to night telling ops all about the new products.

A PROPHECY

Bert Lane, who is reported doing a whale of a job with Gemco's latest, Polles of 1940, is making the prophecy that the game is going to be just as big a sensation as Mr. Chips, and that he's again yelling for carload deliveries. "The full cash boxes these games have pulled on location are the answer," Bert says.

ALL SMILES

Sam Sachs, of Acme Sales, Brooklyn, is all smiles these days now that his firm is established in its new plant on Coney Island avenue. Sam took the occasion of the new quarters opening to introduce the Acme Dome, which he maintains is everything that any op has ever wanted in a dome.

IN QUAKER TOWN

Plenty of action these days. . . . Joe Ash, of Active Amusement, is the new executive of the Active organization. "Our biz is growing by leaps and bounds," he says. . . . A. Widrow, of Ace Sales, is working out a deal to stimulate locations and believes that 1940 will be his best year yet. . . . Sam Stern, at Keystone Vending Co., Rock-Ola's Philly distrib and outlet for Bally Beverage Vendors in this territory, feels that the coin biz is just beginning to hit its stride and is looking forward anxiously to the coin machine show in Chi. . . . Incidentally, Sam has just returned from his honeymoon. . . . Over at Banner Specialty, I. H. (Iza) Rothstein has been worrying about some of the flowers he recently set in. Iza is on the job as energetically as ever and is always on the lookout for the new and better games for his customers. . . . Ed (Tip) Klein, of Premier Music Co., jobbing Mills Throne of Music, reports that conditions were never better. . . . Joe Eisen and Dave Margolin, of Penn. Coin-omatic, are visiting the Wurflizer factory. Judging by reports, they've been doing a big job of selling Wurflizers. . . . Bill Hattig, of Keystone Novelty and Mfg. Co., is the Mills outlet here, and is all hepped up these days about the Mills photo. . . . Bill Gray, of Lehigh Specialty, has just returned from his honeymoon. . . . Frank Engel and Mike Spector, of Automatic Amusement Co., says: "We're going ahead at top speed." . . . Jack Kaufman, of KC Vending, reports that he's doing a whale of a job on Ten Strikes and Bull's Eye ray gun, in addition to shooting pin games out as fast as possible.

FREE CLEANER—Irving Mitchell, who has been giving away a bottle of his cleaning fluid with every purchase, has now adopted a new policy. "I will send a bottle of my

cleaning fluid free," Mitch says, "to any bona-fide operator in the country. All I want ops to do is tell me what type of equipment they are going to clean so I can send them the proper type of fluid."

AT THE PARK SHOW

Three of the local coin machine firms will be exhibiting at the National Association of Parks, Pools and Beaches Convention at the Hotel New Yorker this week. Bill Rabkin, of International Microscope Reel Co., Inc., will display his three new games, in addition to his line of arcade equipment. . . . Mike, Joe and Marc Munves will also be in action at the show with two booths. Munves says there's a big year ahead for arcades. . . . Max Levine is all hepped up over the five new games which Scientific Games Corp. now has in production, and which he'll have on display at the show.

NEW RECORD

Joe Fishman and Marvin Liebowitz, of Inter-State, believes that they've set a new record for sales of Rock-Ola phones in the Big Town area this year. "We're shipping more out all the time," they say.

HAPPY

It would be hard to find a happier man these days than Jack Fitzgibbons. "We're booking the most business in the history of our firm," he says. "We've got Bally Alley and Bull's Eye coming in by the carload, and are taking care of all the reservations placed with us."

BALTIMORE NOTES

Town is all excited over bowling games and rifles. . . . Colman here have made Hollander's Trocadero Club their mainstay for whiling away the evening hours. . . . Roy McGinnis reports he's doing a land-office job these days. Roy's spot is open from 8 a.m. until midnight, and ops drop in all hours of the day. . . . Eddie Rosen, of Oriole Coin Machine Corp., has gone in for Milk Vendors in a big way, in addition to his clay, phone and other machines. . . . Hub Enterprises are going great with Rock-Ola's phone. Firm heads report taking first prize in one sales contest, and believe they'll be taking all other prizes as they are offered. . . . Johnny Sears, of Washington, comes in for a lot of praise from Baltimore boys, because of the fact that he never has a machine more than two or three months old on his route.

SELLING PLENTY

Dave Stern is selling more Royal Polish for phones than he ever believed he would sell, he reports. "Just goes to prove that a good product will always get the business," says Dave.

FROM PAYETTEVILLE

comes word that Joe Calcutt has increased his shipping department to where it is now, the largest in his biz. According to reports, the amount of business that comes and goes from these offices every day more than justifies Calcutt's claim to being the "world's largest coin machine distributor."

BAGGING A DEER

Marvin Liebowitz and Al Schlushtager took a day off from their activities at Inter-State for a hunting trip in the Adirondacks. Boys bagged a 285-pound deer. The head is being mounted and will be sent to Jack Nelson, Rock-Ola vice-president and general sales manager.

DISPLAY PRAISED

Earle C. Backe, of National Novelty Co., Merrick, L. I., whose display of games at the Equinox Christmas Fair store has won a great deal of praise from customers here, is also proud of the encomiums being received from ops who have purchased reconditioned games from his firm, he reports.

Find Music Reduces Craving for Narcotics

FT. WORTH, Tex., Dec. 2.—Music has power to soothe human desire for narcotics, officials of the U. S. Public Health Service hospital here believe.

To aid the 300 patients at the institution, Dr. W. F. Ossefort, chief medical officer, announced, "The hospital has ordered an adequate supply of musical instruments, including brass, reed and string types."

The civil service commission has advertised a competitive examination for a musical director for the hospital.



BALLY ENLARGES FACTORY TO PREPARE FOR A BUSY 1940. Photograph shows part of new wing now being rushed to completion.

Dr. Preston Bradley To Talk At Coin Machine Convention

Will discuss "Tolerance" at home-coming luncheon — to be aired by WJJD

CHICAGO, Dec. 2.—Dr. Preston Bradley, nationally known pastor of the People's Church of Chicago and popular radio commentator, will address coin machine men attending the 1940 coin machine show, according to an official announcement released by Dave Gottlieb, president of Coin Machine Industries, Inc., sponsor of the 1940 coin machine show.

The 1940 coin machine show, in accordance with the tradition of many years, will be held at the Sherman Hotel, Chicago, January 15, 16, 17, 18, 1940. All divisions of the industry—representing service and merchandise equipment, music equipment, amusement equipment and allied products—have joined forces to insure the success of the

peace with their fellow men, as parents who hope to see their children grow up in a free, healthy and sane atmosphere, every coin machine man will be interested in Dr. Preston Bradley's message. As coin machine men, they will be especially interested because they know that tolerance is vital to the continued development and prosperity of the coin machine industry. Dr. Bradley's address will give us all new courage and new conviction with which to defend tolerance as it applies to the operation of coin-operated machines.

"If I may use a phrase which is perhaps a bit slangy for this particular occasion, I should like to point out that our 1940 show—in fact, the entire 1940 coin machine year, is off to a good start when an address by Dr. Bradley is the opening event of the show. I say this because Dr. Bradley is a man of national prominence, respected by all who know him for his independence of mind and his vigor in championing what he believes to be the right.

Attractive Speaker

"Dr. Preston Bradley who was pastor of the People's Church of Chicago for 27 years and is one of the world's most forceful and convincing, as well as entertaining, speakers. A man of broad vision, winning personality and deep interest in humanitarian efforts, Dr. Bradley has an audience of more than 1,000 every Sunday in his church, services of which are broadcast to a large radio following.

"Aside from his church work Dr. Bradley is active in civic affairs. He is a member of the board of directors of the Illinois State Normal School and of the Chicago Public Library, past national president of the Isak Walton League of America and is associated with many other civic and humanitarian endeavors. In other words, Dr. Preston Bradley is a strong civic leader and it is definitely an honor to have him as our guest at the 1940 coin machine show. I am sure that every operator, every jobber, every distributor, every manufacturer who can possibly do so will return the honor by coming to the show on the opening day and attend the 'home-coming' luncheon. I know they will find Dr. Preston Bradley's message not only stimulating but profitable."



DR. PRESTON BRADLEY, who will speak at the Home-Coming Luncheon on the opening day of the 1940 Coin Machine Show. His subject will be "Tolerance."

one and only 1940 show, which is expected to surpass all previous shows in attendance, in variety and profusion of new products on display and in entertainment features. Dr. Bradley's address on Monday, January 15, will directly follow the "home-coming" luncheon, so called because the show week at the Sherman Hotel is regarded by operators, jobbers and distributors as "home-coming" week, when they renew old acquaintances and gain new friends. The subject selected for discussion by Dr. Bradley is "Tolerance" and his address will be broadcast over Station WJJD from 1:30 to 2:00 p.m.

Important Address

Discussing Dr. Bradley's appearance before the coin machine men of America, Gottlieb emphasized the fact that Dr. Bradley's subject is of particular interest to coin machine men. "Every American," Gottlieb declared, "in fact, every honest human being is aware of the crying need for tolerance in the world today. I am sure that Dr. Bradley's message will strengthen our faith that in the United States at least tolerance will triumph over bigotry. As decent citizens who wish only to live in

SPECIAL NOTICE!

OPERATORS AND JOBBERS IN VIRGINIA, NORTH AND SOUTH CAROLINA, PROMPT DELIVERY ON BALLY BOWLING ALLEY AND BALLY TENNIS GAMES, BULL'S EYE STRIKE, EITHER FROM RICHMOND, VA. OR CHARLOTTE, N. C. ALSO CONSOLE AND GAMES AND CONSOLES BOTH NEW AND USED.

WRITE, USE OR PHONE US FOR YOUR NET COST.

5-BALL FREE PLAY

- 6 Consoles, F.P., \$27.50
- 6 Consoles, F.P., 25.00
- 4 Genco Pairs, F.P., 20.00
- 1 Genco Rink, F.P., 20.00
- 2 Bally Spotlens, F.P., 25.00
- 1 Double Feature, F.P., 20.00
- 1 Zep, F.P., 25.00
- 1 Zip, F.P., 30.00

5-BALL REGULAR

- 1 Chico Coin Marvel, \$10.50
- 1 B. M. Star, \$10.50
- 1 Bubbles, 10.50
- 1 Corp, 5.50
- 1 Gottlieb Register, 7.50
- 1 Suspense, 7.50
- 1 Surf Queen, 7.50
- 1 Steam Light, 5.50
- 1 Major, 15.50

CONSOLES AND 1-BALL

- 7 Jennings Cigarettes, Model V. Straight, \$37.50
- 1 Rayolite, Oriol Model, 50.50
- 1 Evans Halcott Special, 75.00
- 1 Keno, Kandy, 125.00
- 1 Mills Hi-Bay, 25.00
- 1 Long Champ, 30.00
- 1 Zips Races 50-2500 50.00

NOVELTY

- 2 Qualified, F.P., 25.00
- 9 Double Feature, F.P., 22.50
- NO FREE PLAYS**
- 1 Pyralis, 19.50
- 1 Bang, No F.P., 19.50
- 1 Step & Go, No F.P., 19.50

CONSOLES

- 1 Fair Ground, \$15.00
- 1 Chantrel, No. 10, and are offered

The above machines are F. O. B. Richmond, Va., and are offered as effective December 9, 1939. Also write for our list of Brand-New Machines.

MOSELEY VENDING MACHINE EXCHANGE, INC.
50 BROAD STREET, RICHMOND, VA.
Day Phone, 3-4514 — Night Phone, 5-5328

WRITE, WIRE OR PHONE US FOR LIST OF MACHINES, AS WE CARRY COMPLETE LINE OF MACHINES IN CHARLOTTE AS WE DO IN RICHMOND.

2 Big Races, \$22.50

- 1 Long Champ, 30.00
- 1 Keno, Kandy, 125.00
- 1 1-2-3 Cup, 45.00
- 1 1-2-3 Cup, 45.00
- 1 Williams 412, 39.50
- 1 Hook-Up Imperial 20, 22.50

subject to prior sale. Prices are effective December 9, 1939. Also write for our list of Brand-New Machines. The latest bits, Evans TEN STRIKE — BALLY'S BOWLING ALLEY — BALLY'S BULL'S EYE and GOLD CUP.

MOSELEY VENDING MACHINE EXCHANGE, INC.
425-427 SOUTH TYRON STREET, CHARLOTTE, N. C.
Day Phone, 3-4463 — Night Phone, 3-6954

OHIO SPECIALTY CO.

SELLING OUT ALL USED GAMES
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<p>CONSOLES</p> <ul style="list-style-type: none"> Derby Day, \$24.50 Tandem, 24.50 Shoot the Moon, 22.50 Multiple Races, 22.50 Fishhook, 22.50 <p>AUTOMATIC</p> <ul style="list-style-type: none"> Handicapper, \$49.50 Zipper, 37.50 Red Yarn, 12.00 Air Races (Tickets), 10.50 <p>Amusement Derby \$9.50</p> <p>Parlor Races \$9.50</p> <p>Turf Champ, Ticket 10.50</p> <p>NOVELTY & FREE PLAY</p> <ul style="list-style-type: none"> Natural, F.P., \$22.50 Rebound, F.P., 22.50 Saycock, F.P., 22.50 Don Club, F.P., 24.50 Keeney Hit, F.P., 12.50 Triple Play, F.P., 12.50 	<p>Bally Royal \$18.50</p> <ul style="list-style-type: none"> Chief, 24.50 Pool Reserve, 9.50 Palm Revere, 12.50 Prize Pusher, 12.50 Snapper, 7.50 <p>WILL TRADE USED WURLITZER PHONOS FOR COUNTER GAMES & SLOTS</p> <p>COUNTER GAMES (USED)</p> <ul style="list-style-type: none"> Vistaquest, (Brand), \$24.50 Gottlieb Grip, Triples, 8.50 Gottlieb Grip, Triples, 8.50 Prize Pusher, 12.50 Nilly Wheel, 7.50 Tally, 5.95 Roller, 7.50 Card Games, \$5.00 Dice Games, 5.00 Race & Games, Each \$5.00 NEW COUNTER GAMES Superior (Cig.), \$12.50 	<p>Penny Pack (Wood), \$14.50</p> <ul style="list-style-type: none"> Cont-A-Pac, 12.50 Zephyr (Meter), 19.50 Roller, 15.50 Rafe Hit, 18.50 Jackpot, 18.50 Old Age Pension, 12.50 Penny Pack (Divider), 24.50 Bridge, 12.50 <p>SLOTS</p> <ul style="list-style-type: none"> Blue Fronts, \$34.50 Red Tops, 27.50 Chief, 15.50 <p>OTHERS FROM \$10.00 UP</p> <p>MISCELLANEOUS</p> <ul style="list-style-type: none"> Pacco Packer, New Style, \$279.50 Cabinet, \$279.50 Roller, \$15.00 Mills Cig. Vender, 35.00 6 Double Column <p>85 USED WURLITZER PHONES TO CLOSE OUT</p>
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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.

Show Reservations

Register in advance for the 1940 coin machine show. If your advance registration is received by The Billboard's Chicago office on or before January 10 we will arrange to have your badge of admission awaiting your call at the registration desk in the lobby of the Hotel Sherman. Registration desk will be opened at 10 a.m. Sunday, January 15.

There will be no charge for registration or admission after January 10 or during the show. If you are not registered in advance, however, you will be required to clearly identify yourself as connected with the coin machine industry in such capacity as to entitle you to admission to the show.

You will save your time by registering in advance—do it now—using the registration form appearing elsewhere in this issue. Mail it in all filled out and then call for your badge of admission at the registration desk on your arrival.

OHIO SPECIALTY CO.

SELLING OUT ALL USED GAMES
Slot Machines and Phonographs

<p>CONSOLES</p> <ul style="list-style-type: none"> Derby Day, \$24.50 Tandem, 24.50 Shoot the Moon, 22.50 Multiple Races, 22.50 Fishhook, 22.50 <p>AUTOMATIC</p> <ul style="list-style-type: none"> Handicapper, \$49.50 Zipper, 37.50 Red Yarn, 12.00 Air Races (Tickets), 10.50 <p>Amusement Derby \$9.50</p> <p>Parlor Races \$9.50</p> <p>Turf Champ, Ticket 10.50</p> <p>NOVELTY & FREE PLAY</p> <ul style="list-style-type: none"> Natural, F.P., \$22.50 Rebound, F.P., 22.50 Saycock, F.P., 22.50 Don Club, F.P., 24.50 Keeney Hit, F.P., 12.50 Triple Play, F.P., 12.50 	<p>Bally Royal \$18.50</p> <ul style="list-style-type: none"> Chief, 24.50 Pool Reserve, 9.50 Palm Revere, 12.50 Prize Pusher, 12.50 Snapper, 7.50 <p>WILL TRADE USED WURLITZER PHONOS FOR COUNTER GAMES & SLOTS</p> <p>COUNTER GAMES (USED)</p> <ul style="list-style-type: none"> Vistaquest, (Brand), \$24.50 Gottlieb Grip, Triples, 8.50 Gottlieb Grip, Triples, 8.50 Prize Pusher, 12.50 Nilly Wheel, 7.50 Tally, 5.95 Roller, 7.50 Card Games, \$5.00 Dice Games, 5.00 Race & Games, Each \$5.00 NEW COUNTER GAMES Superior (Cig.), \$12.50 	<p>Penny Pack (Wood), \$14.50</p> <ul style="list-style-type: none"> Cont-A-Pac, 12.50 Zephyr (Meter), 19.50 Roller, 15.50 Rafe Hit, 18.50 Jackpot, 18.50 Old Age Pension, 12.50 Penny Pack (Divider), 24.50 Bridge, 12.50 <p>SLOTS</p> <ul style="list-style-type: none"> Blue Fronts, \$34.50 Red Tops, 27.50 Chief, 15.50 <p>OTHERS FROM \$10.00 UP</p> <p>MISCELLANEOUS</p> <ul style="list-style-type: none"> Pacco Packer, New Style, \$279.50 Cabinet, \$279.50 Roller, \$15.00 Mills Cig. Vender, 35.00 6 Double Column <p>85 USED WURLITZER PHONES TO CLOSE OUT</p>
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713 E. BROADWAY LOUISVILLE, KY.

CARL TRIPPE

Price Plus Guaranteed Satisfaction

Guaranteed A-1 Reconditioned Machines—Ready To Operate

<p>CONSOLES—AUTOMATIC</p> <ul style="list-style-type: none"> Bally Club House, \$17.50 Derby Day, Slot, Top 22.50 Derby Day, Flat Top 19.50 Kentucky Club, 22.50 Liberty Bell, Blant Top 22.50 Paddy Wheel, Genco 12.50 Ear Groups, 17.50 Saratoga, 19.50 London, 15.00 <p>AUTOMATIC (1 BALL)</p> <ul style="list-style-type: none"> Al-San-Derby, 7.00 Bally Derby, 8.00 Blue Bird, 7.00 Datum, 7.00 Classic, 7.00 Ear Groups, 17.50 Fishhook, 17.50 Genco, 12.50 Golden Wheel, 7.00 Jumbo, 8.00 London, 15.00 Majestic, 8.00 	<ul style="list-style-type: none"> Multiple, \$ 6.00 Padlock, 7.25 Peepers, 5.00 Prizequest, 7.00 Prizequest (Tickets), 9.00 Racing Form, 10.00 Short Pay, 7.50 100-100, 74.50 Turf Champs (Tickets), 8.50 Whispering Winner, 7.00 <p>FREE PLAY NOVELTY</p> <p>FREE PLAY GAMES</p> <ul style="list-style-type: none"> Avon, \$39.50 Billing Champ, 29.50 Amfiteo, 29.50 Box Score, 29.50 Champion, 37.50 Cherwin, 29.50 Chief, 29.50 Cherwin, 29.50 Firth Ining, 32.50 Hold Tight, 29.50 Major, 22.50 Six Rocket, 20.50 	<ul style="list-style-type: none"> Spotlens, \$37.50 Woods, New Style, 59.50 <p>NOVELTY GAMES</p> <ul style="list-style-type: none"> Always, \$ 6.00 Ball Race, 8.00 Bally Key Lite, 7.00 Ball Race, 8.00 Bally Key (Reserve), 10.00 Beaumont, 9.00 Beaumont, 9.00 Chico Baseball, 4.00 Chico Derby, 4.00 Electro, 8.00 Forward March, 8.00 Ball Race, 8.00 Old Ball (Reserve), 10.00 Palm Springs, 6.50 Peepers, 7.50 Running Wild, 5.00 Peepers, 7.50 Slide Kick (Reserve), 12.00 Storrey, 5.00 Storrey (Reserve), 14.00 Storrey's Races, 4.00
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When Ordering in Lots of 5 or More Consoles on One Order, Deduct 10% of Total Amount of Order, 1/3 Deposit, Balance C. O. D.

IDEAL NOVELTY CO.

1518 MARKET ST. ST. LOUIS, MO.

The Last "Word" in Your Letter to Advertisers, "Billboard"

SACRIFICE OF SLOTS!!

ALL THESE MACHINES ARE MYSTERY PAY

Every machine in perfect condition! CLEAN! READY FOR LOCATION! These are the FINEST SLOTS we have ever offered FOR SUCH RIDICULOUS PRICES! RUSH YOUR ORDER QUICK!!

WATLING GOOSENECKS MILLS SKYSCRAPERS	\$15.00	
CHIEFS and DIXIE BELLS	\$22.50 Each
MILLS BLUE FRONTS—Dark Cabinets	\$27.50 Each
MILLS BLUE FRONTS—Light Cabinets, Serial Numbers 380,000 and Over	\$34.50 Each
MILLS RED FRONTS—Future Pay	\$34.50 Each
WATLING TREASURY	\$20.00 Each
WATLING ROTOP	\$22.50 Each
All the Above in 1c-5c-10c-25c		
Folding Stands	\$1.00 Each
Chicago Metal Weighted Stand	\$4.50 Each



PHONOGRAPH SPECIALS!

ROCK-OLA No. 2 PHONO	\$39.50 Each
WURLITZER Model 616A	\$79.50 Each

COUNTER GAME CLOSEOUT!

PENNY PACKS	} \$5.00	EACH
PENNY SMOKES		
REEL SPOT REEL "21"		

TERMS: 1/3 CASH OR CERTIFIED CHECK WITH ORDER
We Ship Balance C. O. D., F. O. B. Birmingham, Ala.

BIRMINGHAM VENDING CO.

2117 THIRD AVENUE, N., BIRMINGHAM, ALA.

PHONE: 3-5183 — 3-5184

CMI To Provide Facilities for Group Meetings

CHICAGO, Dec. 2.—James A. Gilmore, secretary-manager of CMI, discussing the meetings of associations which he expects will be held during the 1940 coin machine show, recently declared: "Coin Machine Industries, Inc., cordially invites every association in the industry, whether they represent operators, distributors, jobbers or manufacturers, vending machines, music machines, amusement machines or service machines, to arrange for a meeting of their group while they are in Chicago for the convention and coin machine show.

"Wednesday, January 17, is the day set aside for these meetings.

"Association executives desiring to arrange for such meetings are requested to write me well in advance how many persons to provide for, the time of day they will meet and exactly what name to put on the bulletin board in the lobby of Hotel Sherman to identify the meeting. We will gladly provide without any cost whatever the room and a stenographer to take any notes desired and any other accessories necessary to the success of your meeting. Such meetings are encouraged because of the fact that from group discussions are bound to come constructive suggestions and recommendations of value to the coin machine industry as a whole.

"We have mailed this invitation direct to every association in the industry that we know about. This notice is an equally cordial invitation to any we do not have on our list.

"Co-operation is the foundation for successful trade association accomplishment. Let's build on it."

BINGO!

12 SALES 1 Cent to 39 Cents
13 WINNERS---



HOTTEST SELLER OF THE YEAR — ENTIRELY NEW

TAKES IN \$3.99
12 Sets of Jump and Jive Pups, Also Grand Prize, Genuine Leather Billfold.

Dozen Lots, \$1.60 Each
Gross Lots, \$1.50 Each

WITH TALON ZIPPER BILLFOLD ADD 25c TO COST OF EACH DISPLAY CARD

25% Deposit, Balance C. O. D. Sample Package, \$1.75. With Zipper Billfold, \$2.00.

BERG SALES CO.

119 So. Wells St. (Dept. H), CHICAGO, ILL.
24 No. 4th St., MINNEAPOLIS, MINN.

Groetchen Games Have New Device

CHICAGO, Dec. 2.—Saying that it is too hot to wait until the 1940 Coin Machine Show, Groetchen Pool Co. announced a new clock motor device which will be standard equipment for its Mercury and Sparks token counter machines.

The new device is said to be a lock motor timing mechanism which eliminates service calls because the machines may be operating too fast or too slowly. The machines equipped with the new device are said to be "motorized." The firm says that the new mechanism is far superior to vacuum pumps and other arrangements commonly used. The timing clocks are said to give constant speed.

Price changes effective December 1 have also been announced by the firm.



RED HOT PRICES ON JAR DEALS OF ALL KINDS

The most sensational Jar Deals of the year! Offered in "Jars" and "Takes to meet any operator's needs—at Rock Bottom Prices!

WRITE FOR CATALOG AND PRICES TODAY!

H. & H. NOVELTY SALES CO.
645 HAMM BLDG., ST. PAUL, MINN.

ADVANCE CLEARANCE SALE

FREE PLAY	KEEN-O-BALL	\$47.50	NOVELTY	
BOX SCORE	KLUCK	9.50	BOX SCORE	9.50
BANGS	LIBERTY	14.50	CHIEF	9.50
BICKAROO	LICKY	14.50	CONTACT	13.50
CHIEF	MIDWAY	14.50	CHEF IRVING	12.50
CONTACT	ROCKING	23.50	GEM	9.50
COWBOY	OCEAN PARK	39.50	JUNGLE	9.50
CHAMPION	PYRAMID	34.50	WAPPA	9.50
DOUBLE FEATURE	RAGTIME	27.50	NAGS	5.50
DAVY JONES	SPOT ER	17.50	BALLY ROYAL	9.50
DOUBLE FEATURE	STOP & GO	19.50	SPEEDY	9.50
FIFTH IRVING	TOPPER	54.50	ST. MORITZ	9.50
FLASH	UP & UP	24.50	STOP & GO	9.50
FOLLOW UP	ZIP	29.50	TROPHY	9.50
GOLDEN GATE				
HI LIFE				

1/3 Deposit Required With All Orders, Balance C. O. D., F. O. B. Newark, N. J.
ACE DISTRIBUTORS, 1125 BROAD ST., NEWARK, N. J.

STILL THE BEST

Place To Buy Your Reconditioned Pin Tables, Automatics and Arcade Equipment.

NOW MAKING IMMEDIATE DELIVERY ON "EVANS' TEN STRIKE."

FREE PLAY GAMES	5 BALL NOVELTY TABLES	
Stop and Go	Request	\$22.00
Box Kick	Chief	\$18.00
Chief	Brooks	\$25.00
Bubbles	25.00 Contact	22.50
Scissors	22.00 Triple Play	15.00
Fair	22.00 Kenny Free Races	15.00
20.00 Substrates	25.00 Fire Alarm	15.00
20.00 Speedy	25.00 Bubbles	18.00
20.00 Whizz	25.00 Palm Springs	10.00
20.00 Whizz	25.00 Whizz	15.00

25 Bally Latest Model Blue-Proof HOT VENDERS, \$37.50 Each; One Free With Ten. Half Deposit With Order. Cable: Glasser Cleveland.
CLEVELAND COIN MACHINE EXCHANGE, 2021-5 Prospect Ave., CLEVELAND, OHIO

FREE PLAY GAMES

3 Contact	\$29.50	2 Gems	\$27.50	2 Reputa	\$14.50
2 Wink	\$29.50	1 KluK	\$27.50	10 Fair Grounds	\$24.50
2 D. Feature	\$29.50	2 Beauty	\$25.50	5 Pets Flashies	\$18.50
7 Obsolete	\$29.50	ASSORTED MACHINES		2 Arlington	\$19.50
8 Optimum	\$29.50	8 Bally Replays		2 Gernex	\$14.50
				7 Bally Galstead	\$27.50
				5 ST. Baltimore	\$22.50

All Machines Subject to Prior Sale With 1/3 Deposit, Balance C. O. D.

KOSTAKES NOVELTY CO.

119 WEST FIRST STREET, CHARLOTTE, N. C.

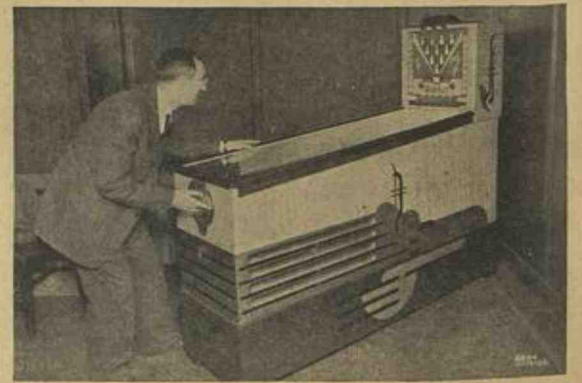
New Mills Heating System Is Installed

CHICAGO, Dec. 2.—"Employees at Mills Novelty are assured of a comfortable temperature in their offices all winter," Mills has announced, "for the Combustion Engineering Co. has just installed a \$32,000 automatic stoker job at Mills plant. This new, up-to-date heating equipment places Mills boiler room in the top flight of U. S.

manufacturers.

"The two new boilers have a heating service of 6,225 square feet. Each boiler is fed by a CE type under-fed stoker. These are automatic stokers which feed the boilers evenly as heat is demanded and are thermostatically controlled.

"Refuse, dust, paper, etc., around the plant is readily disposed of. The mill room, where phonographs, bill cases and pin table cabinets are made, is a permanent donor of sawdust, for machines are going out by the carloads."



BALLY ALLEY DISTRIBUTOR MEYER MARCUS, of Markepp Co., Inc., Cleveland, demonstrates his favorite stance on Bally's new bowling skill game.

DON'T BE FOOLED BY FADS! GET THE PROVEN GAME

Western's New Deluxe

BASEBALL

PROVEN BY YEARS OF HIGH PROFITS!



**★ ABSOLUTELY LEGAL!
★ IT COSTS YOU LESS!**
IS AVAILABLE ON WESTERN'S TIME PAYMENT PLAN To All Responsible Operators!

WESTERN PRODUCTS INC., 875 W. NORTH AVE., CHICAGO, ILL.

THIS WEEK'S SPECIALS

(All Equipment Listed is Offered Subject to Prior Sale)

50 Mills Blue Fronts, S.J., serial number all over 400,000, No. 10c and 25c plays, used 90 days \$37.50
Mills War Eagle Bells, 5c plays, Mystery, 25c per set 25.00
Mills Skyrovers, D.L., 5c plays 15.00
Mills War Eagle Bells, 10c & 25c plays 15.00

FREE PLAY GAMES
Each
Bally's Veege \$49.50
Gano's Mr. Chief 57.50
Exhibit's Contact 27.50
David Side Nite 27.50
Exhibit's Zip 30.00
Gottlieb's Lot of Fun 35.50
Bally's Paramount 15.00

NOVELTY GAMES
Each
Simon's Bits \$19.00
Bally's Key Lite 10.00
Exhibit's Heats 10.50
Blower's Turf Champ 7.00
Write for prices on Gano's new hit number of the season "FOLLIES OF 1940"
Photographs—Hearst's Luxury Light-Up
1/3 Deposit With Order, Balance C. O. D.

D. & S. NOVELTY CO.
1005 BROADWAY, ROCKFORD, ILL.

Evans, Rock-Ola Bowling Tie-Up

CHICAGO, Dec. 2.—"Here's great news that will delight operators from Maine to California," said H. W. (Dick) Hood, president of H. C. Evans & Co., in high enthusiasm. "Evans is happy to announce the selection of Rock-Ola Mfg. Corp. as licensee to build bowling games under our Ten Strike patents.

"Under this arrangement the tremendous facilities of Rock-Ola are added to those of H. C. Evans & Co. to guarantee production in sufficient quantity to satisfy the huge demand.

"Let me say," Dick Hood explained, "that we are motivated entirely for the good of the industry. The bowling manikin and the unique pin action of this original bowling game started the bowling fad which certainly has won America. Ten Strike has more than fulfilled predictions that it would become the No. 1 hit of the industry—Ten Strikes

WE ARE DISTRIBUTORS FOR BALLY ALLEY



THE BOWLING GAME THAT RINGS THE BELL IN ALL LOCATIONS

The nation's newest, speediest bowling game. An instant hit everywhere.

Also BALLY'S New ★ **BULL'S EYE** ★

Your Used Equipment Accepted in Trade

WRITE OR WIRE US FOR QUICK DELIVERY

GRAND NATIONAL SALES CO.
2304-06-08 W. ARMITAGE AVE., CHICAGO, ILL.

has captured the country. The demand has leaped to such monumental standards during the last few weeks that even with our facilities doubled we could not keep up. Operators really need this game; it means an opportunity of a lifetime to many of them. They are storming us with orders and pleading for faster delivery than is humanly possible. We simply had to do something to help them.

"Our chief problem was to find a manufacturer whose engineering standards were akin to those of H. C. Evans & Co. After a complete survey of the entire industry we have found the perfect answer in Rock-Ola."

From the Rock-Ola factory comes the report that operations are already under way. "We are happy to have been selected among all manufacturers of the industry," said Dave Rockola, president, "to be the licensee under the Evans patents. Evans' standards are the highest, and if there's a man better informed about manufacturing or harder to please than Dick Hood, I have yet to meet him. No higher compliment could be paid than Evans' selection of Rock-Ola to build so great a game.

"It's the perfect solution to Evans' problem," he continued, "and a happy occasion at Rock-Ola. Operators really need this kind of a game, and we're putting the broad, solid shoulders of our firm to the wheel of production to supply the demand. What are our plans? Immediate production with all the speed of our tremendous facilities. Work is already under way and it won't be long now!"



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
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

Re-Conditioned SLOTS FINAL CLOSEOUT

Mills Melon Bells \$42.50
Mills Cherry Bells 42.50
Mills Brass Front 42.50
Mills Blue Front 42.50
Mills Blue Front, D.J. 32.50
Mills Roman Heads 15.00
Jennings Silver Chief 34.50
Jennings Crooked Pin Chief 27.50
Jennings Blue Chief 17.50
Walling Diamond Bells 27.50
Walling Treasure Bells 17.50

1/3 Deposit With Order.
MT. ROYAL NOVELTY, INC.
303 E. Baltimore St., BALTIMORE, MD.

ADVERTISE IN THE BILLBOARD
—YOU'LL BE SATISFIED
WITH RESULTS.



ATLAS NOVELTY'S new 1940 three-ton truck especially fitted for transportation of automatic phonographs and games. Harold Pincus is behind the wheel and Eddie Garaburg stands beside the new vehicle.

Blackout Starts Barrage of Orders

CHICAGO, Dec. 2.—"We're in the middle of a bombardment ourselves," reports Harry Hoppe, vice-president of Baker Novelty Co., Inc., as the firm reported receipt of many orders for Blackout, its new game.

"But it's a pleasant barrage of mail, telephone calls, telegrams ordering our new hit. Before we had time to make an extensive introduction of Blackout so many advance and initial orders were received that our initial run was sold out. Consequently we've been forced to buckle down to a heavy production schedule to turn out machines.

"Blackout is the first hit to enable operators to cash in on the big topic of the day, the war," Hoppe continued. "This new title reproduces in amazing light play and fiery action the hair-raising realities of modern aerial warfare.

THRILLER . \$65.00 DAVY JONES \$30.00

Free Play Perfectly Reconditioned.
Airport \$28.00 HighLife, F.P. \$25.00
Aviator 32.50 Moire 15.00
Battling Champ 18.00 Ocean Park 32.50
Bugs 25.00 Soaks 20.00
Cheerion 26.00 Soaks (Bally) 12.00
Chief 17.50 Speedy 12.00
Club 14.00 Spottum 20.00
Clubbie, F.P. 25.00 Spottum, F.P. 27.50
Contact, F.P. 24.00 Topper 30.00
Fair, F.P. 14.00 Variety 45.00
First Inning 20.00 Zenith 30.00
Firm 25.00 Zenith, F.P. 35.00
\$2.00 EA.; \$21 M. Sundry, Swing Silver Flash
\$7.00 EA.; Airway, Mills, Naps, Race, Rogala,
\$4.00 EA.; Resarc, Top.
\$5.00 EA.; Matter Up, Cargo, Review, Runned
Write, Track Star, Turf King.
Send for Catalog List Featuring Low Prices.
1/3 Cash Deposit, Under \$10.00 Full Cash.
For Export Order, Add 10% Postage & W. V.
MARC MUNVES, INC. 335 West 107th St.,
New York, N. Y.

The player visualizes himself in the middle of a raid from the sky, with glowing rockets, bombs and searchlights, and all the flash and activity of real war."



**PACE'S 1940
SMOKER BELL
SLUG PROOF**

The answer to your problem—if you are located in closed territory.

Write today for information—that will give you a flying start for 1940.

—ALSO READY—
1940 ROCKET . . .

. . . SARATOGA . . .

. . . PACE'S REELS

ALL WITH SLUG PROOF COIN CHUTES
ferally for 40—With Modern Slug-Proof
Face Equipment.

WRITE FOR OUR NEW CIRCULARS

Pace Manufacturing Co.
INC.

2909 Indiana Av., Chicago, Ill.

**Bally Gold Cup
Production Boosted**

CHICAGO, Dec. 2.—Continued demand for free play multiple games has compelled Bally Mfg. Co. to increase production of its Gold Cup," according to George Jenkins, Bally sales manager.

"Altho we've been building Gold Cups right along for three months," Jenkins said, "the demand keeps climbing. With the Bally Alley bowling game and Bull's Eye ray-gun now in mass production, it's a man-size job to meet the demand for Gold Cup. However, Bally will do the job and get Gold Cup to operators as fast as humanly possible.

"One factor which has greatly stimulated sales is the fact that Gold Cup is now 100 per cent free play. The Gold Medal token used in early model machines has been eliminated and Gold Medal winners release the coin chute for free play, exactly the same as other winners. This improvement has opened much new territory to Gold Cup. Also the console model, as well as the table model, can now be operated with any number of balls from one to five.

"The most amazing thing about Gold Cup is the fact that it is proving a sensational money-maker, not only in free-play territory, but also in payout territory."

**Philadelphia Coin
Machine Biz Active**

PHILADELPHIA, Dec. 2.—Active Amusement Machines Corp., headed by Joe Ash, is becoming one of the most active distributing firms in Philadelphia. "Never have we enjoyed as fine a business as we are at this time," reports Ash. "We attribute this to the fact that we are seeking to help the operator to get the best equipment possible.

"Honesty is the best policy. We don't recommend anything to our operators unless we feel that we ourselves would operate it. And, tho we don't operate, we make arrangements with operators here to test the games for us so that we may know how good they are.

"From the beginning we promised the finest service and best equipment and we feel that we have lived up to it. We believe the business we are now enjoying is due to the fact that we have lived up to this promise.

"In short, Active is active in Philadelphia."

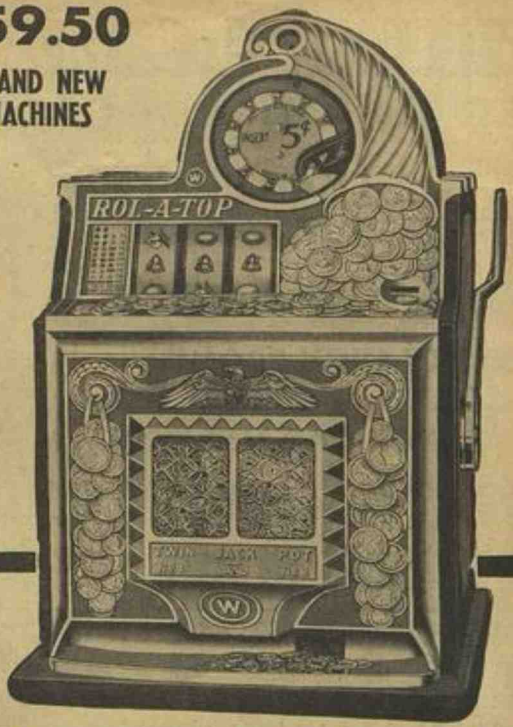
**Milwaukee Coin
Improves Service**

MILWAUKEE, Dec. 2.—"Business continues to mount and we're taking another step to make Milwaukee Coin Machine service the best," declares Sam London, head of the company.

"New arrangements have been made that now enable us to give delivery on Ray-Guns within 24 hours after receipt of orders, and that's going some. In addition, we added another truck so as to facilitate deliveries still more and make our service still better.

"Besides delivery, it takes complete stock to render our kind of service, and you'll find our stocks replete with all the latest and best in new releases and proven winners, as well as reconditioned and used equipment of all types."

**\$59.50
BRAND NEW
MACHINES**



**PRE-INVENTORY SALE
BRAND NEW MACHINES**

Equipped with all the latest improvements. Built for 1c, 5c, 10c and 25c play, with Mystery Payout. Vendors, Bells or Diamond Jack Pots, all at the same price. A limited number, first come first served. Get in while they last.

15-DAY MONEY-BACK GUARANTEE

WATLING MANUFACTURING CO.
4640-4660 W. FULTON ST. CHICAGO, ILLINOIS

Est. 1889—Tel., Columbus 2770
Cable Address, "WATLINGITE," Chicago

J. H. WINFIELD CO.

1622 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.

Free Play Southern . . . \$24.50
Free Play Slot . . . 24.50
Spinners Winners . . . 10.00
100 . . . 9.00

CAPITAL AMUSEMENT CO.

120 W. Hargett St., RALEIGH, N. C.



DISTRIBUTOR E. M. BENDER, agent for Rock-Ola in West Virginia, is shown beside his new Rock-Ola service car which he drove to Chicago from Charleston, W. Va., to pick up a load of Luxury Light-up phonographs.

Scoring Everywhere!

BIG TEN

The greatest football board ever! Plenty of gorgeous colors for unusual flash—plenty of real football action. Order immediately and cash in on the full football season.

Form 20-BT, Football symbol tickets. Takes in 2000 holes @ \$5—\$100. Pays out (average) \$46.10. Profit (average) \$53.90. Semi-thesis Board — Official predictors wear jackpots. Protected winners.

PRICE **7.90**

GLOBE PRINTING COMPANY 1023-27 BACE STREET PHILA., PA.

QUALITY SPEAKS FOR ITSELF
CABLE ADDRESS: MASCOY-CLEVELAND

1938 Tracktime . . . \$87.50	Pyramids, F.P. . . . \$35.00	Fire Alarm . . . \$22.50
1938 Kentucky Clubs . . . 65.00	Box Scores, F.P. . . . 27.50	Recount . . . 17.50
Galloping Dominoes . . . 35.00	Gun Cards, F.P. . . . 27.50	Sidewalk . . . 17.50
Panico Resonant . . . 17.50	Bubbles, F.P. . . . 25.00	Paramount . . . 12.50
Arched-Beards . . . 30.00	River, one ball, F.P. . . . 30.00	Stripper's Races . . . 10.00
Firelocks . . . 22.50	Cowboy, F.P. . . . 25.00	Odd Ball . . . 7.00
Fairgrounds . . . 22.50	Free Race, F.P. . . . 17.00	Air Races . . . 8.00
Big Race . . . 23.00	Wills 1-2-3, included . . . 35.00	Charrett . . . 7.00
Blue Friends . . . 37.00	Vegas, F.P., floor sample . . . 65.00	Hansstretch . . . 7.00
Chief, good condition . . . 35.00	Arrow-In-Band, F.P. . . . 35.00	Keylites . . . 12.50
Red-Toss . . . 22.00	River, F.P. . . . 35.00	Ball Fan . . . 7.50
Cigarette Slots . . . 35.00	Princess, F.P. . . . 35.00	Chief . . . 17.50

1/2 Doz. With Order—Balance C. O. D.

MODERN AUTOMATIC EXCHANGE, INC. 2018 CARNEGIE AVE., CLEVELAND, OHIO

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

PROVEN BY PERFORMANCE!

EVANS' PHENOMENAL

TEN STRIKE

NO SKY-HIGH PROMISES...ACTUAL LOCATION TESTS THAT PROVE IT'S AMERICA'S No. 1 MONEYMAKER!
NOW MAKING IMMEDIATE DELIVERIES IN ANY QUANTITY!



THE REAL THING

EVANS' TEN STRIKE gives all the chills, thrills and spine-tingling ACTION of the real bowling game—America's fastest growing sport! This is your BIG CHANCE to cash in—quick!! Don't delay—RUSH YOUR ORDER TODAY!!

EXCLUSIVE DISTRIBUTORS FOR GREATER N. Y., LONG ISLAND AND SOUTHERN N. Y. STATE

BROOKLYN AMUSEMENT CO., INC.

660 BROADWAY, BROOKLYN, N. Y.

Evergreen 8-4732

Scientific's SKILL PARADE Starts

TOTALIZER

Attention, Operators, Jobbers and Distributors. Write or wire for full details of these two location-tested money makers.

SKEE! JUMP

SCIENTIFIC GAMES CORP.

21-27 STEUBEN STREET, BROOKLYN, NEW YORK - Evergreen 7-0090
See Us at the N.A.A.R. Show - Hotel New Yorker, December 4-8

EXCLUSIVE DISTRIBUTORS BAKER'S BLACK OUT
Sensational Free Play Money Maker.....\$99.50
IN GREATER NEW YORK AND NEW JERSEY

BIG USED BARGAINS		Spotless		Stop & Go	
Band	\$25.00	Snacks	20.00	Bl. Moritz	8.00
Cherry	27.50	Davy Jones, F. P.	35.00	Reptile	6.00
5th Landing	25.00	Up & Up, F. P.	35.00	Review	6.00
Majors	12.50	Cowboy, F. P.	45.00	Handicap	6.00
Ocean Park	32.50	Gun Club	20.00		

1/3 Depot, Balance C. O. D., F. O. B. Brooklyn

Brooklyn Amusement Machine Co.
660 BROADWAY, BROOKLYN, N. Y. (Tel.: Evergreen 8-4732)

UTAH & IDAHO "EVANS' TEN STRIKE

Exclusive Distributors for

WE ARE NOW DELIVERING THIS WINNER.

Cash Pay Outs Nearly New or Rebuilt Excellent Condition.

10 STEPPER UPBERS		10 MILLS 1-2-3s (Rebuilt)	\$22.50
WESTERN HORSESHOES	\$65.00 ea.	5 FEED BAGS	42.50
5 BERRY CLOCKS		5 DERBY TIMES (Mint)	42.50
7 POT SHOTS (4 Coin)	@ 50.00	5 KLONDIKES	35.00
2 POT SHOTS (Free Play, 3 Coin)	@ 50.00	5 MILLS FLASHERS (Fris)	29.50
10 HANDICAPPERS	@ 29.50	1 VELVET	25.00
FAIRGROUNDS, FLEETWOOD, AKARBERN, MULTIPLES AND PADDLES MULTIPLES, REBUILT AND VERY CLEAN, @ \$55.00 EACH.		10 STABLES	20.00

Wire Orders and 1/3 Deposit, . . . Reference: Walker Bank & Trust Co.

THE R. F. VOGT DISTRIBUTORS CULLEN HOTEL BLDG., SALT LAKE CITY, UTAH

Big Six in Seventh Week

CHICAGO, Dec. 2.—“Seven weeks of constant extra-shift production—that’s the story in a nutshell of our latest hit release, Big Six,” declares Jack Keeney, head of the firm characterized as the “House that Jack Built,” the J. H. Keeney & Co.

“Naturally when we introduced Big Six at that time we expected to do a large volume of business with it, for it was another better-built Keeney game, packed with prayer appeal and high earning power. Sales of Big Six soon proved our judgment to be 100 per cent right.

“In Big Six we combined all the knowledge gained from years of building profitable machines, plus the experience gained in that same time in knowing the types of games that appeal most to players. By producing such a game—better built—we have produced a machine that is probably one of the most dependable games on the market today.”

Ali-Baba is Stoner's Latest

AURORA, Ill., Dec. 2.—“Open, Sesame,” said Ali Baba, and the command was obeyed—Stoner's new game, Ali Baba, is an “open, sesame” for operators to locations—and when they “open sesame” the cash box, operators will really be surprised. That is the opinion indicated by early reports on the game, Stoner officials declare.

All Baba is a high-score game. Eight skill lane roll-over switches, two of which are mystery amounts and one which returns a free ball, add interest to the game. After reaching a winner each 1,000 bumper registers one free game and score continues to climb. It is the perfect game for player competition, Stoner officials claim.

There are 34 new-type illuminated bumpers. They are attractive, new in appearance and mechanically perfect. Stoner execs say the coil springs are not flimsy, yet they record every hit accurately and the ball action is uncanny. Stoner heads report.

NATIONAL'S BARGAINS

NOVELTY GAMES—FREE PLAY		Spotters	
Mills 1-2-3s, Animal	58.00	Major	32.50
Characters	58.00	Fifth Avenue	32.50
Golden Gates	59.00	Stop & Go	29.00
Buskeween	55.00	Bubbles	23.00
Pyramids		Bl. Change	27.50
Floor Sam	55.00	Dial Features	27.50
Let's-Fun	47.50	Bus Scores	22.50
Cowboy	47.50	Gun Clubs	22.50
Airports	47.50	Klicks	18.00
Kurkka	45.00	Hooplines	18.00
Circuses	39.50	Multi-Free	18.00
Zips	38.50	Mil. Numbers	15.00
Contacts	37.50	Paramounts	15.00
Chevrons	37.50		

NOVELTY GAMES—REGULAR		Paramounts	
Circuses	\$22.50	Major	32.50
Dial Features	19.50	Bl. Change	27.50
Majors	19.50	Key-Lites	\$10.00
Bully		Firets	Each
Supremes	18.50	Swings	
Side-Kicks	18.50	Carops	
Old Balls	15.00	Paintings	
Hittes	12.00		
Zetas	12.00		

1-BALL AUTOMATICS		As-Set-Best	
Northwest	\$75.00	Ticket	\$20.00
Bully Stables	22.00	Derby Day	15.00
Fairgrounds	22.00	Ch. Football	15.00
Boxing	15.00		

COUNTER GAMES	
A.B.T. Target, Model F	\$12.00
New Wonder Balls	8.00
A.B.T. Big Game Numbers	8.00
Penny Packs	8.00
Daily Races Jr.	7.00
Roll Races	4.50

1/3 Dep., Bal. C. O. D., F. O. B. Chicago
NATIONAL COIN MACHINE EXCHANGE
1407 Diversey Blvd., CHICAGO

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!

FIRST COME FIRST SERVED SLOTS

THE FOLLOWING SLOTS HAVE BEEN CLEANED, INSIDE AND OUT, AND RE-BUFFED AND PAINTED WHERE NECESSARY.

MILLS SLOTS

50	5c Blue Fronts, Serials 375,000 to 400,000	Each \$20.00
1	5c Cherry Ball, Serial 419,998	42.50
4	5c Golden Silent Vendors, Serials 375,495 to 385,000	20.50
3	5c Golden Silent Vendors, Serials 397,315 to 398,030	24.50
5	5c Extraordinaries (Silent Vendors), Serials 368,600 to 368,656	22.50
10	10c Blue Fronts (and some double jackpots), Serials 378,000 to 400,000	27.50
4	10c Wm. Eagle, Serials 363,427 to 367,217	22.50
12	12c Blue Fronts, Serials 378,000 to 400,000	27.50
2	20c Golden Ball, Serial 453,094	42.50
2	20c Golden Silent Vendors, Serials 313,053 to 324,160	22.50
1	10c Extraordinary, Serial 360,000	45.00
1	15c Blue Front, Serial over 400,000	35.50
15	5c Vent Pocket Balls, 3 Lemon Reels	27.50
3	5c Vent Pocket Balls, Serials 14,000, Used 2 Days	32.50

JENNINGS SLOTS

3	10c Jennings Chief, Serials Around 120,000	\$27.50
2	25c Jennings Chief, Serials Around 120,000	27.50
2	25c Jennings Chief, Serials Around 124,000	42.50

WATLING SLOTS

3	25c Watling Rolltops, Serials Around 70,000	\$17.50
3	25c Watling Rolltop, Serial 95,000	39.50

CONSOLES

10	Even Lucky Lucres, Used 2 Weeks	\$165.00
2	1938 Galloping Domino, Used 2 Weeks	185.00
2	1938 Galloping Domino (Equipped with Jackpots), Used 2 Weeks	195.00
2	1938 Handball (Equipped with Jackpots), Used 2 Weeks	105.00
3	1938 Domino (Excellent Condition)	149.50
1	1938 Domino (Improved Heads)	119.50
1	1938 Evans Hitball Special, Factory Reconditioned	134.50
1	1938 Even Lucky Star, Used 2 Weeks	85.50
1	1938 Buckley Colors	69.50
4	1937 Buckley Track Odds, Good Condition	75.00
1	1938 Race Meet with Track Odds (Equipped with Jackpots)	190.00
2	1937 Domino, Black Cabinets, Equipped with Variators	44.50
1	1937 Reliance	44.50
1	5c Pace Race, Brown Cabinet, 20 Pay	85.50
1	25c Pace Race, Serial 3211	62.50
1	5c Bally Race, Black Cabinets	55.00
1	5c Bally Dixie, Like New	79.50
1	5c Bally Dixie, Like New	79.50
1	5c Bally Lexington, Brand New, Un-graded, Brand New	49.50
2	5c Bally Tort Specials, Used	29.50
4	5c Bally Lincoln Finest, Last Inventory	49.50
2	5c Bally Club Houses	39.50
1	5c Bally Rays Tracks (Good Condition)	34.50
1	5c Mills 1-2-3 (Absolutely Like New)	29.50

SPECIALS

25	BALLY Streamlined Hot Vendors, Brand New (Never Ungraded), Latest Bank Slots	\$20.50
50	BALLY Streamlined Hot Vendors, Slightly Used, Latest Vaux Slots	10.50
3	BALLY Rainbow Pencil Vendors, Slightly Used	39.50
3	Amvco Coronas, Brand New	80.50

All of the above equipment is positively as represented and each machine has a money-back guarantee. Immediate delivery. TERMS: 1% Deposit, Balance C. O. D.

M. Y. BLUM V. CHRISTOPHER
Star Sales Company
 108 WEST HILL STREET,
 VALDOSTA, GEORGIA

Simon Bros. Say Ops Okeh O'Boy

NEW YORK, Dec. 2.—"It's a rage—it's an epidemic—and it's contagious," is the way the Simon Brothers, executives of the Savy Vending Co., described the reaction to the Chicago Coin Machine Mfg. Co.'s newest release, O'Boy.

"In all our experience in the coin game business we've seen a good many games, made by many manufacturers. But we can truthfully say that Chicago Coin really 'went the limit' in offering coin game operators a top quality game at a reasonable price when they introduced O'Boy several weeks ago.

"Naturally we can't tell exactly how O'Boy is selling in all parts of the country, but according to reports it is one of the greatest games ever offered. All we know is that Chicago Coin's O'Boy has been a tremendous business and good will builder for us here at Savy. Operators in this territory are wild about O'Boy."

Rothstein Praises Chicago Coin O'Boy

PHILADELPHIA, Dec. 2.—I. Rothstein, head of Banner Specialty Co. and distributor for the Chicago Coin Machine Mfg. Co., recently praised the latest Chicago Coin hit, O'Boy.

"Chicago Coin really hit a winner with O'Boy," said Rothstein. "I saw the game just prior to its introduction and picked it for stardom, but didn't pick it to go as high as it has in the short time it has been on the market. O'Boy embodies an appeal that players like in any part of the country that may be mentioned.

"I believe this is one of the biggest reasons, incidentally, for the great success of all Chicago Coin games. They have universal appeal. It really is a gift when a manufacturer doesn't lose sight of the fact that he must make games that appeal to all, everywhere, in order to have a really successful machine."

PROGRAM OF THE 1940 COIN MACHINE SHOW

MONDAY, JANUARY 15

Exhibit Hours:
 10 A.M. to 12 Noon
 2 P.M. to 10 P.M.

Home-Coming Luncheon: 12 Noon, Followed by DR. PRESTON BRADLEY Speaking on "Tolerance": 1:30 p.m. to 3 p.m.

TUESDAY, JANUARY 16

Exhibit Hours:
 2:30 P.M. to 10 P.M.

CELEBRITIES BREAKFAST:
 12 Noon to 2 P.M.

WEDNESDAY, JAN. 17

Exhibit Hours:
 12 Noon to 10 P.M.

Entire day reserved for meetings of operator, jobber or distributor associations. Facilities will be furnished by Coin Machine Industries, Inc. Association officials are invited to make arrangements with James A. Gilmore, Secretary-Manager.

THURSDAY, JANUARY 18

Exhibit Hours:
 10 A.M. to 3 P.M.

ANNUAL BANQUET:
 7 P.M., Followed by Dancing



Life is sweet when you're operating Ali-Baba — High Score, 30,000 to 50,000 (Adjustable). Eight skill lane roll-over switches — Two are mystery and one a free ball return — 24 beautiful and entirely new type bumpers. Play is thrilling — tantalizing — exciting — the perfect game for player competition.

Convertible \$99.50

STONER CORP.
 AURORA, ILLINOIS



EXCLUSIVE N. Y. DISTRIBUTORS FOR
Stoner's ALI-BABA

With the sensational, new "Exquisite Bumpers" that are absolutely fool-proof! The zippiest high-score game ever built!
 Rush Your Order Today!

THIS WEEK'S SPECIAL
 SNOOKS WITH STEEL GEARS \$18.50
 1/3 WITH ORDER, BALANCE C. O. D.

BUDIN'S, INC. 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone: NE-8-0140

CLEANING OUT SALE! FREE PLAY MACHINES

Regtime	515.00	Miami	324.50	Spoton	327.50	Sports	584.50
Chik	15.00	Bubbles	24.50	Zip	34.50	Lucky	69.50
Koney	15.00	Koney RH	15.00	Pyramid	24.50	Chubby	24.50
Koney Free Race	15.00	Chubby	24.50	Shook	24.50	Thriller	59.50
Koney Multi	15.00	Double Feature	27.50	Triple Threat	39.50	Fifth inning	27.50
Free Race	10.00	Double	27.50	Doan Park	49.50	Chevron	27.50
Shop & Go	25.00	Contact	27.50				

K. C. VENDING CO.
 415 MARKET ST., PHILADELPHIA, PA.

Advertiser in The Billboard—You'll Be Satisfied With Results.

EXHIBIT'S

JUMPER

with

ASTONISHING NEW HIGH SCORE FEATURES

- HIGH SCORE SUBWAY POCKETS
- DISAPPEARING BALL ACTION
- THRILLING JUMPER FEATURE
- RECORDING POP-OUT POCKETS
- OUT BALL RETURN

PLUS

- NEW HEAVY DUTY STEP UP UNIT
- ARC PROOF SUPER SENSITIVE DISC TYPE BUMPERS
- BRILLIANT CHROME BALLS

**BALLS
DISAPPEAR**

New!

**BALLS
RE-APPEAR**

New!

**SCORE
ADDS
LIGHTS
FLASH**

Order
from Your
DISTRIBUTOR TODAY

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

**FREE PLAY
COMBINATION
10450**

 Change from free
play to Regular in a
Jiffy Right on Loca-
tion.

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 1600 Re @ 5c . . . \$80.00
Pays Out 43.49
Total (Average) Profit . . . \$36.51
Semi-Thick Board Complete
With Balls.



McGinnis Starts New Speed Service

BALTIMORE, Dec. 9.—A new speed service for operators has been inaugurated by Roy McGinnis, according to reports from his firm. The company has also arranged for a 15-hour daily service and sales system.

Offices are open from 8 in the morning until midnight, McGinnis reports. "Our sales have continued to increase each month and we attribute this to the fact that our service was among the finest that the operators have ever had in this territory. We make it our business to serve our customers efficiently, speedily and completely. In most cases our office and our repair department, as well as our shipping department, are at work from early morning until late in the evening getting machines out to our customers everywhere.

"In addition we have also made it a practice to see to it that we test and get reports on each new game prior to bringing it to the attention of our customers," he added.

ONE PRICE ALL PAY-OUT MACHINES

2 Grandstands	\$50.00
2 Pat. Bells, Flyer Service	50.00
2 Ducky Clocks, 2 S45 J.P.	50.00
2 Merry Kings, 1 S45 J.P.	49.50
1 Ducky Times, 6-0-0-0 M.	30.50
1 Gattling Multiplying	30.00
2 Sinner Zippers	10.00
1 Gattling Multiplying	10.00
1 Bally Entry	10.00
5 Ducky Dory Clocks	2.00
3 Golden Wheels	14.00
3 Cuzoms	45.00
1 Silver Ball, 1-Coin Head	45.00
2 Gallop'n' Donkeys	45.00
2 Krazy Truck Times to sell	45.00
100 Slot Machines priced to sell	49.00

Wire 1/3 Deposit.

STEWART NOVELTY CO.

136 E. 2nd S. St., SALT LAKE CITY, UTAH

FOR SALE SALESBOARD FACTORY

An opportunity for someone to become a leading Salesboard operator, jobber or investor. Will sell half interest in a new complete salesboard factory. Modern. Will sell to the highest bidder, reserving the right to refuse any and all bids. Cash. Approximately \$8,000. Located in East. State particulars for appointment.

One The Billboard, Chicago, Ill. BOX D-40.

WE HAVE A REPUTATION TO MAINTAIN

An 11-year record of honest service and fair dealing is at stake with every sale we make. We do not buy used machines for resale. All of our games are traded in to us by what we believe the finest clientele in the country. **BUY WITH CONFIDENCE!!!**

ALL FREE PLAY MODELS		
Darry Jones	\$22.50	Rayrocket \$14.50
Majors	19.50	Band 39.50
Smokes	24.50	Sun Bow 24.50

Cable Address: "HERMEX"

HERCULES MACHINE EXCH., INC., 1175 BROAD STREET, NEWARK, N. J.

You can ALWAYS depend on JOE ASH — ALL WAYS

ON HAND FOR IMMEDIATE DELIVERY
ALL THE LATEST RELEASES OF THE FINEST GAMES EVER PRODUCED BY THE
COUNTRY'S LEADING MANUFACTURERS
WRITE, WIRE OR PHONE FOR PRICE LIST!

ACTIVE AMUSEMENT MACHINES CORP.

900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.

TAKE IT FROM TAKSEN—THESE ARE BARGAIN CLOSE-OUTS

NOVELTY GAMES	Fifth Innings	\$23.00
Box Score	Chubbie	15.00
Chevron	FREE PLAY GAMES	
Chief	Geno's Fair	\$13.50
Let-a-Pan	Spottem	31.50
Contact	Up & Up	35.00
Majors	Fifth Innings	27.50
Smokes	Report	35.00
	Variety	50.00

1/3 DEPOSIT, BALANCE C. O. D.

LEON TAKSEN

 2134 Amsterdam Ave.,
Tel. Wadsworth 7-0747.

 NEW YORK CITY
Cable Address: "LATAKE"

BRANCH OFFICE—116 Monroe Ave., Rochester, N. Y.

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ESPECIALLY SPECIAL

MILLS ONE-TWO-THREE FREE PLAY ANIMAL REELS. LIKE NEW — \$94.50 RECONDITIONED FREE PLAY GAMES

EXHIBIT		BALLY		GOTTLIEB	
Golden Gate	\$64.50	Champion	\$52.50	Keen-a-Ball	\$40.50
Winner	64.50	Eureka	57.50	Batting Champ	45.50
210	47.50	Headliner	49.50	Pyramid	45.50
Flash	49.50	Arrowhead	39.50	Toss	37.50
Contact	37.50	Fifth Inning	36.50		
Bounty	19.50	Spotlight	37.50		
WESTERN		STONER		KEENEY	
Assassin (1 Ball)	\$42.50	Chubbie	\$39.50	Up and Up	\$42.50
Qualified (1 Ball)	42.50	Brooks	39.50	Hit Number	22.50
Shower Brooks	\$29.50	Chicago Coin Majors	22.50		
Sussex Chubbie	24.50	Chicago Coin Trophy	22.50		
Genoa Circus	22.50	Chicago Coin St. Moritz	22.50		
Genoa Strip and Go	22.50	Deval Highway	24.50		
		Deval Trio	17.50		

1-3 deposit with order, bal. C. O. D. Write for free copy of our "Tipster Bulletin" . . . hundreds of games to choose from.

MONARCH COIN MACHINE CO.
1731 BELMONT AVE., Cable "MOCOIN" CHICAGO, ILL.

Watch THIS SPACE FOR IMPORTANT ANNOUNCEMENT!

UP & UP	\$29.50	PYRAMID	\$19.50
SPOTNET	22.50	CHEVRON	27.50
BOX SCORE	12.50	SHOOT	22.50
BUBBLES	9.50	CHUBBY	12.50
LOT-O-FUN	29.50	SIDE KICK	7.50
TOPPERS	27.50	ST. PATRICK	7.50

1/3 WITH ORDER, BAL. C. O. D., F. O. B. BROOKLYN

SUPREME VENDING CO.
557 ROGER AVE. •• BROOKLYN, N.Y.

THIS WEEK'S SPECIALS

(All Equipment Listed Is Offered Subject to Prior Sale)

FREE PLAY GAMES

Headliner	\$52.50	Liberty	52.50
Arrowhead	Each	5th & Go	29.50
Longchamp	Each	Circuit	Each
Follow Up	Each	Rink	Each
Chubbie	Each	Bubbles	Each
High-Line	\$39.50	Fair	Each
Pyramid	Each	Natural	Each
Hot Tights	Each	Game	14.50
5th Inning	\$34.50	Trio	14.50
Genoa	Each	Kick	Each
Contact	Each	Triple Play	Each

NOVELTY GAMES

Late-Fun	\$17.50	Snappy	17.50
Zeta	Each	Swing	10.50
St. Moritz	Each	Green Lights	Each
Del. Treasure	\$14.50	Trio	Each
Circuit	Each	Odd Ball	Each
Bubbles	Each	Side Kick	Each
Dip Top	Each	Always	7.50
Soft Ball	\$10.50	Flirt	Each
Bounty	Each	Reverse	Each
		Naps	Each

1/3 With Order, Balance C. O. D.

THE VENDING MACHINE CO.,
205-15 Franklin St., Fayetteville, N. C.

FALL CLEARANCE SALE

1/3 Certified Deposit, Balance C. O. D.	
Miss Dancemaster	\$ 14.50
Miss Deluxe Dancemaster	19.50
Miss Bowling King	27.50
Empire Medal A	27.50
Empire Medal B	29.50
Empire Res. 1937	100.00
Empire Res. 1938	125.00
Rock-Ole Imperial 10	65.00
Whittier 4-12	39.50
Remora Telephone	14.50

USED RECORDS, All Usable, \$3.00 per 100

Desat Gun Club, F.P.	\$29.50
Miss Paramount	14.50
Miss Clocker	29.50
Miss Softball	19.50
Bally Reserve	19.50
Amusing Medal Pusher	12.50
Shower-McIntire 8 & 10 Cds.	39.50
Quintile 3-Way Grippers, Long Hair	8.50

MILWAUKEE COIN MACHINE CO.
1455 W. Fond du Lac Ave., Milwaukee, Wis.

ADVERTISEMENT IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS.

Boost Production At Gottlieb Plant

CHICAGO, Dec. 2.—The only thing to be seen at the Gottlieb factory these days, according to officials, is whirring machinery, very busy workmen and games clicking off twin assembly lines—Bowling Alley on one and Lite-O-Card on the other, in rush production.

Dave Gottlieb declares he has been trying to learn a new trick in the past week, that of being two places at one time. "I must talk over the telephone and yet be in the factory watching production," he declares.

"Four times as many people are now employed here," Gottlieb reports. "Nate Gottlieb is developing a telephone ear from being riveted to the phone taking orders. The only way you can get to talk to him is by calling him on the phone. The teletype is constantly in motion."

"Bowling Alley and Lite-O-Card are clicking with the trade amazingly. Orders and consequent rush production mean just one thing—that is, that the games are unusual winners."

Nominate Baseball As Greatest Game

CHICAGO, Dec. 2.—"We are of the firm belief that our new Deluxe Baseball game will go down in coin game history as one of the greatest games of all time," declares Don Anderson, official of Western Products, Inc.

"According to all reports and sales, it already is the greatest game in the business. Operators everywhere report almost unbelievable earnings with Deluxe Baseball on all types of locations. "One of the biggest features of this Deluxe Baseball machine is the fact that it is not a 'fad type' of game. This fact has been proved over two years of steady, dependable, high earning operation. Its appeal is not one that is here today, gone tomorrow. It is the type of game that players like immediately and continue to like; in fact, like even better as time goes by. This statement is not a guess, but is backed up by earning records."

NORTH AND SOUTH CAROLINA OPERATORS FREE PLAY — 5th Inning, \$24.50; Chubby, \$22.50; Bubbles, \$20.50; Side & Go, \$29.50; NOVELTY — Major, \$19.50; Side Kick, \$17.50; 5th Inning, \$22.50. COIN SOLES — Gallop Domino, \$42.50; Liberty Bell, \$24.50; Lone Champ, 2 C. Sts., \$42.50; Turf Champ, \$18.00; Golden Wheel, \$12.50.

A & P. NOVELTY EXCHANGE
Ph. 1445, 701 Twigg St., Augusta, Ga.

One Whittier 3-Way Ball, \$18.00; crating extra. One A.B.C. Target Pistol, \$9.00. Ten Cent-a-Packs, 10 Penny Packs, \$4.00 each. Twenty Empire Toy, Candy, Peanut Vender, \$5.00 each; perfect condition. One Fire-Track Duck Pin Bowling Alley, Pins and Balls, \$50.00 and one A-Track, \$400.00. 1/3 Deposit, Required.

BONHAM BOWLING ALLEY
BONHAM, TEXAS

IT'S A GOLD STRIKE!

TEN STRIKE

The BIG MONEY GAME!

ILLINOIS OPERATORS! Get Yours at

GERBER & GLASS

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EXCLUSIVE ILLINOIS DISTRIBUTORS!

TEN STRIKE IS A GOLD STRIKE!

TEN STRIKE

THE ORIGINAL TESTED AND PROVEN BOWLING GAME!

EVANS' Inimitable TEN STRIKE

(ENTIRELY SKILL REAL BOWLING! AUTOMATIC!)

OK'd BY AMERICA!

BY TIPS FOR PROFITS

Exclusive Manikin Play Action and realistic Pin Action! Bowling Play without confusion! Pins actually knocked over and removed from sight by "Automatic Pin Boy!"

TEN STRIKE IS A GOLD STRIKE!

No Make-Believe Play! No Payoffs! No Lost Locations! No Legal Entanglements!

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1520-1530 W. ADAMS ST., CHICAGO

Fully Covered by U.S. Patents. D-116,550 and Other Patents Pending

Chicago Coin's

O'BOY

IS MAKING BIGGER PROFITS FOR OPERATORS THAN ANY OTHER GAME ON THE MARKET—That's why it has outsold any other game for the past several months!

NORTH—SOUTH
EAST AND WEST
They're all saying—

The Cash Box Tells the Story!



BERT LANE Says:

It's here... and HOW!
FOLLIES OF 1940

BIGGEST BONANZA SINCE THE GOLD RUSH
Be Smart... Order Now!

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619 Tenth Ave., New York
Phone, Wisconsin 7-5688

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OPERATORS SWAP WITH WILKY
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Phone O-1421
UNITED AMUSEMENT CO.
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SAVOY'S WEEKLY SPECIALS RECONDITIONED AND GUARANTEED

PAYOUTS		NOVELTIES		Baker's Pick-A-Pack, Used	
Bally Fairgrounds... \$19.50	Fairgrounds robots with Sport Page Glasses... 19.50	Deal's Side Kick... \$19.00	Davy's Robin Hood... 9.50	Restro... 9.50	Daily Ocean Reserves... 9.50
Golden Wheel... \$9.50	Foto-Finish... EACH	J. Silly, D. M. Balls, Sc... \$39.50	J. Silly, Chrs. Sc... 39.50	J. Crk. Front Chks. Sc... 25.00	J. Blue Chiefs, Sc... 25.00
FREE PLAY NOVELTIES	Esh. Golden Gate... \$59.50	J. Blue Chiefs, Sc... 25.00	Mills Melon Balls, Sc... 19.50	Mills Roman Head, 1c... 45.00	Ohio, J. P., 5c... 19.50
Ocean Parks... 49.50	Stoner's Davy Jones... 35.00	as Bl. Front... 45.00	COUNTER GAMES	Grandson's Mercury... \$27.50	Token, 1c... \$27.50
Kahlo's Zoo... 32.50	Chicago Coin Majors... 27.50	Grandson's Mercury... \$27.50	Token, 1c... \$27.50	1/3 Deposit With Order, Balance C. O. D. F. O. B. Baltimore, Md.	
Chicago Coin Gontalia... 27.50	Fifth Innings... 27.50				
Double Feature... 27.50	Genie's Claws... 27.50				

SAVOY VENDING CO. 406-B W. FRANKLIN ST. BALTIMORE, MD.

SAVE WITH SAVOY! RECONDITIONED and GUARANTEED

NOVELTY GAMES		SPECIAL CLOSEOUTS		FREE PLAYS		WANTED:	
Asport... \$27.50	Box Champs... 19.50	Books (with new metal gear) \$21.50	Zip... 20.00	Chubbie... \$27.50	Used A. B. T. Challenge, any quantity, Davy Jones, new, in original case, \$50.00	1000, light-up back-board, like new... \$89.50	
Box Score... 14.50	Cherry... 25.00	Wimp... 25.00	Zenith... 29.50	Orsby... 45.00			
Chubbie... 12.50	Custard... 17.50	Reprints... \$7.50		Up & Up... 22.50			
5th Innings... 19.50	Majors... 14.50	Bally... 7.50		Davy Jones... 39.00			
Pyramid... 19.50	Side Kick... 10.00	Reserve... 7.50		Lucky... 49.00			
		Float... 7.50		Chavron... 32.50			
				Chubbie... 69.50			
				Chavron... 32.50			
				Chubbie... 69.50			
				Fair... 17.50			
				Triple Play... 15.00			
				Snooks... 17.50			

SAVOY VENDING COMPANY, INC. 651 ATLANTIC AVE., BROOKLYN, N. Y. (Tel. N. E. 5113)

ALL NATIONAL USED GAMES ARE THOROUGHLY RECONDITIONED TO "LOOK AND WORK LIKE NEW"—CAREFULLY CHECKED—EVEN REPAINTED WHEN NECESSARY!
Bally Royal... \$9.50
Snooks... Equipped, FREE PLAY
Bubbles... 13.25
with the new steel ratches
Double Fee... 24.75
wheel... \$19.50
ratchet... \$24.50
On All Used Games When Full Cash Sent With Order!
Bally... \$24.50
Reserve... 7.50
Triple... 15.00
Snooks... 17.50
Bis. Off
On All Used Games When Full Cash Sent With Order!
Write for New Price Booklets, "National's Novelties," and Illustrative Catalogue, Free on Request!
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Cable Address: "NATNOVCO," Merrick, N. Y.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

Penna., New Jersey, Maryland, Delaware Operators

WE HAVE THEM



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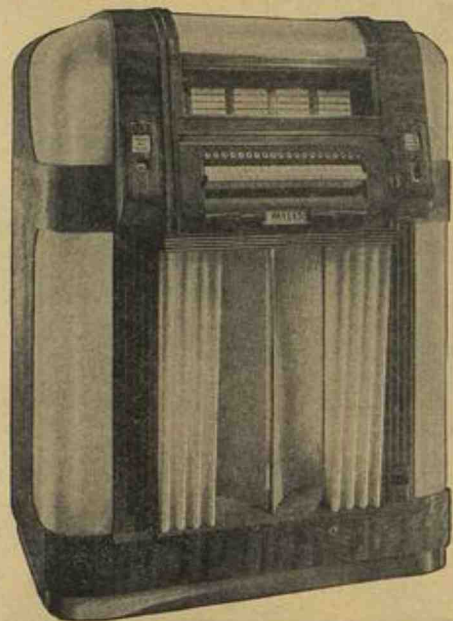
EMPIRE 1c PLAY CIGARETTE MACHINE

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
1c Deposit, BALL GUM 15c a Box (100 Pieces) CASE (100 Boxes) \$12.00. 1922 Freeman, Cincinnati, O.

SICKING, Inc.



MILLS THRONE OF MUSIC

Say What You Want

When you put it in, the earnings go up. It may be tone, it may be looks, it may be construction, but regardless of what it is

THE EARNINGS ALWAYS GO UP!

ONLY 3 MORE WEEKS

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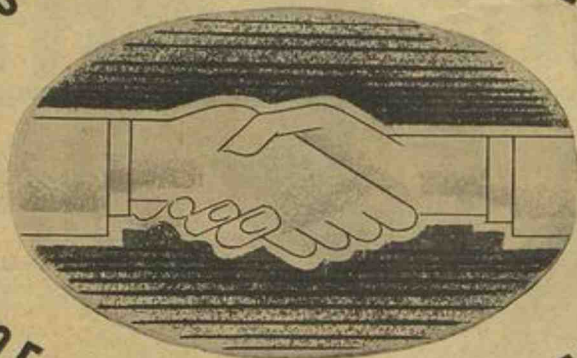
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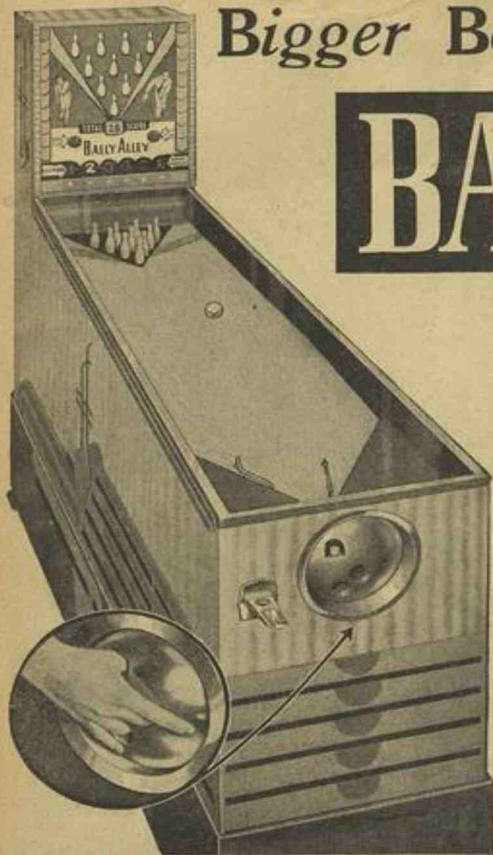
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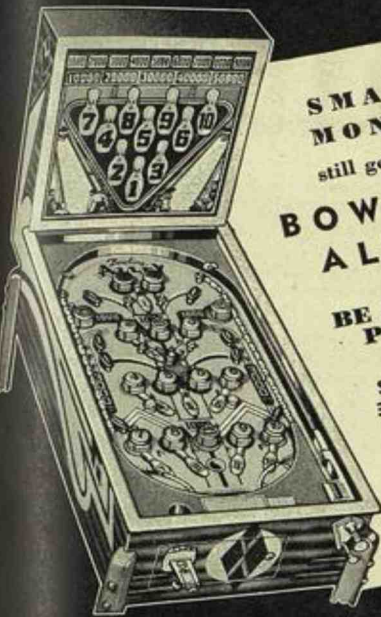
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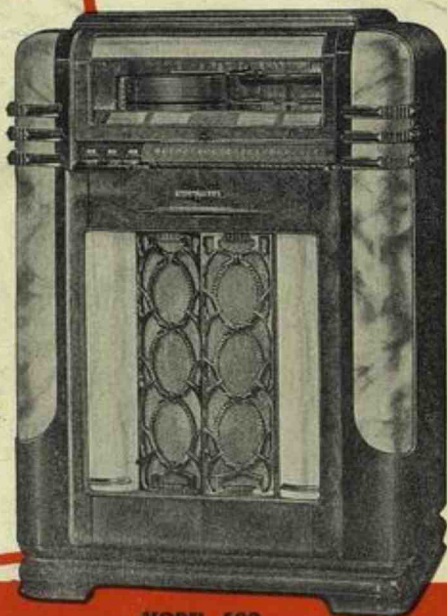
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