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The Billboard

The World's Foremost Amusement Weekly

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15 Cents

Vol. 51. No. 43



D'ARTEGA
And His Orchestra
ENNA JETTICK PROGRAM
Each Sunday, 5 P.M., EST
NBC-Red Chain—
91 Stations Coast to Coast

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Why do the band leaders and music publishers listed on this page advertise their latest recordings in the "Music Machines" department of The Billboard?

Because the automatic phonograph is fast becoming the nation's number one song plugger and band builder.

Because "disk time" on the 250,000 music machines which make up this new Coast to Coast "network" is playing an increasingly important role in helping to skyrocket new songs to the heights—in popularizing bands so that their box-office value on personal appearance tours is enhanced.

Because The Billboard alone is read by ALL music machine operators every week.

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MICKEYS A LA ENEMY POST

"Crazy Show" Closing Hits American Acts

CHICAGO, Oct. 21.—One of the best ventures to American acts as far as the war in Europe is concerned was the closing of the Palladium *Gray Show* in London. Leonard Barr, of Barr and Estes, reveals. Scheduled for a 10-month engagement, the show failed to reopen after its opening week, ending September 2. The following day (Sunday) war was declared, and Palladium owner, George Black, convened the cast in an emergency meeting to inform them of the revue's enforced end, which came with a government order to close all public places. According to Barr, show was already sold out for a three-month run and most of the acts were set to double in London hotels. In addition to Barr and Estes, U. S. talent in the *Gray Show* included the Gertrude Hoffman Girls, Jimmy Haddas; Willie, West and McGinty, and Condos Brothers.

The trip to Europe put Barr and Estes in the red for about \$1,500, with similar losses suffered by the other performers. Almost all of the American acts in London have already returned, Barr states, not only due to war conditions but to the dip the English pound has taken. The pound now is about \$1 less than its standard worth, and the salaries for acts, according to Barr, have not been raised anywhere in England. It was pointed out that scattered dates are being made available in small English (See "CRAZY SHOW" on page 65)

Sends Photo to Franco— Now She Will Lecture

NEW YORK, Oct. 21.—Edith Rogers Dahl, night club performer who sent her picture to General Franco and saved the life of her husband, who had been flying with the Loyalist forces, is due back in this country next week—to embark on a six-month lecture tour.

She sailed from Cannes, France, October 19 after concluding negotiations in Paris for the highbrow assignment. The nature of her tour is still a secret, altho she confided to intimates here that she'll feel lost without her bidle.

During the past few years she has been playing night clubs in France, Egypt, Turkey and Greece.

Lewis Deal for 20 H-W Cars Instead of 15 Is Completed

NEW YORK, Oct. 21.—Art Lewis, owner of Art Lewis Shows, today announced completion of a deal with John Reddy, counsel for Ringling-Barnum, Inc., which bring 17 flat cars, two stock cars and a coach, all of Hagenbeck-Wallace Circus rolling stock, under the Lewis 1940 banner, show switching to railroad operation after 10 years as a motorized outfit. This is five cars more than announced in *The Billboard* of July 8.

Equipment is scheduled to leave Baldwin Park, Calif., on or before next Saturday, going over three railroads to Lewis' quarters at the army base in Norfolk, Va., arriving about November 8. Deal, a cash transaction, was made with John Ring-

Old-Fashioned Depth Bombs Out; Drunks Get Sweet-Talk Powders

But outlawed doses are held in reserve, in case—lady lusher a much tougher problem to night spot owners than men—men get the chivalric itch, dames don't

By PAUL DENIS

NEW YORK, Oct. 21.—It's tough nowadays to get rid of drunks—but when the drunk are females, it's 100 per cent tougher. That's what night club owners and managers say as they sigh for the good old speakeasy days when a Mickey Finn or a clout on the head got rid of an obnoxious lush so efficiently. Now, with the liquor board, the police department and smart-alec customers all ganging up on a night club, the cafe manager can't do much more than try to coax tipsy customers into being reasonable. In the old days, a Mickey or a "bouncer" took care of the situation; today honeyed words are the only safe weapons.

Night club owners agree that unescorted female drunks are the toughest to handle and female drunks in male company are next. Just plain ordinary male sotuses are the easiest. Some night clubs won't permit unescorted girls, fearing the girls will try to pick up men (which is against liquor board rules) or that the girls will draw too much attention from male patrons and eventually cause trouble. Many bars won't permit unescorted women, but will serve them at tables.

Equity Awaits Mgrs.? Code Suggestions; Spellman Bill Passes

NEW YORK, Oct. 21.—League of New York Theaters, desirous of retaining Equity's basic agreement contract for the next year, will meet with Equity's code committee Tuesday (26) and outline a plan whereby it hopes to meet all the actor-union's stipulations on enforcement. League's own group will meet Monday (23) to whip manager's plan into shape. City council, meanwhile, passed the Spellman bill, which makes it possible for a manager to restrict selling price of his tickets to the 75-cent premium established by the code. Price control, however, is not compulsory, leaving it up to the League to try to corral its membership so that all tickets will be restricted in selling price. Associated Theater Tickets agencies are appealing to Mayor La Guardia not to sign the bill.

At meeting last Saturday (14) between League and Equity representatives union indicated that League's proposals would have to be something other than suggestions whereby Equity would become further involved in the running of the show. Reported, too, that the central agency idea is remote.

The Spellman bill, an amendment to the administrative code of the city if the mayor signs it, states that the managers "may" print upon the ticket the maximum premium to be extracted from patrons. Unless the League can force all (See EQUITY AWAITS on page 65)

Fleming Becomes G. A. for Strates

CINCINNATI, Oct. 21.—Report that W. C. (Bill) Fleming had been signed as general agent of the Strates Shows for the coming season and was at present on a scouting trip for the organization, was confirmed today by Manager Jimmy Strates when brought to his attention at Gastonia, N. C.

Fleming is a veteran G. A. in the carnival business and has made his return to that field after an absence of several years. After stepping out of the carnival business he was with the H. William Pollock Poster Print.

London Legit Shows Tour; A Few New Ones Scheduled

Suburban houses do excellent business—new shows at Windsor Royal and Oxford—one-day opera at Sadler's Wells—Gaiety effects sold

LONDON, Oct. 14.—September, first month of the new year, has seen the London stage very badly disturbed but refusing to stay down for the count. On Sunday the Cms, almost immediately following the Premier's announcement over the radio that Britain was at war with Germany, the Home Department, according to prearranged plan, closed down all places of entertainment. All were affected alike, pronounced successes having to put up the shutters along with those probably not sorry to do so. At the end of a week the ban was lifted in places considered reasonably safe from air attacks, subject to 10 p.m. closing. The H. M. Tennent production firm immediately made arrangements for its West End successes to go on tour. On September 3 Robert's Wife, with Owen Nares and Fay Compton, opened at the Grand. Blackpool. A few days later removal of the ban—subject to 10 p.m. shutting—was made general throughout the country with exception of an area of one and a half miles radius from Leicester Square, the curfew for this, London's West End, being fixed at 9 p.m.

Sending out of West End successes on tour with original casts continued, the Tennent company from the Globe, with John Gleigud and Edith Evans in Wilde's *The Importance of Being Earnest* resuming operations at Golden's Green on September 14. Others to get going in this way were *Dear Octopus*, with Marie Tempest from the Queen's Noel Coward, *Design for Living*, with Diana Wynyard and *The Cors Is Green*, with Emylin Williams and Sybil Thorneike from the Duchess.

Buxton Festival resumed with the Old

Vic company's repetition of *The Devil's Disciple* on the 9th, following up two days later with a revival of Oliver Goldsmith's *The Good-Natured Men*.

On the whole these touring ventures have so far proved worth while. At Golden's Green *The Importance of Being Earnest* grossed \$7,720 in just over a week, while for a week at Blackpool *Grand Dear Octopus* drew \$4,470. Golden's Green, a Northern London suburb, has always enjoyed a good theatrical reputation; this applies also to its sister house at Streatham Hill in South London. Another other London theater to get going was the Richmond, where a concert party played September 18 week, followed by a revival of *Her First Affair*. On the 18th Shirvell's revival of *The Desert Song*, at the Garrick until war broke out, began a tour at Pinesbury Park Empire. At the little Mercury on the 30th Ashley Dukes resumed the run of *The Playboy of the Western World*.

But what of the West End with its (See LONDON LEGIT on page 65)

In the old pre-prohibition days a club (See MICKEYS A LA on page 65)

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Unions Set Administration Plan for Tele; Scare Soon

NEW YORK, Oct. 21.—If Screen Actors' Guild and American Federation of Radio Actors still contend the jurisdiction of television, as claimed by Actors' Equity Association, showdown on disposition will probably be delayed another six months or more as result of co-operative plan of administration agreed upon by the unions this week. Equity, which took lead in "disciplining" National Broadcasting Co.'s television department, allowed the network to voice its side on the matter of minimums and standards

at a Council meeting this week and agreed to consider a scale drawn up by Max Gordon and Thomas Hutchinson, of the NBC tele department.

The administrative plan provides for Equity to confer with Mrs. Emily Holt, of AFRA, and Mrs. Florence Marston, of SAG, in setting up rules and regulations. In addition, regular organizational facilities in New York and Hollywood will be enlisted to help Equity watch the situation without having to set up its own police agents. Equity agreed to the plan, feeling the arrangement does not trespass on its jurisdiction. Unions co-operate now by policing one another's fields when jurisdictions supplement each other. To safeguard AFRA's existing contracts, Equity, it is held almost certain, will limit free rehearsal in television and will seek provision to cover the unusually expensive item of cleaning costumes.

Gordon and Hutchinson pleaded for understanding and sympathy in the drafting of a minimum wage and hour contract. Raves by both execs about the thousands of dollars of mechanical investment served only to impress Equity that television performers were being woefully underpaid and exploited while other personnel connected with the medium obtained better consideration. However, Equity agreed to consider proposals which Gordon is to submit Tuesday's (24) meeting of the Council. Equity's own committee continues drafting its own schedule.

Unfinished Biz on AFM Exec Calendar

NEW YORK, Oct. 21.—Executive board of the American Federation of Musicians winding up its week's sessions today, left over several important items of business as unfinished. Matters will either be settled by Prexy Joe Weber or will hang over until November 2, when the board reconvenes to discuss the radio problem, the particular matter in hand being a new contract covering network affiliates. Current contract with the radio industry expires January 16.

Changes in the new union contract form for bands playing one-nighters were held in abeyance and the old form remains operative indefinitely. Changes ultimately made will probably be based upon complaints of band leaders that certain clauses call for information which is strictly confidential, such as commissions and transportation expenses.

Another item hanging fire is adjudication of the Glenn Miller-Kil Oberstein-RCA-Victor triangle. Oberstein, head of U. S. Records, and the RCA warwork both claim prior contracts calling for the manager's services. Miller is expected to huddle with Weber Monday (23), at which time the matter may be ironed out.

Pitt Playhouse Plans Big Year

PITTSBURGH, Oct. 21.—Playhouse plans to become potent figure in legit scene, with schedule two weeks longer than last year's profitable season and seating capacity enlarged to half again present size. To aid ermine openings, first nights will be Tuesday to avoid conflict with Nixon Monday premieres.

Directed by Fred Burellish, returning for third season, civic theater will offer seven-show season, extending 23 weeks, guided by paid staff of eight, with casts chosen by auditions for each production. Kick-off will be *Kiss the Boys Goodbye*, to run month beginning October 24, followed by three weeks of *Ghost of Yankee Doodle*, similar turn for *Private Lives*, and four weeks for an original musical revue by Charles Gaynor, who turned out *Hold Your Hats* two years ago for same theater. On the tentative list are *Our Town*, *Road to Rome* and *I Want a Policeman*. One-week layoffs between each show will be policy, to allow cast of oncoming production rehearsals in auditorium at night.

Balcony is being added to Playhouse, bought three years ago by subscribers, to augment seating capacity to 348. Change also requires alteration of lobby and new entrance to restaurant-bar under auditorium. Season subscription drive began this week, with no definite budget, but shoot at due to added costs of alterations. Last season's outlay exceeded \$25,000.

Paris is the Ville in Vaudeville

NEW YORK, Oct. 21.—Perhaps the European war has revived the common conception of Paris as a place for soldiers and Frenchie gals whooping it up. In any event, more and more vaude units are going out under fancy Paris labels.

Dan Fitch is putting out a unit called *Mistral du Piree*. A unit called *Pleasure a la Paris* has been touring the South the past month. A. B. Marcus' *La Vie Paris* is playing this country after a tour to the Orient. Marcus has a 110-people unit called *A Night at the Moulin Rouge*.

Nick Botia, Chicago unit producer, has a unit, *Streets de Piree*, now playing the Midwest.

And Clifford C. Fischer, whose French Casino revues brought the Frenchie titles to new heights the past few years, has two units out now, both carrying the Polka Bergers type of title.

"When Eviction Is Lawful"
See Carnival Department of This Issue.

Robitschek Plans Revue on Coast

HOLLYWOOD, Oct. 21.—Kurt Robitschek, foreign producer who tried unsuccessfully to restore three-day straight vaude to New York last spring, is now producing *Hit and Run* here. Hopes to open late this month at the Montmartre Theater, remodeled cowbar. Associated with Robitschek in the direction and production will be Andre Charlot. Company is to be known as the

New Revue Productions, Inc. *Hit and Run*, described as a satirical revue, was authored by Jack Robinson and Gene Stone; Werner Heymann is in charge of music; Rudi Feld in charge of art direction. Madame Pola is wardrobe creator. Margrit Wyler, Parisian player, will make her first American appearance in this show.

100 Set for Chi Auto Show

CHICAGO, Oct. 21.—Auto show here this year, opening a nine-day run at the Amphitheater November 4, will use nearly 100 performers in its pageant now being prepared by Ed Beck, veteran producer. The talent is being employed on a more elaborate scale to attract prospective car buyers. Among acts to be used are a vocal group of 16 men, Florence Kopek, ballet dancer, and an array of dancing and show girls. Virginia O'Brien will stage the girl numbers.

"Fine," says Mr. Gessing, "now play it out loud"

It's our big chance to go on the air for Gessing's Dressing. The moment Mr. Gessing walks in the studio I give the boys the downbeat. We played for dear life. What happens? Mr. G. wants it louder. "That," I told the studio engineer, "is all we've got." "You might," he says, "try a modern sound system." "On what?" "You might," he winks, "go look at Lafayette."

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Its multi-microphone control will add "oomph" to any band. Gives you an individual mike for soloists, another for string sections, a third for reed choirs and so on. Facilities for operating five microphones in all 20" auditorium speakers. Easy to get around with this sound system. Mike and stand fit in speaker case. Powerful "musician's" amplifier housed in separate carrying case. Here is a complete 30 to 40 watt system—the last word in modern P.A.—and it's priced surprisingly low. Send for FREE 1940 catalog.

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Complete with tubes, choice of one microphone and floor stand. Model 745-T
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1000 .. \$ 9.95
30,000 .. 9.95
50,000 .. 12.75
100,000 .. 20.00
1,000,000 .. 150.50
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ROOFLESS PLATES with 3 POINT SUCTION FEATURE!
Fishers—no gagging—Natural Taste—Holds Best Singers, Speakers like the extra long rope, clearer mouth. All items felt to be made at lowest prices. 60-day trial. Write for FREE color and sample. 24 Hour Service. We treat you. Monthly Payments. 24 Hour Service. HOD. LAB., 2761 Mod Williams Bldg., Tampa, Fla.

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

THE ARTS DIRECTORY

Fading Names Ogle Air Programs To Regain Last Draw; Producers Hope To Recoup European Losses

HOLLYWOOD, Oct. 21.—Former Hollywood big names are ogling ether shows as means of grabbing the spotlight and getting themselves back into the flicker biz, it is stated here. Aloof attitude formerly maintained by "names" is melting and there are indications that film stars on the wane may try to recoup their fan mail by other appearances.

While it has been noted for some seasons that picture producers have grabbed some good picture bets from other shows, not until recently has there been an indication that those who formerly were on top could use radio to boost their picture ratings sufficiently to get them back.

Notable example of this is case of Cliff Edwards, who got on NBC's sustainer, *Hall of Fun*, six months ago. Edwards hadn't been getting flicker credits the past few years, after being hot during the early talkie era. After his name was before the public again for some months, producers started making overtures until now Edwards has more credit than he can take care of.

While Edwards is the only name taken out of the *Hall of Fun* show, two other performers on the same program recently clicked in flicker, namely, Mel Blanc and Dick Lane.

HOLLYWOOD, Oct. 21.—Indications that flicker factories are again wooing radio for exploitation are seen in the new *Movie Night* show to be produced by Bill Backer. First film to be plugged into the new show will be 20th Century-Fox *Drums Along the Mohawk*. Kate Smith sent wire of acceptance to Darryl Zanuck to bring her entire show here for one shot November 3. Bud Abbott and Lou Costello, who are teamed in the Broadway show, *Sirens of Paris*, will not come out for the broadcast.

Zanuck, Twentieth head, led the fight last year to cut film dramatizations from the air because of squawks from exhib-

itors. Those close to production centers here believe that, with the European market cut off, there will be a swing toward radio exploitation to boost U. S. grosses.

So much comment has been stirred up among flicker producers over the idea that many of them will contact their exhibitors to get reactions. If comment is favorable and no objections are raised, it is fairly certain that most of the larger studios will follow 20th Century-Fox.

It was pointed out that producers figure nomination by committee of their film as Picture of the Month would snare enough plugs to warrant flicker's b-o. success. Under the new plan, the film plans will bank-roll the dramas, with either sponsor holding up other half-hour expense.

David Broekman has been named by Backer to handle the music for the productions. He will have a 30-piece orchestra, it is announced. Backer's assistants will be Mary Edith Stahl, and Harry Kromann and Hal Block in the writing department.

Don Lee Wants Film Names in Television

HOLLYWOOD, Oct. 21.—Indication that Don Lee television station WJAZ is going heavy for live-talent shows this fall is seen in the appointment of Ray Coffin as associate television producer. He is well known in film circles and former head of Wampas. Television interest has mounted so much during the past year that Don Lee execs wanted someone familiar with Hollywood names.

It is expected that Coffin will round up flicker stars for new shows planned for the fall and the WJAZ will exceed its seven-hour weekly live-talent mark of last year.

Bar Fla. Anti-ASCAP Law

JACKSONVILLE, Fla., Oct. 21.—Federal Constitutional Court here this week granted a temporary injunction restraining the State of Florida from enforcing provisions of the anti-ASCAP law enacted June 12, 1939. A previous and similar law, enacted in 1937, was also enjoined.

ASCAP was represented by Frank J. Wideman and Manley Caldwell, of West Palm Beach and Washington, D. C., and Edwin D. Froehlich and Herman Finkelstein, of general counsel.

Whiteman Appeal in RCA Case Aimed at Blocking "Loophole"

NEW YORK, Oct. 21.—An appeal on certain provisions of the ruling made by Supreme Court Judge Leibell in the case of RCA against Paul Whiteman, WNEW and Elin, Inc., was filed yesterday by the National Association of Performing Artists on behalf of Whiteman. Appeal seeks Circuit Court of Appeal interpretations of three contracts between Whiteman and RCA, contracts being those signed in 1924, 1931 and 1934. First two deals had Whiteman assign his property rights in the platters to RCA; he retained them in the 1934 agreement.

Altho general interpretation is that Whiteman and NAPA gained victories in Judge Leibell's decision, the step involved in the present appeal is regarded as an astute legal maneuver. Among other points, Judge Leibell held that while an artist's talent and individual methods of interpretation are his own and are not transmitted to a record manufacturer in the making of recordings, these same property rights can be assigned to the recorder if the artist wants to. However, NAPA is appealing on the

Garcon!

PHILADELPHIA, Oct. 21.—At a party at the Wotton Road local history, Isaac Levy, of WCAU, was mistaken for the headwaiter and given a sizable tip in appreciation of the ringside table given to a femme. Levy returned the tip but his reported very thoughtful ever since.

Petrillo, Actors Sign Peace Pact

CHICAGO, Oct. 21.—A non-aggression pact was suddenly completed in New York Tuesday between Cht music union head James C. Petrillo and AFRA execs. Mrs. Emily Holt and George Heller, following a three-week pitched battle between the two orgs over jurisdiction of Petrillo's speliars at WBMM-CBS. Peace treaty happened so rapidly that everyone was left a little dizzy, but it culminated quickly enough to claim a victory. Petrillo agreed to turn over the WBMM announcers, but not the sound and production men, to AFRA. Mrs. Holt and Heller agreed to take over Petrillo's contract with the boys and abide by it—and also return \$100, representing initiation fees paid by the Hoosier Hot Shots.

Mrs. Holt flew to Chi Wednesday to effect an agreement with H. Leslie Atlass which would allow AFRA to negotiate with the outlet on pay for speliars working local commercials, pending the outcome of AFRA's arbitration with the nets on that point. Atlass signed and agreed to turn the men over to AFRA on this basis. One reason for this swift settlement was the fact that World Broadcasting Co. and RCA had to hold up cutting shows here until both unions were placated.

With everything serene now, AFRA has announced negotiating with NBC and Mutual's WGN outlet here for local speliar contracts. What arrangements the radio org will make with Petrillo on artists who sing and talk as well as play musical instruments still have to be ironed out, but no trouble is anticipated.

CBS Signs Groaner, Spicler

NEW YORK, Oct. 21.—Columbia Artists, CBS artist bureau, has set management contracts with Jerry Cooper, singer, and Ed Sharbut, one of the top freelance announcers. Sharbut was formerly a staff CBS mikesman.

Griffin Folds

NEW YORK, Oct. 23.—Griffin shoe polish ends its 26-week run on CBS tomorrow (Tuesday) evening. Show has Hal Kemp and his band and Nan Wynne, who Ed. Ross is announcing and Ed Cushman producing.

Talking Shop

By JERRY FRANKEN

Miscellany . . .

What's New, strikes me as being one of the best of the torch shows of recent years, especially the way Bing did it on his show last week. (Look, pal, I only listen to songs—I don't write or plug 'em.) Duke Desbarres (WOR) is breaking out as a writer (*This* week), but he still can't figure out how to keep swizzle sticks on top of the refrigerator and not have 'em bust all over the place. CBS is increasing its campaign to hike WABC morning time slots. Among other steps was the appointment of Luther Reid as WABC publicity director. Reid has made several trips to near-by territory, contacting radio editors and seeing how things shape up for more space. . . . Also a report that CBS is considering a policy whereby commercials will not be allowed except at the beginning and end of commentary programs. Sales plugs sound sort of absurd in the middle of a hot talk on who's going to do what abroad. . . . Memo to Lester Gotlib (Mutual) You're a crumb, crumb! (The Bob Henchels show) are still pretty oculo, but Arthur Hale's 9 p.m. inside news show (WOR) is a honey. A sock writing job by Dick Stewart, of Transradio. . . . I can't wait until the double act of Betty serial NBC is showing on its television program. It's fun to see a cliff-hanger again. . . . And Ben Frost, of NBC, looked last week like he got his hair cut from a girl. . . . Gee, I wish I were out fishing. . . . Funniest story in ages. Cliff Nazzaro had just finished rehearsal of his double-talk show on the Tommy Riggs show when Dave Ross, the show's announcer, went over to him and started what Nazzaro thinks was a conversation. The chatter went on for about half an hour, and Nazzaro still doesn't know that Ross gave him a beautiful dish of the double act, even had been applied. Ross, noted for his elocution, is the last person anyone ever expects will give out with the garble. . . . One of radio's best known talent agencies tried to chisel a contract with an up-and-coming comic last week. Comic is being managed by an agent new to radio, and the biggies thought they could work the knife. Actor really told them off.

Television Review

"The Dover Road"

Reviewed Thursday, 8:30-10:15 p.m. Style—Legit. Reviewed on RCA Receiver style TRK-12.

NBC's evening studio shows are listed for a one-hour period, 8:30-9:30 p.m., but the time allotment seems to be flexible. *Dover Road*, for instance, ran over one and one-half hours, as compared to an average of two hours for regulation legit theater drama. This is too long for legit.

Granting the extra 30 or 35 minutes is very nice of NBC, and undoubtedly makes the task of adapting the program a comparatively simple one for the NBC staff. The more the show approximates a full-length legit drama the more NBC's shortcomings become apparent when compared with straight legit. When a script is trimmed to one hour, those on the receiving end are likely to be much more sympathetic in view of the obvious and inherent difficulties.

In *Dover Road* the tele cast performed creditably, but the camera men were inappreciated, suffered something of a rebuff. On occasion, as when three characters would sit at a table, only two and one-half would be visible. It seems, too, that some of the visual sharpness seen in the earlier programs has been lost. If this is suffered because of loss has been accompanied by a corresponding increase in the technique of making the cast look reasonably like human beings. Those early shows presented a fearful array of faces.

One of the cast of *Dover Road* was Charles Webster, an old hand at radio drama and before that a legit actor. With this eclectic background, of course. (See TELEVISION REVIEW on page 8.)

WFIL Prez Quizzes Spielers on Lingo

PHILADELPHIA, Oct. 21.—Samuel Rosenbaum, proxy of WFIL, has about completed turning the tables on his announcers, having put them thru a quiz on their pronunciation. In a memo to the staff barker Rosenbaum commented that "Philadelphia is noted" for a looseness in diction. "It is easy," the memo said, "to slip into the surrounding Philadelphia patois."

Quiz then asked: "Do you say Sunday or Sun-day? Do you say Nook or Nyook for News, Today or Tyoon-day, Av-nya or Av-nyoo for Avenue, Ah'll Do or I'll Do It? Filadelfia or Filadelfia? Sign Awf or Sign Off? Jellimen or Jennle-men or Gentlemen; Twenny or Twenty; Dennis or Dennist; Innimate or Indimate or Intimate; Iddy or Ily or Italy?"

Curtin, Graham Out at NBC

NEW YORK, Oct. 21.—Ed Curtin, assistant manager of the NBC Press Department, and John Graham, trade paper contact for the network, are both out as of today, their departures coming as a considerable surprise. Curtin had been with NBC about a decade, while Graham was very popular with the newspaper men.

No Difference

PITTSBURGH, Oct. 21.—One of radio's strangest alliances occurred here recently when Brian McDonald, former revue singer and for the past four years emcee of the *Wild Men Amateur Hour*, paired with boxing promoter Mike Jacobs to be a matchmaker for bouts in Duquesne Garden this winter.

Program Reviews

EDST Unless Otherwise Indicated

Al Pearce

Reviewed Wednesday, 8-8:30 p.m.
Style—Variety. Sponsor—Hawaiian Pineapple Co. Agency—N. W. Ayer. Station—WABC (CBS network).

Producers of the Dole show have surrounded Al Pearce with a capable talent get-up, including Billy House, comic; Don Red, tenor; Marie Green and her Merry Men, and Arlene Harris, who does a fast comic talking turn. Band is Carl Hoff's. Both comedy and music on the program are strong. First batch of laughs was occasioned by House's account of his exploits as a football hero, during which business Pearce expertly played straight man—throwing in timely queries and remarks designed to set off the nut humor to best advantage. Second piece of comedy presented by Pearce as Edmer, a gent who tried to peddle a phony radio for \$3. Kind of hokey, but scored as soon as Pearce began throwing out a hysterical laugh during the sales talk.

Don Reid sang *My Love for You*. Your reporter has a strong dislike for this piece of misguided schmaltz, but Reid displayed enough voice quality to stamp him as one of the better radio warblers. His single note revealed not only voice but a knowledge of how to use it to best advantage.

Marie Green singers were something of a novelty. They sang a French tune in a rather strong, almost classical, style. It seems a tricky idea, one which necessitates skilled voices and unusual arrangements. They will bear watching.

Arlene Harris fast talked did what seemed a regulation vaude turn, reproducing voices of a batch of people buying a new car. Script was clever.

Pearce did some good plugs for Dole, and Armstrong's former copy writer deserves a bouquet. Angle for the sales talk digressed from usual hokey by incorporating an educational angle thru brief accounts of Hawaiian plantations, canneries, etc.

Program originates in Hollywood. Ackerman.

"You Explain It"

Reviewed Friday, 6:30-6:45 p.m.
Style—Narration. Sponsor—CGL Clothing Co. Agency—Adolph Weinstein. Station—KECA (Los Angeles).

Here is a quarter-hour show handled by Don Armstrong, former radio star of *The Los Angeles Times*, that is refreshingly different. It is built along rather familiar lines, but Armstrong's treatment of the material gives it a slight edge over the rank and file such shows. On the show reviewed Armstrong related weird and creepy yarns about everything in the book, including little-known facts about sea serpents and sea monsters.

Voice is strong and script is hard enough punch to make the entire show listenable. Writing the stuff himself, Armstrong uses a deft style to get points across. Oren.

"The Parker Family"

Reviewed Sunday, 9:15-9:30 p.m.
Style—Drama. Sponsor—Andrew Jergens Co. Agency—Lennen & Mitchell. Station—WJZ (NBC-Blue network).

What with stories of family life (*One Man's Family*, *The Aldrich Family*) showing they can build major radio audiences, Woodbury soon is taking up at the same thing. Only difference is that *The Parker Family* is a loss.

Show features Leon Janney as juve. He called Edward the Great, or something like that, once upon a time, being a complete story of another of his great adventures. The thing reviewed involved being barred from playing football (and, of course, he's the only guy who can win for old Stewie), a hard-bested English prof (who, of course, is really a sortie) until Dickie-boy writes a sonnet in time. One guess, does he write the sonnet in time. Completely puerile in all departments. Franken.

"The Shadow"

Reviewed Sunday, 5:30-6 p.m. Style—Mystery. Sponsor—D. L. G. W. Coal. Agency—Ruthrauff & Ryan. Station—WOR (MBS network).

Old mister speededook is back on the air again in blue coat, and on the program caught was far from being standard. Story involved the murders of leading baseball pitchers by a screwball mascot. Very fancy murders, electrocut-

ing the players by running juice into the mound so that when they touched it with their spikes, whammo. Bill Johnstone is the lead and okeh, Kenneth Roberts does nicely on the selling end.

Program is strictly n. g. for kids. Franken.

Carson Robison

Reviewed Friday, 8:30-9 p.m. Style—Singing and dramatic. Sponsor—Musterole Co. Agency—Erwin, Wasey. Station—WJZ (NBC-Blue network).

Carson Robison is back for Musterole after the summer aestivation with the same set-up as before. Aided by the Buckaroos (Pearl, John and Bill Mitchell), he presents folk ballads that for the most part are written by himself and also dramatizations of incidents of the very wild West. The program's popularity has been proved in the past.

Pundits in the folkling field draw a definite distinction between hillbilly and cowboy stuff. Robison offers the latter. If he wants the purists to listen, too, it might be a good idea to include more

McCoy numbers and fewer of his own. Singing style of the group is excellent, but it, too, reeks of the synthetic. Dramatization on the first show told of a falsely accused outlaw who justified himself with the aid of Sheriff Carson Robison. The drama portion of the program will undoubtedly appeal powerfully to every listener under the age of eight. Robison handles some of the Musterole plays himself, in a carefully calculated homespun fashion. On the opening show he also did much personal blurring and thanking of a Mr. and Mrs. Blaher, who were present. Mr. Blaher is head man of the Musterole outfit. Burr.

"Those We Love"

Reviewed Thursday, 8:30-9 p.m. Style—Dramatic. Sponsor—Standard Brands. Agency—J. Walter Thompson. Station—WEAF (NBC-Red network).

This is the second half of the Rudy Vallee replacement, and it is slanted for an audience totally different from that which listened to radio's first millionaire. *Those We Love* seems to be fair drama, with a script aiming at some hysterical emotional twists. Episode this show presented a situation wherein John Marshall, attorney, refuses to accept a divorce case after the husband gives him the real inside on his wife's character. Punchy twist is revealed when the

lawyer's son, who presses his father to represent the femme in court, is revealed as the male currently in the clutches of the female.

Nan Grey is featured, but in this particular show the outstanding players were Oscar O'Shea and Richard Cromwell in father and son roles, respectively. They did well, although Cromwell occasionally overplayed.

Program opens with a summary of previous situations for the enlightenment of the listener. It helps very little in acquainting new listeners with the story. This situation, of course, militates against the program's acquiring new audiences once the serial gets well under way.

Commercials were all right, an attempt being made to stem them from a particular incident in the yarn. Thus, when attorney Marshall says he needs proof, announcer comes in with a piece of follow-up stator, you'll, must have proof about Royal Desserts, etc., etc. Ackerman.

Lanny Ross

Reviewed 11:03-11:15 a.m. Style—Musical. Sponsor—Carnpell Soup Co. Agency—Woe Hoeslock. Station—WABC (CBS network).

A welcome relief from the steady flow of morning serial drivel is Lanny Ross' new CBS spot for Franco-American spaghetti. It's a musical spot that should get the listeners. Ross has a pleasant style of vocalizing, and a radiogenic voice deftly. Three-piece musical support has Dick Liebert (organ-novachord); Andy Sannella, with a raft of instruments; and pianist-arranger Joe Lilley.

Good sentimental stunt is to ask the ladies listening to send in their favorite old-time tune for Ross to sing and drool over. Franken.

"Society Girl"

Reviewed Friday, 3:15-3:30 p.m. Style—Serial. Sponsor—Coen Products Refining Co. Agency—E. W. Hellwig. Station—WABC (CBS network).

This daytime serial has a news angle in that it deals with a topic that seems to have been more in the public news lately than heretofore, involving a society girl and the heroine's family and another ewank tribe, with the scion of the Hatfields on the make for the McCoy lassie. Charlotte Manson does nice work in the lead.

Commercial duo is the worst I've ever heard, especially in the delivery. Franken.

Smilin' Ed McConnell

Reviewed Wednesday, 4:45-5 p.m. Style—Religious hymns, philosophy. Sponsor—Purity Bakeries Service Corp. Station—WABC (CBS network).

Ed McConnell's program is made up of religious hymns mostly, with a bit of religio-philosophic gabby calculated to corral a definite type of audience. McConnell is probably selling plenty of bread to those who like to eat and have religion at the same time. His style both in singing and in program presentation is simple—just announcing his tunes, singing them and occasionally digressing for a plug.

In one particular the plugs were interesting. McConnell, for instance, stated that Tasty Bread, his product, really is the best bread—and if he did not sincerely think so he, McConnell, assuredly would not advertise it. Since it comes on a religious program, in the first place, such a statement is hardly necessary. Secondly, it infers, and perhaps rightly, that much of the plugging on the air is so much out mash.

Tunes were such consoling items as *Jesus, Savior of My Soul*; *Just When I Needed You Most*; *Amazing Grace*. Giveaway is a pic of McConnell, obtained for bread wrappers. Ackerman.

"By Kathleen Norris"

Reviewed Thursday, 5-5:15 p.m. Style—Drama. Sponsor—General Mills. Agency—Knox-Reeves. Station—WABC (CBS network).

This program is the first in a series of serial dramatizations of the novels of Kathleen Norris. Yarn this show was titled *Women in Love*, and judgment

Radio Talent

New York

By JERRY LESSER

CHESTER STRATTON, ARNOLD MOSS, ROGER DEKOVEN, CLAUDIA MORGAN, SELENA ROYLE and GERTRUDE WARNER comprise the cast of the new series called *Against the Storm* on the NBC Red. BASHL LOUGHAN directs.

This is the third show for Chester for the same sponsor, the others being *The O'Neills* and *This Day Is Ours*. . . . GEORGE J. LEWIS, who was on the Coast in JOE E. BROWN'S picture, *Spooks Busters*, and in the JACK HOLT picture, *Illicit Cargo*, is back east, and on *Death Valley*. . . . JACK NEGLEY gives away 10 records daily of the new song, *If They Want a War, Let 'Em Keep It Over There*. Other side of the platter is *Line Up the American Way*. Record is by Paromuse, with vocals by Sid Gary, and may be heard daily on WINS Platter Chatter. . . . KENNETH DAIGNEAU appears as Mark Hilton on the *Eilon Randolph* show and as Bill Crawford on the *Thunder Over Paradise* scripts.

John McIntyre and Jeanette Nolan, who have been hibernating in the wilds of Montana for the past year and a half, are back east and again in radio. . . . Charles Webster played the leading role in the NBC television show, *The Power Road*. "last week in what is considered the toughest tele assignment to date. . . . Al Gary and Will Glickman have signed exclusively as writers with Don Stauffer, of the Lyons agency. . . . Earl Crooker has written a new

series, a radio autobiography of Blanche Ring, in which she will star. Others in the cast will include Sean Dillon, Don Gautier and Jean Paul King.

JOSEPH HOLTON, talent scout for 20th Century-Fox, leaves for Chi to cover the radio studios. . . . BEATRICE MILLER plays the grandmother, on *Society Girl*. JULIAN NOA and AGNES MOORHEAD are the new Mr. and Mrs. Curtis on the *Brenda Curtis* show. . . . MARY LEE NASH goes on the *Metro Auditions of the Air* program November 1. DORA DORIS, soprano, who sings on Lou Katzman's Wednesday aft Musical Contrasts, is Mrs. Martin Horrell, wife of the Lambert & Peasley executive. . . . MARY PARKER, of *Grand Central Station*, has left to play in the road show of *Abe Lincoln in Illinois*. . . . TOM TUTTLE flew from Boston this week, where he is playing in *Time of Your Life*, to fill his radio role in *Life and Love of Dr. Susan*. . . . JAMES MCCALLION and AUDREY EGAN have the two title roles in the new *Billy and Betty* series on Columbia. Support includes CHARLES CANTOR, PAUL STEWART, SELENA ROYLE, CHARLES DINGLE and VAN HEPLIN. . . . FRANK LOVEJOY will be featured in the new serial *The House With the Open Door*. . . . MAREK WEBER married the girl, the former ANNE SICHOW. . . . SIDNEY LAMONT, of *Big Sister*, will make a Broadway bow in *Heavenly Express* late this fall.

Chicago

By HAROLD HUMPHREY

GEORGE NEISE, on *Woman in White*, etc., is spending a goodly portion of his income these days with the telephone company. Gal on the receiving end of this investment is JANE WEBB, movie starlet in Hollywood. . . . BIG-GIE LEVIN is taking credit for bringing TONY WONS out of retirement for a new *Serap Book* show starting next Monday.

OLAN SOULE, FRANK NORMA, is nursing a pair of sore gizzards after the mistake of making an early morning grab for the cologne bottle instead of her usual eye-wash. . . . PHILIP LORD (not to be confused with the Phillips of Philadelphia and New York) is doing the lead on *Cameos of New Orleans*, besides his many other radio roles. . . . LAURETTE FILLBRANDT and SEYMOUR YOUNG, kid actor, made such a hit on *Guiding Lights* that P. & G. has built a new scripter around them, the *Phillips* to Happiness. LUCY LANCASTER, gal with the cockney accent on *Mary Marlin*, is one of the few who doesn't have to fake it. She hails from the British Isles.

Jack McLean and band, current at the Trianon Ballroom, will be heard on the air plenty from that spot. Operator Andrew Karas has just signed him to a year's contract. . . . A stickler for figures (mathematical), Ed Prentiss has doped it out that he has just finished his 18,000th broadcast and his fourth year without a swoosh. . . . Louise Tobin, the Benny Goodman warbler, was in town doing the spots with her mate, Harry James, a bandman in his own right now. . . . Betty and Ginny Casper are back in town from a European tour and have rejoined WJJD's "Supper-time Frolic" show. . . . Jay Sims, WRBM announcer, and wife are expecting a small Sims in January. . . . NBC singer Jack Baker leaves this week for Shreveport, La., for a p. z. of the Louisiana State Fair. . . . Everyone along radio row is missing the genial veteran Bob Dyrenforth, who is laid up in the hospital after being struck by a taxicab Saturday.

is rendered difficult owing to fact that the story was anything but tucid. How much pulling power the series will develop will depend upon how clever the producers are in their adaptations.

Chief assets the program starts with the Kathleen Norris authorship, and full advantage is taken of this in an announcement which seems to be—but is not—made by Kathleen Norris. Good showmanship.

Hugs on the show numbered only two but were rather obnoxious, built on the angle that Wheaties, eaten by Joe Di Maggio, are the food of champions. Pointed out Wheaties were a good food for both kids and adults, and vitamin broke was particularly stressed.

Cast includes Arlene Blackburn, Mildred Baker, Santos Ortega and Lawson Zerbe. They had not much chance to show anything. Ackerman.

"Schaefer Revue"

Reviewed Thursday, 7:30-9 p.m. Style—Musical. Sponsor—F. & M. Schaefer Brewery. Station—WEAF.

This hardy perennial has been slightly revamped, new line-up now having Al Ruth's Orchestra, Felix Knight, tenor; Ruth Carhart, contralto, and the "Three Musical Trio." It's a pleasant musical offering.

Ruth, the newest addition to the group, has a well-rounded orchestra and effective arrangements, which, fortunately, remain within the limits of good sense. Knight's voice is well suited to radio, also occasionally lacking in color. Miss Carhart, who sang two numbers, seemed suffering from songs not well suited to her, but a duet of "Over Cupid's Back to Me" was quite pleasing, except when the balance allowed Knight's voice to almost completely obliterate Miss Carhart's. Jesters work is o.k.

Commercial olio acceptable.

Franken.

"Ellen Randolph"

Reviewed Thursday, 1:15-1:30 p.m. Style—Dramatic. Sponsor—Colgate-Palmolive-Peet Co. Agency—Benton & Bowles. Station—WEAF (NBC-Red network).

If anyone wonders what's become of the old Bowers ten-twenty-thirt shows, they're all radio serials now. Only they're worse than ever, if Ellen Randolph, a new five-times-a-week heart-throbber that erupts for Concentrated Super Suds over NBC Red, is any criterion.

Story concerns Ellen, who has married an ordinary and who returns with him from China to live at the home of her rich brother. Rich brother's wife makes Ellen's poor husband feel terribly, terribly unhappy, and also tries to engineer something or other between Ellen and a rich old hometown beau. You're supposed to pant breathlessly for the next installment of that.

Leads are played by Elsie Hitz and John McGovern. Miss Hitz sounds like a string of diluted saccharine wandering wildly among lines and McGovern isn't much better. The others are merely unconsciously comic characters, aided by direction that's about as subtle as a depth bomb.

Bluffs for the show are unbelievably soppy, commercials make a pitiful attempt to be "intimate" and there is a synopsis of previous installments so mealy-mouthed that you think it's being emitted by a sweet potato. There's also an attempt to typecast Ellen in the next span by giving a sort of trailer of its big moments. It appears like an almost perfect way to avoid an audience.

There's also a contest announced to start Monday (16), with women asked to advise Ellen in her dilemma. The only advice worth taking would be to get off the air. Burr.

STAFF OF WOOS, Columbia, S. C., which recently went on the air, includes H. L. Deaton, manager; Charles Thomas, assistant manager and plant engineer; J. W. Melver, commercial manager, and Sterling Wright, program director.

Comment

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 is reviewed in order to give it a production that varies each time it is presented.

RED SKELTON'S *Acetone Time* show, switched from a late afternoon Sunday spot to Wednesday evenings over WMAQ (NBC), has been augmented with the singing services of DICK TODD, a good Crosby-styled tenor, who handles a role typical of any tenor on a comedy show. Program on the whole is only a fair imitation of JACK BENNY'S set-up. The material, on a comparative basis, is much weaker and its preparation has evidence of haste. Commercials are not handled in the best manner. TODD in the first show acquitted himself nobly with a couple of tunes, which included *Blue Orchid and Ride, Tenderfoot, Blue* is impressive. Other numbers are SKELTON'S vaude partner, EDNA STILLWELL; TOM, DICK AND HARRY, used for comedy bits; BOB STRONG'S Orchestra and DEL KING, announcer.

S. H.

A. L. Alexander's *Arbitration Hour* over WHN Fridays from 9 to 10 p.m. remains one of the most exciting and constantly interesting sessions on the air. Actual cases are brought up before a three-man arbitration board of public figures, the personnel of which has been varying week to week, and both sides of each argument are presented. Decisions seem uniformly just and wise; the interchanges between warring parties make the hour both serious and exciting. It manages to accomplish a great deal of good by reconciling many of the disputants, who sign in advance that they will abide by the decision of the board. Aside from the social service angle (which is a great one) the program presents constantly vivid real-life drama.

E. B.

Signal Caravan continues to lead the pack in Coast variety shows. Using good material and better than average acts, this half-hour spot on KFI (NBC Red network) is a good draw from a listener standpoint. FRANK CARSON has taken over the anchor job, handling the spot adequately. His work is better than the run-of-the-mill stuff and he should wind up with something in the big time.

Comedy is handled by BARBARA JO ALLEN, who creates the character of "Vera Vague." Using the typical club-woman approach, the stuff is down to earth and good for laughs. A newcomer to the show is MARY MILFORD, who takes the part of Miss Tiltchell. KAY ST. GERMAIN still handles the soloist spot capably, with the "MILKERS QUARTET" and GORDON JENKINS Orchestra winding up the music department.

Sponsored by the Signal Oil and Gas Corp., the *Signal Caravan* has built its way for the past several years until now it occupies a top Sunday night half-hour spot. Barton Stebbins agency handles the account, with DAVE ELTON producing for NBC.

MARVIN FISHER'S scripts do much to give the production movement and to keep it from bogging down as is the case in so many variety shows. JOHN FRAZER handles the announcing duties for NBC. Show has just been renewed.

D. O.

NBC Props Coast Talks After Years; "Too Hot"

SAN FRANCISCO, Oct. 21. — Because talks have been "too hot to handle," NBC has refused Commonwealth Club use of radio.

Glenn Dalberg, program director, said he was in no way to be considered an attempt to censor, other than a safeguard for the broadcaster.

"The club has never submitted a script," Dalberg said, "but in line with the recent national agreement regarding radio neutrality we thought we ought to know what is going to be said before we gave anyone a microphone."

Secretary William L. Hudson said club's policy was against submitting scripts for the present until group found out what it was all about.

Talks by Commonwealth Club speakers have been a weekly NBC feature for several years.

Advertisers, Agencies, Stations

By PAUL ACKERMAN

NEW YORK:

MOLLY PICON returns to WMAQ November 28 for General Foods. Product is Maxwell House Coffee. Miss Picon will do three spots a week. Advertisers' Broadcasting Co. set the deal. . . . J. M. Mathes will do an announcement campaign for Luden's Cough Drops in November. . . . Paul Whiteeman Ork will do several network sustaining spots from the Hotel New Yorker's Terrace Room. Two are scheduled over Mutual. In addition, there will be a CBS pick-up on Tuesdays. . . . Society of European Stage Authors and Composers (SEAC) has inked a renewal contract with WLW, Cincinnati. . . . Brain power of those experts on Information Please seems to have softened the brains of the sponsors. They now propose to give away a complete set of the "Encyclopaedia Britannica" to those who submit queries which stump the brain trust—in addition to the regular \$10 giveaway.

Daily News Report (press releases) put out by the NBC press department amounts to 200 pounds of news fodder a week. The boys become curious and weighed it. That's a lot o' stuff, if that's the word. . . . Cafe Society's *Battle of Spring*, with Joe Sullivan and Joe Marsala, goes over WNEW twice a week beginning Monday (23). . . . Horace Braham a new addition to cast of "Lorenzo Jones." . . . Dorothy Knox added to J. Walter Thompson's "Dr. Susan." . . . First of WDAY's political contracts is 12 announcements for Alfred E. Smith Jr. beginning November 1. . . . Federal Communications Commission has application of

Toughpeople Broadcasting Corp. for a station operating on 50 watts and 1470 Kilocycles. . . . Lesley of Young & Rubicam's talent department, flew back to Hollywood after a brief visit. . . . Tuddy Pousell's Band will guest on Milton Berle's show Saturday (28) over WEAF. This will be Pousell's first commercial. . . . Gertrude Lanza, who recently left CBS Artists' Bureau, where she did promotion, has been called back to do a special promotion job for the network. . . . John Denon, Pat Dolan and Ted Weber are new to the CBS publicity staff. Robert S. Wood has joined the news division of the public affairs department. . . . "Gangbusters" being adapted for comic strip serializations, and syndication under guidance of Bernard L. Schaber, sales manager for Phil Lord.

CHICAGO:

JIMMY PARKS, formerly radio man for William Morris and Odette agency, is back in circulation again and heading a newly formed radio department in General Amusement Corp.'s Chat office. . . . Lightin' Jim Whipple show with Frank X. Busman folds this week. . . . Schwanmer and Scott agency has bought a weekly six-hour block on NBC locally for the Walgreen Drug Co. to start November 5. . . . Station WEDC has a new midnight chiller called *Humans of Fate* and is plugging it as "not for persons with weak hearts." . . . Trudy Dyer, secretary to Wally Jordan, of the William Morris office, is back at her desk after recuperating from an auto smash-up. H. H.

Hollywood and Los Angeles

By DEAN OWEN

EDITH MEISER, who scripts *Sherlock Holmes*, headed east. She'll return in a month. . . . Tony Bickley, who was a runner-up in *Gateway to Hollywood* last season, cast for Elliot Nugent's *The Mele Animal*. Mary Jane Barnes, another *Gateway* graduate, gets warbling role in new Musical Soiree. Up to couple of months ago gal didn't even know she could sing. . . . WOL's political contract returned to CBS after month in the hospital. She's in the script department. . . . Roger Pryor parked his baton long enough to start work in Warner's *Million-Dollar Fugitive*. . . . John Wald now handling *Richfield News* broadcasts alone. Formerly worked with Ken Barton, but sponsor said why two voices when one will do.

ARTHUR KEMP, Coast sales manager for CBS, is in Boston on business, with WELF as his headquarters. . . . Bill Shingle, recently announcer and production man at WIZ, Tuscola, Ill., has joined WIBC, Indianapolis. Duties will include announcing and scripting. . . . Ronald Dawson, for 10 years draughtsman for WOL, has moved to D. C., has joined WFVA, Fredericksburg, Va., as producer. . . . Lois Engelhardt added to the staff of KSO-KINT, Des Moines, Ia. . . . Marilyn Mullin has been signed for a light opera program Sundays over KSO.

VERA SALZMAN, newest KFAB singing recruit, Lincoln, Neb., parted the whole KFAB-KFOR studio executive staff. . . . Russ Stewart, station manager of KOKY, Scottsbluff, Neb., will be married November 15 to Lois Redding. . . . Robert Cowden is a new continuity writer added to WDRC, Hartford, Conn. . . . Bill Reeves is the new news editor on WELF, New Haven, Conn. . . . Jack Zaiman doing sports comment and publicity for WDRC, Hartford, Conn.

DIXIE DABBLES: Kleva Kirby, WWL (New Orleans) announcer, back from brief stay in New York and Chicago, where she studied technique under LES heads. . . . Bert Ferguson, leave WHIQ, Memphis. Replaced by Charlie Walters and Ned Cronk, latter to handle old sport spot on WHIQ. . . . Special wiring from Louisiana State Fairgrounds will be used by McNeill and Jack Baker on the *Breakfast Club* while the Fair

Elliot Lewis, after spots with Lorretta Young, is being retained for support to Merle Oberon on the *Lux Show*. . . . Irving Reis is in the Colors Dept. of Loebman Hospital following appendectomy. . . . WEXAO, Don Lee tele station, carried the opening of the L. A. Auto Show. Maxine Gray, Betty Jane Rhodes and Alvin Ray supplied the live talent, with Mayor Bowron starting the festivities. . . . Kay Kiser will broadcast his *Lucifer Show* from set of his *Rock 'n' Roll Right, You're Wrong*, on the KEO lot. . . . Arthur Lake and Penny Singleton open four-week p. a. tour at San Francisco, then on to Oakland, Portland and Seattle.

From All Around

acted as entertainers during the Pellon State Exposition October 1 to 30. . . . Stanley L. Vainrib has been added to announcer staff of KRIC, Beaumont. . . . Robert H. Harter has been appointed traffic manager of WHO, Des Moines.

TELEVISION REVIEW

(Continued from page 6)

Webster would naturally prove able, both in talking his lines and in the more subtle elements of acting usually forgotten or neglected by the run-of-the-mill actor-theatrical. He played Mr. Latimer, the lead, with the air of mystery and spiritual understanding required.

Others were Marjorie Clarke, who took second honor as Ann, and Maurice Wells, Marie Carron, Richard Janaver and William Thornton. Ackerman.

"A Rose by Any Other . . ."

PHILADELPHIA, Oct. 21. — As a press agent Jack Rose is developing into a tolerable radio actor. Having landed publicity for the Philadelphia La Scala Grand Opera Co. he assumed a brusque and persnickety Pat Stanton, custodian of the *Irish Hour* on WDAS, to permit him a few words on the air on the strength of a fellow appearance of James Matton, a fellow Hudsonian who is the first guest artist of the opera. After this he waited around until the *Italian Hour* was aired and, speaking like a plug-ghetti inhaler, got another grand plug-

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AFM TOURING CRKLS

AFM Seeks SS Relief in Court

Nix assessments to cover tax—Ansell to lead legal battle—no subterfuge

NEW YORK, Oct. 21.—American Federation of Musicians' battle to remove the burden of Social Security tax from band leaders booked into hotel locations will be fought out in the courts under the guidance of federation counsel, Gen. Samuel T. Ansell, according to AFM exec board officials who discussed the situation this week. Harry Brenton, AFM treasurer and member of the board, said the cases were not in favor of dodging the issue by slapping a 5 per cent assessment above scale to be paid by hotels using bands.

Problem came to the fore as a result of decisions fostered by the American Hotel Association, stating that the band leader, not the hotel manager, was responsible for payment of the levy. This reversal being retroactive, band leaders would be required to pay hundreds of dollars in order to bring back payments up to date. Federation officials last week stated they were determined somehow to avoid this toll upon the maestri and if necessary might make use of a 5 per cent assessment. Feeling in the trade is that such a move would have measurably hampered activities of band agencies, who are already hard pressed in selling bands.

Brenton, however, laid this boggy away. Feeling of the board is that the AFM's motives might be questioned in the event it resorted to such tactics. Rather than adopt a plan which might be questioned from the ethical viewpoint, exec board feels that it would rather secure a victory thru the courts. Ansell, who has been waging the federation's Social Security battles since the law went into effect, will have full control in the AFM's latest attempt to reverse the decisions favorable to band leaders.

NEW YORK, Oct. 21.—After twice ruling that Red Nichols and band were employees, Bureau of Internal Revenue reversed itself this week to hold that Nichols would have to pay the Social Security taxes. Reversal is in line with decisions handed down by the bureau recently against Sammy Watkins and Emerson Gill, and is a direct result of pressure brought by the American Hotel Association.

Joseph Richter, counsel for Nichols, is appealing the case. Richter meanwhile said he would seek the co-operation of Gen. Samuel T. Ansell, AFM attorney, in an effort to convince the bureau to drop for all that band leaders are not employees, but that, despite the union regulations on hiring and firing members in the band, hotels still stipulate size of crews. It is pointed out membership in bands fluctuated to the

Dig This Dig

NEW YORK, Oct. 21.—A not-so-subtle plug for Larry Clinton was perpetrated by that maestro in the midst of the Artie Shaw opening at Hotel Pennsylvania's new Cafe Rouge Thursday (19). Clinton, appearing at Roseland Ballroom here, managed to slip away from his chores there long enough to get down to the Penn and—maybe it was coincidence—inside tables carried little cards which succinctly stated: "We LOVE Jitterbug! (signed) Larry Clinton and Roseland Ballroom."

Crosby Corners 13C On Discount Ducat Buffalo Promotion

BUFFALO, Oct. 21.—Bob Crosby, here last Wednesday (11) at Broadway Auditorium, drew 2,000 persons, which was good enough, according to promoter Harold Austin, below expectations. Austin promoted Crosby at the Crystal Ballroom on the Canadian side early this summer, and results were sensational.

Promotion campaign Austin put on was slightly different. Instead of advance prices, he used discount program. About 150,000 were printed and mailed to Bobcat Club members (a list established at the previous dance) and passed out at sports events, high schools, ice cream parlors and other spots where likely dance patrons hang out. Discount tickets were also printed in coupon form in the dailies to be clipped and presented at the office. Results showed fine response, inasmuch as 1,000 were admitted for 50 cents upon turning in their passes, and only 400 persons paid the regular 85 cents.

An approximate total gross of \$1,300 speaks for itself, especially when it is taken into consideration that Glenn Miller played an engagement at Shea's Buffalo Theater the same week and appeared in person at a big dance sponsored by *The Courier Express* Toy Fund two days later. Austin felt that Crosby would have done a lot better had he played during an average week. Also, promotion expenses were high, since Crosby had to compete with an extensive campaign put on by *The Courier* itself for Glenn Miller.

point where only one man remained throughout the year's engagements. Hotel owners Richter stated, have frequently insisted band leaders hire extra vocalists or contract for only 10 men, whereas band's previous engagements may have had no vocalist, but had been with a 14-man band.

Further, Nichols' counsel points out, the bureau's reversal is economically unsound since the burden of a 3 per cent tax on most bands, with exception of the Whiteman's and the Goodman's, would make it almost impossible for them to continue.

802 Follows Words With Action In Laying Down Law to Leaders

Lunceford, Elmer Lee, Sonny James, Jenney and Prima first to feel fury—will also police transfer men—claim many carry jobs in "pocket"

NEW YORK, Oct. 21.—Following words with action, trial board of Local 802, AFM, this week fired the first gun in the union's campaign to force traveling bands to obey the strict letter of the laws and use local lads if they hope to work here. The ax fell upon five maestri already, most of whom were ordered to replace their out-of-town musicians with 802 men. Those caught in the union's net this week were Jimmy Lunceford, Elmer Lee, Louis Prima, Sonny James and Jack Jenney. Jack Teagarden and Eddie Varoz head the list of band leaders called for consideration of their cases this week.

Kinney's Hula Stuff Socko for Lexington

NEW YORK, Oct. 21.—"There seems to be no end in sight to the popularity of our romantic Hawaiian music," concludes Charles E. Rochester, vice-president and managing director of Hotel Lexington here. Ending the 28th month since its opening in June, 1937, and the 13th consecutive month with its present entertainment headed by Ray Kinney Hawaiian Orchestra and the Aloha Maids, the hotel's Hawaiian Room shows no signs of diminishing popularity but it makes new records in attendance and business.

Last year, in September, it was thought room's capacity had been reached when 28,000 people were entertained during that month at luncheon, dinner and supper. This was an increase of 1,400 over the attendance in September, 1937. The September month this year, however, eclipsed this record by 9 per cent, serving 31,000.

Rochester further pointed out that last month's business of the entire hotel went 25 per cent ahead of September, 1938, giving no little credit to the hula hula atmosphere that has now become a must in New York night life.

Welk, Tomlin Okeh At Archer Dansants

DES MOINES, Oct. 21.—Fall biz continued on the up-grade at Archer's Mid-west indoor dance spots, but unusual when weather is being blamed for keeping dancepatrons away.

Pinky Tomlin pulled in 1,350 to Tom Archer's Tromar here last Thursday (12), grossing \$1,012.50 with a 75-cent dance. Tomlin had 1,200 dancers at Archer's Fro Hop in St. Joseph, Mo., on Saturday (14) for a \$900 gross.

Lawrence Welk grossed \$1,200 at the Sioux City, Ia., Skylon on Sunday (15), 1,600 dancers paying 75 cents each. Welk did better, than \$1,500 at Archer's Cherokeo at Omaha the night previous (14).

Archer is planning to use Tomlin and Welk in other spots on his circuit during the next two weeks, with Welk scheduled for the Tromar here tonight (21).

Football Cuts Dance Draw; Stable's Cauton 4C Light

CANTON, O., Oct. 21.—Dick Stable gave Moonlight Ballroom at near-by Meyers Lake Park only a fair \$400 last Sunday (15), attracting 720 customers at 55 cents each. Band, a district fave, had done better on previous visits to the park ballroom, the management said.

Current football season has hampered biz at the park ballroom for the past month, and management won't buy any big names until Thanksgiving, when football is ended. In the meanwhile, middle bracket and section crkls will be offered Sunday nights, with Al Donahue due at the local dansant this Sunday (22). Buddy Rogers and Ted Weems, recent offerings at the park ballroom, drew smaller crowds than the management anticipated. \$900 is operating on Sunday and Saturday this winter, the usual Tuesday night session being out, at least temporarily.

Coincidental with the union's surveillance over the traveling band field, Max Arons, trial board chairman, revealed that the local has inaugurated a policing system whereby all transfer men will be investigated—in order to determine whether they came into the 802 jurisdiction "with a job in their pockets" or with promises of jobs. Local will also seek to determine whether transfer men are bona fide residents in the jurisdiction, or whether they merely maintain mailing addresses. Transfers to Local 802 amount to about 20 each week.

Those called on the mat already, Harold Caley appeared as personal manager for Jimmy Lunceford. He promised not to compete for engagements in this jurisdiction. Local therefore granted him permission to make New York his headquarters and he can keep the out-of-town men in the band.

Louis Prima was told that in the event he wants to remain in New York he will have to make his band a full 802 outfit by replacing two of his men. Local will allow Prima to finish his contract at the Hickory House with his band as is, but the change must be made immediately thereafter.

Sonny James, local maestro who formed a traveling band here, was told that he must replace the out-of-towners with 802 men within two weeks. This is likely to be disastrous for James, inasmuch as his 11-piece outfit includes nine non-802 men.

Jack Jenney promised to replace his single out-of-town musician immediately.

In explaining the local's action Max Arons pointed out that the clean-up campaign was another of the union's means of creating employment for local musicians, and in so doing Arons stated the union would take advantage of every Federation law to achieve this end.

Elmer Lee, Hawaiian band brought to Hotel St. Regis by Vincent Astor, had charges preferred against him to the effect that he was playing miscellaneous engagements while here as a traveling band. Lee appeared before the trial board for interrogation and admitted same. No action was taken at the time.

In addition to those already axed, local had stated Lucky Millinder, Claude Hopkins, Teddy Wilson and Count Basie for appearances before the trial board, but boys were still out of town and will be brought up as soon as they return. In the meantime the union is combing the entire band field within its jurisdiction.

Two weeks ago 802 notified all bookers of its contemplated action, advising them to adjust their business accordingly. Included with the notice was a transcript of the text of the Federation by-law, Article 13 Section 10 I, showing authorization for the local's stand.

Duke a Junior League Hit

CHICAGO, Oct. 21.—Duke Ellington played to 1,200 blue bloods at the Bunco League dance held in the Drake Hotel ballroom last Sunday (15). With a dinner-dance duet priced at \$6, the total came up to \$10,800. Band was sold for \$1,800. After cutting some platters Duke left for St. Louis where the notice was a two-week run at the Coronado Hotel last night.

Blame ASCAP Tax for Job Loss To Musicians at Smaller Spots

LOS ANGELES, Oct. 21.—Indications that many small dance combos are getting the bounce due to the sudden stiffening of American Society of Authors, Composers and Publishers licensing fee was seen this week when a survey indicated that musicians in American had ceased to play in several sections of the country were receiving their notice due to this condition.

Letter which Kenneth C. Davis, of Davis-Schweger, sent to AFM locals throughout the country, offering a "tax free" music service in American, had apparently made a dent, according to Paul Schweger, prez of the firm. He stated that 30 AFM locals had written letters saying that members were getting let out of use of the ASCAP tax, asserting that spot operators couldn't afford the boost.

One letter written by the secretary of

Local 348 in Sheridan, Wyo., said in part, "ASCAP has suddenly made a raid here, threatened the night club managers with a law suit if they do not meet the demand for a fee of \$120 each, payable immediately. As a result four small orchestras have received their two weeks' notice."

It was claimed that this particular local was interested in grabbing "tax free" music to offset the ASCAP tax and enable its members to stay on the job. A meeting was to be held in Sheridan this week with night spot managers to try to get them to agree to ditch the ASCAP catalog and use "tax free" music in order to keep the bands employed.

Small radio stations were also being roped in on the deal, several of them feeling that if bands were out of the picture it would mean loss of remote broadcasting revenue for that station.

Philly Local, U of P Impasse

Campus fights scale on house parties—would list school unfair—proms hit

PHILADELPHIA, Oct. 21.—An editorial in *The Daily Pennsylvanian*, publication for the University of Pennsylvania, blaming the music business, blaming the fraternities for an attempt to force the fraternity houses to pay high prices for their house dances, has caused a situation which may result in union musicians being barred from playing at all activities scheduled to be held on the campus. The editorial, while agreeing with the aims of unionization, pointed out that the fraternities objected to being sandwiched into signing union contracts on the ground that many of the smaller houses are unable to pay scale prices.

In answering the editorial, Rex Riccardi, secretary of the toolsters' outfit, said that negotiations have been going on for nearly a year between the Interfraternity Council and the union. At every attempt made to get the proper authorities into a conference on this question, the union, he says, was given a run-around by being referred to someone else, who again passed the buck. On Wednesday (18), a committee of musicians spent the entire day trying to pin down some one who would admit authority to talk. As a result of this visit, two students were delegated to speak to Riccardi. After the conference, union planned to declare the meeting date at next Wednesday (25), when it is hoped that authorization will be received by the committee to sign contracts.

Riccardi said that in the event an agreement is not reached the union would be forced to declare the University of Pennsylvania on the unfair list. If the campus is placed on the proscribed list, Glenn Miller, scheduled to play at the Junior prom November 3, will be asked not to fulfill the date. Also in danger of being called off is the two-week engagement of the Mack and Wig show, *Great Guns*, at Erlanger Theater beginning Thanksgiving.

ANDY LIEBETTER has taken over the ark of Bill Hardwick, Memphis band, and is continuing to operate under the Hardwick name. Hardwick has left the band bit for a post with an Illinois power company. W. M. Hardwick is booking the outfit thruout the territory.

HERBIE and his HOLMES ORCHESTRA

Currently at BROWN PALACE HOTEL, DENVER, COLO.
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Chicago.

RAY HERBECK

and his MUSIC with ROMANCE ON TOUR.
BRUNSWICK-VOCALION Records.
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Chicago.

LAWRENCE WELK

New Playing at the NICOLLET HOTEL, Minneapolis
VOCALION RECORDS
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Chicago.

Gotham Gab

THE new year will mark the beginning of a new career for COLA MANNY PRAGER, who is as much a part of BEN BERANEK as the maestro's unforgiving and unrequited baritone singing. Prager, of the Kentucky colonels, will leave the Bernie gang as soon as the new year is ushered in and step out in front of a band of his own flying the Frederick Bros. Music Corp. banner. . . it'll be bliss and tucker at the Broadway box offices early November when BOB CROSBY and BOB ZURKE, a recent departure from the Bobcats turning Tomcat in front of his own Dickeland band, play day and date at the main stem's opposition theaters. . . Zurke opens the 8th at the Paramount and two days later gives Crosby a couple blocks up the history-making street at the Strand. . . they say that when KAY KYSER returns here within a fortnight he won't accept any engagements whatsoever until the new year, sticking solely to his commercial air show. . . plausible explanation follows that additional earnings will jump his rating too high for income tax purposes. . . the new picture LOU WASSERMAN (Kyser's guiding light) getting good and angry over a little matter like that. . . TEDDY POWELL and General Amusement Corp. have come to the crossroads, contract being offered by this time. . . all this gabbing about Negro musicians taking away work from their paler-faced brothers is so much poppy-rot. . . fact of the matter, the okey orks are increasingly cutting in on Harlem territory. . . GARDEN on the follow in the big and tan tipping resort, has been buying the white bands from CRA this season and now goes on the MCA ledger, with BUNNY BERIGAN taking over this week, and HARRY JAMEN and JACK TREATOR on the follow in the new place in Harlem, both the Savoy Ballroom and the newly opened Golden Gate Ballroom are bringing in white bands for solo stands. . . CHARLIE BARNET has thrummed an engagement at Hotel Lincoln here, while JAY SAVITT fills at the Paramount Theater in order to grab up some healthy cologne on colored dates. . . already Barnet is set for a November 21 dance at the Colonnade Ballroom, Washington; the Strand Ballroom, Baltimore, two nights later; a week at the Apollo Theater here on December 1, making the first time in five years for a white band at the house, Barnet being that white band curiously enough five years ago, and at Kruger's in New York, Newark, N. J., and elsewhere. . . and for that matter, one of our earliest recollections in the ballroom field was a Reese DuPre colored dance promotion in Baltimore, with GUY LOMBARDO making the music. . . Reese, who is still promoting 'em today, has paid out plenty a penny for white bands at his colored dances.

Along the Atlantic

LES BROWN, moving out of Syracuse (N. Y.) Hotel next week, takes in a week at Loew's Theater, New York, November 2 and then one-nights to Boston for a triple-weekend stanzas at Ray Gray's Savoy Ballroom, starting the 17th. . . Syracuse Hotel gets BOBBY PARKS on the first on the month for a four-week stretch. . . Club Edgewood, Albany, N. Y., returns HOWARD BECKER for a third time, taking over the stand again October 27. . . Boston's Tremont Plaza Cafe takes AL BOORIS for an indeterminate sentence, band getting 11 weekly airshots locally via the WMEX frequency. . . DUKE DALY, coming under CRA's management and Johnny Greenhut's personal wing, opens Thursday (26) for an indef run at Canary Cottage, Florham Park, N. J., with a Mutual wire for the air build. . . LEE KOHN, another newcomer to the CRA band rolls opens this week for a long run at Bud Crawford's Hotel Philadelphia in that city. . . Quaker CRA's first hotel sale in the marks City, BILL BURNHAM snaring the account, with the KING'S JESTERS penciled in as a new attraction. . . MIKE BAKER and DUO, a new cocktail twosome, take in the next fortnight's stroll at Hotel Casey, Scranton, Pa.

Chicago Chat

STUFF SMITH is back in town, this time at Carl Con's swing-stepped Up Beat Club, opening this week for an in-

def run. . . WINGY MANONE is on the same bill but without a band, butting new attraction RED HOBSON, trumpeter of Music Goes 'Round days, has joined up with JOE SANDERS. . . L. A. FREDERICK, FPMC prep, took off for the West Coast to scout new talent and look around for new booking territory. . . he'll be away for only a couple weeks, possibly just long enough to give root to another branch for his fast-blooming band agency. . . CHARLES MILLER, nominal head of the local MCA branch, off to New York again after taking in several local openings of office bands. . . AL CELLEY joins Ina Ray Hutton's new male band here as road manager, ARTHUR WRIGHT, guide during her melo-dear days, going out on the road for Cab Calloway. . . LITTLE CAESAR followed George De Carli into Oriental Gardens. . . VINCENT LOPEZ, who closed Thursday (19) at Coronado Hotel, St. Louis, in town to cut some platters for Columbia Recording Corp., his new disc affiliation. . . GREGG COURTNEY, William Morris one-night book, lined up 11 dates for Vince for an aggregate guarantee of \$9,500. . . stands are all en route to New Orleans, where the band starts a three-weeker at Jung Hotel, St. Louis, a holiday season will also bring TERRY SHAND to the Trianon-Aragon terp temples. . . the songwriting maestro has been taken under the personal management wing of MOE GALE.

South by West

JOHNNY LONG into Beverly Hills Country Club, Covington, Ky., on Friday (27) for two weeks with BUDY ROGERS on the follow November 10 for a fortnight. . . JOE CAPPO locates at Westwood Supper Club, Richmond, Va. for an indef run. . . with Greensboro, N. C., the hub, SHELTON STUBBINS takes to barnstorming the Carolina and Virginia on the follow November 10, Cincinnati lining up a parade of Fencing bands, dancant signing an exclusive with the agency. . . DON WALLACE is set for a long run at Vesta Del Lago on the shores of Lake Michigan at Wilmette, Mich. . . PAUL WHITEMAN takes JOHNNY PAUGUSTINE, the hot fiddling-maestro, under his personal management wing. . . for the initiators, Johnny will fill the Wednesday night sessions at Hotel New York, New York, while Pops buy selling Chicago's cleanest. . . BOB CHESTER, rightly rated high among the up-and-comers, signed for a couple February weeks at New York's choice Paramount Theater. . . ERSKINE HAWKINS takes in another return run at New York's Savoy Ballroom starting November 23. . . RAY PEARL into Bill Green's Casino, Pittsburgh, this week, with BENNY BURTON due in on November 6 for a run. . . DON HARTMAN located at Middletown (N. J.) Hotel for HERBIE and his HOLMES ORCHESTRA and his hot jazz crew pile into Nick's, New York, Wednesday (25) for a four-weeker. . . makes the first date for Muggsy out of Chicago since he organized his seven-piecer. . . BENNY MERFILL played the top of Southern Gentlemen. . . OTO for his radio tour. . . LEW FIDDLER, bowing out of Chicago's Colony Club into Imperial Hotel, Detroit, for a long run. . . CECIL KRISTAL at Pay's Southern Grill, Macon, Ga., getting four local airshots out of WMGM. . . WILL HAYES, 12-foot trumpet tootler, leaving Seger Ellis, linked with WALTER POWELL at the World's Fair Little Old New York. . . MAXINE SULLIVAN added to cast of *Singin' the Dream*, new New York musical production. . . BENNY GOODMAN. . . GERRY GERARD opened a three-month return run at Schneider's Tavern on Cleveland's West Side. . . and so we send our cuffs to the cleaners.

Notes Off the Cuff

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MOUSIE RANDOLPH, trumpet tootler with Cab Calloway for many years, has left the band to join Benny Carter. Other side changes among bands find Lou Busch replacing Ross Hall on piano for Hal Kemp.

Where's the Percentage?

NEW YORK, Oct. 21.—Some time ago Gene Kardos recorded a Jewel Music publication, *Hope, I Hope, I Hope*, for Vocalion. His most recent royalty statement on the disk amounted to all of 14 cents, which Bill Lackenbauer, Jewel prez, sent in check form to Kardos at his current stand, Zimmerman's Hungaria Restaurant here.

When the registered letter arrived at the place Kardos wasn't on hand to receive it, so it found its way back to the post office to await his calling. Unaware of its contents, and thinking it might be something important, Gene hopped a cab to the p. o. and told the driver to wait while he went inside to claim the letter. By the time he got back to Zimmerman's he had spent \$2-45 in taxi fare, all for a 14-cent check.

Harlem's New Golden Gate Promises Stiff Competition for Savoy

NEW YORK, Oct. 21.—What is said to be the largest dansant in the country had its gala pre-noon Thursday (19) when Jay Pagen's Golden Gate Ballroom threw open its doors in Harlem to stiff competition to Moe Gale's renowned Savoy Ballroom several blocks away. Golden Gate, financed by a Brooklyn syndicate and promoted and operated by Pagen, original operator of the Savoy some years ago, represents an investment of \$500,000 and embodies one of the most ambitious ballroom policies undertaken anywhere.

Permanent music set-up takes in three bands nightly, two on house duty and the third changes each evening. Names will prevail on the stands, with Andy Kirk and Teddy Wilson the head-off pair for the next six weeks. Opening night saw Buddy Wagner's electro-swing outfit making its initial appearance anywhere as the third band attraction. Other attractions the first night included guest appearances by Louis Armstrong, Louis Prima and star acts from the new Cotton Club show.

Golden Gate is indeed impressive in its physical aspect as well as its operating policy. Situated has been at various times a movie theater and a sports arena and covers 25,000 square feet, 15,000 of which are taken up by the dance floor itself. The 50-foot ceiling lends a spaciousness, unbroken thruout the entire spot by any number of pillars, thus makes huge crowds possible without the feeling of suffocation usually prevalent in spots of this type. Capacity is up to 8,000. Designed by Thomas W. Lamb, décor is simple if not strikingly so. The bar serves at either end and the place allows for food and drinks, with the exception of liquor.

Pagen at present has no band booking office affiliation and will continue to book independently. Drums will be played at either end, but bands will be both white and colored. Admission week nights is 55 cents a head, 75 cents week-ends. Milton Rubin office is handling the spot's publicity.

Miami's 5 o'Clock Club An Early Season Opener

MIAMI, Fla., Oct. 21.—Sam Barken, overseer of the Fire o'Clock Club, will again beat the season's night-life tide by opening his new place, the November 2 premiere, well over a month ahead of the accepted curtain-raiser. Spot does big local biz, and November lull in tourist trade will not fade.

Walter Feldkamp comes in for the music-making, set to remain thru April. Band played here last season at Club Continental, which has already signed Alex Balkin for the regular season's run.

Lorch Oke for Turnpike

LINCOLN, Neb., Oct. 21.—Carl Lorch, first-timer here at Turnpike Casino and pop-piced, gathered a pretty fair \$700 a three-night stand. Top asked was 30 cents per person on Saturday night. Was in October 13 to 15, coming from New York. He opened at the Paston Hotel, Omaha (17), after playing a battle of music on the Omaha Orpheum stage the same night with Glen Gray's Casa Loma crew.

Music Items

Publishers and People

MICKEY GOLDSEN leaves his post with Exclusive Music and Mills Artists to take over the general management of Lou Levy's Leeds Music Co. November 1. Al Stool replaces Dave Bernstein as chief rep for Leeds. Edna Shore, for the past 10 years with Warner, leaves to become sales and advertising head of Mercer-Morris, Inc. Jesse Stool takes over the Chicago district for the firm, while Jack Archer reports to the Coast. George Resnick and Benny Lanthier made contact men in the New York office, with Vi Mele staff pianist.

Harry Revel is in New York to see publishers about his book "Found in Error." Dave Bernie is the new professional manager at ABC Music, Berlin build. Hal Fein started contacting this week for Olman Music.

Suit for alleged plagiarism reached New York Federal Court this week on the title song of 20th Century-Fox's "Here's to Romance" pic, which starred Nino Martini couple of seasons ago. Carl Fein and Mary and Jeff Gluckstein, tune by Herb Magidson and Con Conrad, infringes on their "Goodbye to Love." Magidson and Conrad, Sam Fox Publishing Co., and the pic firm are mentioned in the suit, which asks \$25,000 and \$100,000 in profits, allegedly exceeding \$500,000.

More of the Same
BALL MUSIC PUBLISHING CO., Hollywood firm, marked its first anniversary this week. House is headed by Roland Ball, who has been with the firm since the late Ernest R. Ball, famous composer and charter member of ASCAP. Company specializes in Hawaiian music. Marty Payne becomes Chicago rep for Jess Minsky. Bob Lee joins Joe Davis, Inc. as contact man. Dr. Bill Sexton, popular entertainer among the Hollywood set, is breaking into the music biz as Coast rep for Tommy Dorsey's Sun Music Co.

Edward B. Marks Music releasing a series of Roy Eldridge trumpet solos, seven in all. Dr. Clay Boland, Philadelphia dentist and songwriter-as-a-hobby, drew the score for the University of Pennsylvania's Mask and Wig Club annual show for the fifth time. Title this year is "Great Guns."

ASCAP payoff for the third quarter of 1939 is down \$30,000, largely due to income taxes levied on the recent week-long music festival held in New York, when admission-free concerts were given with all costs assumed by the society. Second quarter of this year totaled \$2,361,000.

Songs and Such
NAT SHILKRET will publish Ann R. Rosell's "And a Panda," which will be used as signature song on all Walter Lantz Panda movie cartoons. Chatterbox, by Jerome Brainin and Alan Roberts, goes to Chappell from the Kay Kyser pic. Bregman, Vocco & Conn get the "Swing of the Dreams" from Van Brusen and Eddie DeLange. Mills Music releasing the latest in the Sid Phillips' orchestration series, Men About Town.

Other Mills recent acquisitions are Pat Walker's "And a Panda," which will be used as signature song on all Walter Lantz Panda movie cartoons. Chatterbox, by Jerome Brainin and Alan Roberts, goes to Chappell from the Kay Kyser pic. Bregman, Vocco & Conn get the "Swing of the Dreams" from Van Brusen and Eddie DeLange. Mills Music releasing the latest in the Sid Phillips' orchestration series, Men About Town.

Two Victor Schertzinger tunes will appear on the Bing Crosby Road to Singapore score which, with "Surfer" and "Jimmy Monaco" are penning. Captain Yeaks and Mist of the Moon are by Schertzinger, the film's director. Irving Berlin is on the Coast to prepare his forthcoming 80th Century-Fox pic, Say It With Music. D. B.

Edison a CRA Show-Caser

NEW YORK, Oct. 21.—Following the pattern initiated at Hotel New Yorker last season, when the musicians' union ruled a six-day playing week, Hotel Edison and the "Band of the Week" policy for Blue Baron's night off. Edison being an exclusive Consolidated Radio Artists account, the CRA bands will be show-cased to the trade and prospective buyers while doing the regular shows. Special billing is for Monday nights, Blue Baron's night off, Monday (23). New Yorker, buying in an open market, has a Sunday show-casing, with the one-night attraction getting proportionately as much house and newspaper advertising as the regular band.

Sheet-Music Leaders

(Week Ending October 21)

Position	Last Wk.	Title	Wk.
1	1	Over the Rainbow	1
2	2	South of the Border	2
3	3	The Man With the Mandolin	3
4	4	An Apple for the Teacher	4
5	5	In an 18th Century Drawing Room	5
6	6	Bear Barrel Polka	6
7	7	Blue Orchids	7
8	8	Day In, Day Out	8
9	9	Sunrise Serenade	9
10	10	Oh, You Crazy Moon	10
11	11	Scatterbrain	11
12	12	A Man and His Dream	12
13	13	Cinderella, Stay in My Arms	13
14	14	Moonlight Serenade	14
15	15	Moon Love	15

Special Promotions At Memphis Claridge

MEMPHIS, Tenn., Oct. 21.—Claridge Hotel reopened its Twentieth Century Room, dance spot, last Friday (6) after suspending operations since the roof shut down after Labor Day. Room, completely redecorated at cost of \$15,000, plus Claridge definitely back into the dance business after slim pickings since last winter when opposition, Peabody Hotel, opened new room with name bands.

Opening with Nick Stuart, Manager Al Paterson reported big crowd with good take despite cut in admission. New charges are 75 cents a head and \$1 on Saturday, cutting from \$1.10 week days and \$1.20 Saturday.

Paterson says tea dances on Saturday afternoons will be inaugurated immediately to run thru the winter, a new idea here. Promotion also includes specialty nights, a "balloon" night when several balloons containing cash and ducks are released at midnight for the crowd to scramble for, and "beat the clock" night, when dancers arriving before 10 are admitted for 35 cents instead of usual six-bits.

"Swing" Means Much More Than Wild Shaggers, Jive Tak And Rowdy Jitterbugs—Shaw

Editor The Billboard:

You have been kind enough to request a statement relative to sundry and assorted rumors that I have declared war on all jitterbugs. I prefer to reply in my own way rather than in the form of a publicity release, hoping that once and for all the matter can be disposed of. In the first place, I am of the opinion the term "jitterbug" has outlived its usefulness. Swing music has earned itself a definite niche and is no longer considered a passing fancy. However, the "swing" that grew up with swing is a thing of the past. I have found, in playing proms and one-night stands, that the great majority of swing enthusiasts object to being called jitterbugs. They regard it as kid stuff and unworthy of anyone who has a sincere appreciation for swing.

And yet a few die-hards still cling to the title and all that goes with it. Those are the ones I meant in any remarks I've made—the few who make things tough for leaders. They're the few who seem to have no consideration for anyone but themselves. They're the few who, at one time or another, have accepted me to sound off in no uncertain terms.

After all, a band is no better than its audience. And if a bare handful of wild Indians set out to ruin things for everyone else, I think it's time to step in.

Mistake To Placate Rowdies

THIS same situation has happened with other band leaders and they have chosen to try to placate the boisterous few. I regard that as a mistake. We, as entertainers, should cater to the wishes of the majority. And I am certain the majority does not approve of rowdism. It is, in certain, too, that the majority of young men and women look at a band leader as more than just a machine to be turned on and off.

Let me illustrate. On our first radio broadcast in New York after our long West Coast stay we were forced to leave the studio hurriedly. There was a good reason for this. We were due back at the Strand Theater, where we were currently engaged. The management at the Strand had very considerably altered

the stage schedule so that we could make the theater in time. Automobiles were waiting downstairs to rush us across town. Every minute was precious.

Autograph Hounds Hinder

WHEN we finished the broadcast a lot of youngsters crowded around asking for autographs. A few, more audacious than the rest, requested some encores. Obviously, it was impossible to grant either request. The boys and I had all we could do to pack up and get down to the street.

I tried to explain the situation and (See "SWING" MEANS on page 63)

Davis Sued for 10G On 'Contract Breach'

NEW YORK, Oct. 21.—Monty Siegel, songwriter, this week filed suit in Supreme Court, New York County, against Joe Davis, Inc., charging breach of contract on his tune, "Who's Got All the Dough," and asking return of compo's rights and \$10,000 in damages. Siegel alleges Davis gave him a contract on the song last July, with the understanding that it would be published and plugged along usual lines, but that only black-and-whites have since been printed, with no attempt made at pushing the number. Writer asked for the compo back in September but alleges Davis refused to comply.

Siegel is a music pub himself, going under the name of Sing Song Music Co., but says he didn't publish his work because of not having a staff to plug it. Claims further Davis misrepresented his ability to work on a tune, that he claimed to have contact men but allegedly has not. Davis was out of town and could not be reached at press time for his version of the case.

Maestri on Tap for Music Ops' Shindig

NEW YORK, Oct. 21.—Annual meeting of the Automatic Music Operators' Association, to be held at the Waldorf-Astoria Hotel November 5, will draw a stellar line-up of band leaders to the shindig to give their seasonal hello's to the boys who have helped place the assorted masses on the top of the heap thru their use of phonograph records.

Agencies figure that, with the music machine operator becoming such an important cog in the success of a band, it would be a nice gesture for the leading men to be on hand to say thanks—and hope you include me in your next batch of waxes.

Slim Gallard, now playing a date at Irving's Rendezvous, Philadelphia, drew the assignment of playing for the annual get-together of the Automatic Music Association of New Jersey at the Essex House, Newark, this Sunday (23).

Discers Grab Mercer Tunes

NEW YORK, Oct. 21.—New Mercer-Morris publishing house starts off with a bang, as a nice gesture for the leading men to be on hand to say thanks—and hope you include me in your next batch of waxes.

Chi Pluggers Join N. Y. Org

CHICAGO, Oct. 21.—Local song-composers have completed arrangements to join the newly formed union org in New York under the same AFL charter. Harold Lee, manager of M. Witmark & Sons, has been elected president of the Chi local, and George Pincus, of Shapiro-Bernstein, and Ned Miller, of Irving Berlin, have been appointed his aides-de-camp.

Songs With Most Radio Plugs

"Last Night" Makes Debut At Top To Supplant "Day"

Songs listed are those receiving 10 or more network plugs (WJZ, WEA, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Friday, October 20. Independent plugs are those received on WOR, WNEV, WMCA, and WHN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Plugs	Title	Publisher	Net	Indie
42	1. Last Night	Felt	42	12
31	2. South of the Border	Shapiro, Bernstein	31	16
30	3. Are You Having Any Fun?	Crawford	30	18
28	4. My Prayer	Skidmore	28	20
25	5. What's New?	Witmark	25	26
25	6. Man With the Mandolin	Santly, J. & S.	25	17
22	7. Day In, Day Out	Bregman, V. & C.	22	19
20	8. Over the Rainbow (F)	Felt	20	22
19	9. Oh, You Crazy Moon	Witmark	19	14
19	10. Goodnight, My Beautiful (M)	Crawford	19	8
18	11. In an 18th Century Drawing Room	Miller	18	11
18	12. Scatterbrain	Bregman, V. & C.	18	7
17	13. Lilies in the Rain	Robbins	17	7
16	14. Good Morning (F)	Chappell	16	14
16	15. Blue Orchids	Famous	16	11
16	16. Comes Love (M)	Chappell	16	11
15	17. Go Your Own Way (F)	Famous	15	9
15	18. I Didn't Know What Time It Was (M)	Chappell	15	14
14	19. Moonlight Serenade	Robbins	14	11
14	20. Melancholy Lullabye	Famous	14	4
14	21. An Apple for the Teacher (F)	Santly, J. & S.	14	8
14	22. My Last Good-Bye	Harms	14	8
14	23. South American Way (M)	Harms	14	8
13	24. I Must Have One More Kiss	Santly, J. & S.	13	3
13	25. Man and His Dream (F)	Santly, J. & S.	13	12
12	26. Melancholy Mood	Harms	12	12
12	27. Baby Me	ABC	12	5
11	28. Little Man Who Wasn't There	Robbins	11	14

Music in the Air

By DANIEL RICHMAN

The Real Thing

IF THE remote put on one night this week by ALVINO RAY (Civic Auditorium, Glendale, Calif., WOR) wasn't the real thing in this type of entertainment it will certainly do until the real thing comes along. For sheer pleasurable listening this half hour topped anything picked up by these faded ears in recent months. After the uninspired, enervated tune assembly line format of the majority of dance remotes, this was like a breath of fresh air. It must have had every dialer who heard it gasping for more and genuinely sorry when the 30 minutes were up.

Ray's experience as musical director for one of the Coast's radio stations is no doubt partly responsible for his ability to stage a show such as the one caught. And while it's acknowledged that not every band leader has had such experience, it still stands to reason that a little common sense, a fair degree of showmanship and an arranger with a little imagination can do the same. Any one really deserving in itself of a network wire.

How It's Done

THE excellence of the Ray show was not achieved by mirrors but by, in the main, the single trick of expert showmanship in type and programming of songs chosen for airing. The line-up included three "pops" (*Over the Rainbow*, *To You and Back* and *Time for Paree*), two standards (*St. Louis Blues* and *Forever Blue*—played entirely differently and spaced far enough apart to avoid similarity), and novelty. The latter made the program and put the spotlight on novelty items like *The Volga Boatman*, *The Irish Washerwoman* and excerpts from the *William Tell* overture, all in swing, can't do the same for a lot of remotes that feature only current pops.

Additional aids to this show were the Kay Sisters, in concert and singly, Ray's "singing guitar" and a set of superior orchestration that took into account not only the dancers in front of the mikes but the audience in front of loud-speakers. Also valuable were intelligent announcements, in some instances explaining points of instrumentation.

Cascading Chords

AL KAVELIN (*Hotel Van Cleve*, Dayton, O., WABC) exhibited much more thought and planning on a remote heard this week than on one caught last winter. Song selection and routing were much better than average, with no pacing and variety in tempo holding the attention all the way thru. Inclusion of little heard but worth-while numbers like *Cherokee* is always a great help in picking up a program and compensating for the quantity of run-down contemporary and jazz tunes called upon to feed their shows with.

Kavelin's catchphrase of "Cascading Chords" is not only euphonious but has a certain significance and meaning as carried out by his arrangements. But the "Music of Dips" tag adopted by KAYE KOCHER (*Hotel Van Cleve*, Dayton, O., WEAF) is not only meaningless but slightly amusing as well when it's recalled what a "dip" is in criminal terminology. What its connotation is as applied to Rogers' music escaped this reviewer, and it seems like the same other attempt to capitalize on a freak style.

Out of 11 numbers Rogers elected to play nine ballads. A dialer has to like sweet music a very great deal to be able to stay with that kind of programming, especially when the tunes aren't played any too well. The show started off well with two new ones, *Lilacs in the Rain* and *Scatterbrain*, but after that settled into a pretty unbearable groove.

Weber's Dover Spot Open

DOVER, O., Oct. 21.—Vincent Weber, w. k. district ballroom operator and band booker, has reopened his Spanish Ballroom downtown and will operate on regular schedule thruout the winter, concentrating as in former years on the Friday night dance for dance. In addition to managing his ballroom Weber will again handle several district bands for bookings into ballrooms and night clubs in the Eastern Ohio territory.

The Reviewing Stand

Paul Whiteman

(Reviewed at Terrace Room, Hotel New Yorker, New York)

PARAPHRASING the maestro table's contentment, this next review needs no introduction. And when the annals are writ there is no question but that the name of Whiteman will be inscribed on a page by itself, for there is no question but that Whiteman is in a class by himself. The scope of writing embraces many kingdoms, and the monarchs devoted to the "mickey mouse" music are mighty, but thru all these years and its attending musical cycles there has been but one "King of Jazz." And by every token there will be only one.

Having weaned and nurtured "Jazz"—American dance music as we have known it thru the years—it was Whiteman who first gave it respectability and paved the way for employment opportunities that have made it the greatest single force in the entire amusement industry.

It's been five years since Whiteman brought his band to a hotel room, and we can add that it has been three years too long. His return here, amidst an opening through that numbered every important personage in town, cuts a fresh corner in his career. November rounds out 20 years since Whiteman first made dancing fashionable with his band at the old Alexandria Hotel in San Francisco, and from the fashionable fox-trotology he is dishing out here it is quite easy to understand his fixed position at the very top of the ever-changing musical heap.

It's a big organization Whiteman brings to this engagement. But then again it's big-time music on the menu. The inner circle is still intact, with Mike Singatore, Goldie, Clarke Tergarden and Roy Fox in the front line. In the middle are Joan Edwards, Charlie Dennis and the Four Modernaires in the singing roles. With Whiteman ever the gracious maestro out front, set-up takes in six sax, four trumpets, three trombones, accordion, four trumps and a second piano and second guitar, added. Oro.

Tommy Dorsey

(Reviewed at Empire Room, Palmer House, Chicago)

TOMMY DORSEY, the trombone artist, has been in the popular music field since 1924 when he left his father's organization to join Jean Goldkette's outfit. Since then he has served with Roy Fox, Bob Haring, Duke Ellington and Paul Whiteman, teamed up with brother Jimmy and finally ventured out on his own to climb to the very top. Dorsey ranks high as a personality because of an admirable showmanship and a friendly personality. The music he creates a feeling of ease among the dancers regardless of the room's general atmosphere. His music is as smooth as silk and even the swing arrangements are staged all the way. Instrumentation has six brass, five reed and four rhythm, in addition to Tommy's generous trombone.

While devoting the major part of dance sessions to pops and standards, the novelties steal the spotlight. Vocal army is small but effective. Jack Leonard, deep-voiced tenor, is still around to warble ballads, and the femme honos are now upheld by Anita Boyer, Dick Barrie's singing frau, who is filling Kaythe Wright's former spot. The Lopez well-known attraction, songstress and has a good voice that lends itself with little ado to the tunes of the day.

Honigberg.

William McKinney and His Cotton Pickers

(Reviewed at The Plantation, Detroit) MCKINNEY has been fronting his own band since 1921, but the Cotton Pickers title, a swing immortal, has been inactive in recent seasons. McKinney has been rehearsing with this new group for several months, and after smoothing out at summer ballrooms makes his real re-entry here.

Band carries three sax, three trumpets, one trombone, three rhythm. Personnel is all new, with one or two from the old Cotton Pickers, notably Joe Moxley, lead sax-arranger, Carroll McIntyre, pianist, also assists on arranging. Band still shapes up as hot colored band, with shrill, snappy, and near-sweet for a very occasional number.

Sax section rates top mention, also unusual in including a gal tooter, Elinora

Thompson, likewise a vocalist, more than holding her own. Dorothy Derrick makes for a very presentable septa assortment. Beset.

Ranny Weeks

(Reviewed at International Casino, New York)

WEEKS has one of those outfits that performs an adequate job of music making for dancing, but offers very little that's musically stimulating or provocative. Band requirements in a spot like this don't call for much more than straight dissipation.

Four saxes, three trumpets, trombone and rhythm quartet blend well enough in the pop tune output of the day, but nothing happens to hold the attention for longer than a few numbers. It adds up much better for dancing, with the horns and reeds never straying too far from the melody and the rhythm contingent knocking out well-defined beats. Arrangements are by the late Roger Moore, bassist, and Billy Robbins, trumpeter.

During the season caught band stuck exclusively to pop stuff, with not a standard, show tune or rumba in the house. Pop-pouri could have been leavened with other fare, especially with Weeks taking so many vocals. Maestro has an excellent voice for this type of balladry and makes a better than average front due to good looks and a definite manner. Richman.

Jimmy Dorsey

(Reviewed at Frank Deilly's Meadowbrook, Cedar Grove, N.J.)

DORSEY returned to this stand with superior dissipation unimpaired by the loss of Ray McKinley's skin-beating and Bobby Byrne's tromboning. With these two staples out of the crew to baton back of their own, Dorsey brings in Buddy Schuts, ex-Goodmanite, for the drummatics, and Jerry Ross, from Van Alexander's contingent, to fill Byrne's chair. Third substitution is Joe Lippan as the piano, replacing Freddie Slack.

Band displayed the same solid swing and forthright melodic content that has established it as a prime fare among not only j-gubs but the safer dancing crowd as well. Highlighting is the vocal performance, of course, is Dorsey's own work, equally exciting on sax or clarinet. The maestro has warmed up a little to the crowd since his last appearance here and now handles himself more easily and personally, a decided change for the better.

Still handling the ballad wordage practically to perfection is Bob Eberly, with Helen O'Connell for the rhythm tunes. Richman.

Ralph Williams and His Royal Commanders

(Reviewed on S. S. President, Natchez, Mississippi)

FORMERLY furnishing the rhythms to which Sally Rand fanned her way to fame, Williams has rounded out an even dozen band leaders who ride the moonlight rides up and down the Mississippi on this pleasure steamer more enjoyable.

Emphasis is on the dance music, with the rhythmic punch overshadowing the sweeter stuff, but the band does okeh on both. Set-up is four threes in ensemble, with half of the band doubling, tripling and even quadrupling on other instruments. Band holds 30 legitimate instruments in addition to numerous musical gadgets for the specialty sets.

Charlie Freeman, eccentric drummer, is tops on show, his "one-man band" stuff filling in from the floor. Alcorn (guitar, accordion, fiddle) goes heavy and registers on the romantic vocalizations. Ring-leader for the specialties is Mort Murvin (sax and trumpet), with Nick LaRocca doing the most multiple-instrument playing. Case.

Jack McLean

(Reviewed at Trionon Ballroom, Chicago)

GETTING its start on the West Coast, the McLean outfit is nearing its fourth birthday as a cog in the musical wheel. Nothing particularly new is offered, but okeh does have a good rhythmic sense, and for dancers it's up the right alley. McLean keeps busy on his sax in most of the sets, and altho his work on that horn is okeh he could understand some with the crowd.

Stuff is all on the sweet end, and the library has the stress on a flock of old tunes in medley form. Dancers eat up the latter, usually chiming in vocally,

Review of Records

Double-Talk Discs

CLIFF NAZARRO, billing as "Jack Benny's Double-Talk Comedian" to blow up his "one-office" quotient, makes fun of his gibberish and incoherent essays that peddle today as "double-talk" to make for a Bluebird disc of dubious quality and worth. That Billard and its big-label label has been suffering from pernicious anemias or sumpin for some time is no trade secret, and it'll take more than a double-talk expert to shake it out of its doldrums. A reviewer's mad waste thru a mass of writings before his writing something that hits the mark in a week's releases, and Nazarro hits no bull's-eye with his *How To Learn To Tap Dance* monolog, nor his singing of *I'll Remember* that backwaters into a double-talk routine on the recitative.

Not that Nazarro is any slouch when it comes to bastardizing the syllables, altho he'll lay odd David Ross, the diction award winner among radio announcers, can redouble such talk. Rather that the common herd can't digest such 10-inch doses and will either pass it up or eat it up, it's better to be safe. Of course, for the wisecracks along the Broadway beach such stuff is dynamite. But for Main-Streeters—who buy records—it's strictly screwy and they can't be taken in. (See REVIEW OF RECORDS on page 75)

Wis. Tavern Ops Versus ASCAP

MILWAUKEE, Oct. 21.—Wisconsin Music Protective Association of Taverns was organized in Cusick (11) at Miami Club here for the purpose of carrying a test case to the U. S. Supreme Court against ASCAP, charging the organization with demanding exorbitant fees and illegal activities. Group includes 12 other tavern ops primarily.

John Eckert was elected prez of the new org. Sol Zein, editor of *Tavern News* and association secretary, said there is a State-wide interest in the movement and that a "war chest" has already been set up.

Tomlin Packs in 1,500 on New Geer Ballroom Prem

FT. DODGE, Ia., Oct. 21.—Larry Geer, well-known Iowa ballroom operator, unshuttered a new Laramar Ballroom here last Wednesday (11), with Pinky Tomlin doing the initial musical honors to a huge crowd of approximately 1,500 dancers. Policy will be same as Geer has followed at his other spots, featuring the best of territorial bands and names at regular intervals. Geer operated the Army Ballroom here for the past 19 years, his new dansant being the most modern in the State and having the finest lighting effects.

In addition to his new Laramar here, Geer operates the Alhambra at Rockwell City and the Cobblestone at Storm Lake.

Bradley's Ritz \$517 Safe

BRIDGEPORT, Conn., Oct. 21.—Will Bradley, featuring Ray McKinley, in for a one-nighter here last Sunday (18) at Hisz Ballroom, did fairly well when 900 dancers filled the ballroom. The turnstiles, tariff was set at 55 cents for all, making a gross of \$517. Next in is Ray Herbeck, with Jimmie Lunceford there after.

since it usually starts them reminiscing about a moonlit night when that particular tune was in its heyday. Smart idea. Outside of this, the four brass, the reed, four rhythm, aggregation cleaves to the standard, straight arrangements, borrowing here and there from Lombardo and Garber. This latter angle probably wouldn't have been too noticeable had McLean's publicity not stressed that fact. However, the maestro has been pinched off that build-and-cymbal-crash ending of Lombardo's, and he would do well to drop both this and the previous cash-in time, always finding it a hard row to hoe.

Some capable song work is done by guitarist Don Gilbert and sax-man Tommy Cunningham. Outfit starts up all sorts of good dancing, okeh and should have no trouble pleasing those who come to trip the light fantastic. Humphrey.

Bands on Tour

Advance Dates—

Ted Weems: State Theater, Hartford, Conn., October 27; Earl Theater, Philadelphia, November 3 week; Century Theater, Buffalo, November 10 for three days; Chicago Theater, Chicago, November 17 week.

Freddie Fisher: City Club, Carroll, Ia., October 27.

Emerson Gill: Toledo (O.) Club, October 26-31.

Ben Bernie: Flatbush Theater, Brooklyn, October 29 week; Windsor Theater, Bronx, N. Y., November 2 week; Audion Theater, New York, November 9 week; Carlin Theater, Jamaica, L. I., November 16 week.

Les Brown: Loew's State Theater, New York, November 2 week.

Larry Clinton: Convention Hall, Philadelphia, November 3; Arcadia Ballroom, New York, 4; Paramount Theater, Lynchburg, Va., 5; Clemson College, Clemson, N. C., 10-11; University of North Carolina, Chapel Hill, N. C., 15-16; Yale University, New Haven, Conn., 18; State Theater, Hartford, Conn., 30, 31, five days.

Bill Lorenz: Bachelors' Club, Franklin, Va., November 3.

Bob Crosby: University of Virginia, Lexington, Va., November 3-4; Strand Theater, New York, 10, for two weeks.

Richard Himber: Adelphi College, Kingston, N. Y., November 3.

Van Alexander: University of Maryland, College Park, Md., November 3.

Baby Newman: Princeton (N. J.) University, November 3.

Horace Heidt: Shea's Theater, Buffalo, November 3 week; Palace Theater, Akron, 10, for four days; Palace Theater, Youngstown, O., 14, for three days; Lyric Theater, Indianapolis, 17 week; Fox Theater, St. Louis, 24 week.

Jack Teagarden: Earl Theater, Washington, D. C., 10, for three days; Earl Theater, Youngstown, O., 11, for three days; Palace Theater, Akron, 17 week; Lyric Theater, Indianapolis, 24 week.

Buddy Rogers: Beverly Hills Country Club, Newport, Ky., November 10 for two weeks.

Paul Spitalny: Orpheum Theater, Indianapolis, November 10 week; Capitol Theater, Davenport, Ia., 17 for four days; Paramount Theater, Cedar Rapids, Ia., 21 for three days; Paramount Theater, Omaha, 24 week.

Hal Kemp: Earl Theater, Philadelphia, November 10 week; Stanley Theater, Pittsburgh, 17 week.

Happy Felton: Loew's State Theater, New York, November 16 week.

Ben Bernie: Rockland Palace Ballroom, New York, November 17.

Al Donahue: State Theater, Hartford, Conn., November 24 for five days.

Bert Repine: William and Mary College, Williamsburg, Va., November 17-18.

Bob Crosby: Rockland Palace Ballroom, New York, November 17; Arena, New Haven, Conn., 18; George F. Pavilion, Johnston

Love in Bloom

CHICAGO, Oct. 21.—Tommy Dorsey, currently at Palmer House, tipped a family secret the other day. Seems his 14-year-old daughter, Patsy, has developed a terrific crush on none other than his vocal, Jack Leonard, and her room in the Dorsey household is plastered with the singer's physiognomy.

Special Promotions Aid Summit Dance Season; Kaye Topper

AKRON, Oct. 21.—Summit Beach Park ballroom, one of the largest in Eastern Ohio, enjoyed another successful season, according to Lew Platt, in charge of band bookings and general promotional work at the park ballroom here. Outstanding season criteria used at the park ballroom the current season were Sammy Kaye, Blue Barron, Frank Dalley and Bernie Cummins. Kaye packed in 2,278 persons at 75 cents advance and \$1 per person at the gate for the best week of the season, with Barron ranking second in the gross draw.

Monday night bargain dances, a long-established policy, brought out record attendances at 25 cents a person. Thursdays, a slow night as a rule, were turned into profitable seasons with the introduction this season of "Learn to Dance Night." A staff of competent instructors was retained by the management and hundreds of potential dancers were developed into regular patrons. "Early Bird" prices before 9 on Saturday nights also helped to keep the big ballroom well filled and the box-office receipts better than a year ago, Platt said.

Territorial faves, such as Cecil Golly, Ralph Webster, Wally Stoefler, Johnny Martone, Hugh McPherson and Tiny Hill, did excellent bit. Webster played to a crowd of 1,200 persons on the closing night of the season, September 18.

One of the best drawing cards in a season on a Thursday night was a battle of music between Mildred Manning and her Rhythmettes, all-girl combo, and Shively Yates.

With the shuttering of the ballroom Lew Platt opened an office to specialize in personal management of orchestras, publicity and general promotional work. In addition to doing one-night bookings. He has several district bands already listed, and reports extensive bookings in Western Pennsylvania, Ohio and West Virginia.

City, N. Y., 22; Ritz-Carlton Hotel, New York, December 2.

Gen Savitz: Paramount Theater, New York, November 29 for three weeks.

Artie Shaw: Capitol Theater, Washington, January 12 week.

Coaling the Band

Exploitation, Promotion and Showmanship Ideas

TO HERALD Bobby Byrne's new band venture, Kay Hansen, of the Hansen-Williams Idea plant, has adopted the technique of the European propaganda plants and is sending out a series of postal-card communiques to keep the trade up on the maestro's movements. First card out advised that "Bobby Byrne is Mobilizing." Communique No. 2 reads: "Bobby Byrne has mobilized the best men from all over the country and concentrated his strength in a strategic position." Most recent flyer, Communique No. 3, advises "Bobby Byrne has fortified his position and is drilling his forces."

No reference is made to a band or musician, and adding to the subtlety of the promotion, communiques further enhance the militaristic theme with "General Commanding." Teaser here will finally unfold that General Amusement Corp. is managing the band.

While the singular effect of such a program is burdened by its cunning, the continual bombardment of communiques should eventually create the more desirable effect of a major offensive.

Class

Primarily concerned with the society set, it is only natural that Meyer Davis did his final testing before 400. Making capital of the fact that his was the only American orchestra to play for British royalty during the visit to these shores, Davis sent out a reprint of a letter he received from Balmoral Castle that Their Majesties commanded the writer to send an expression of thanks to Davis for his music. Accompanying the mailing is a memo in good taste: "May we bring to your attention another important piece of evidence of the popularity of our music."

Previously, Davis had gotten up a smart promotional booklet, a photo of King George and Queen Elizabeth for the cover page, containing excerpts of newspaper references to Meyer Davis and his orchestra playing for Their Majesties.

Sammy Kaye is building up his Swing and Swoy Fan Club by flashing an announcement on the screen of the theater he happens to be playing in, inviting patrons to join the club. Membership applications can be picked up in the lobby. The Swing and Swoy Club now has a membership of 3,500, an invaluable mailing list when taking the band out on tour. We would like to hear from other band leaders lending their names to fan clubs on methods employed to increase membership rolls. In an early feature on this all-important phase of band promotion.

Specialty Nights

ONE of the best business boosters for a ballroom or hotel room is to tie up one of the off-nights with a special feature. A "Football Rally Night" is sure-

Philly After N. Y. Agency Ban

PHILADELPHIA, Oct. 21.—Still smarting because of the inroads made by New York band agencies in placing most of the first-class hotels under contract, the musicians' union here has made inquiry to Louis Hines, head of the State Department of Labor, for an opinion regarding the application of the laws governing employment agencies, to bar all out-of-town booking agencies from the State.

Pennsylvania has a law which makes it necessary that every agency placing talent within the State borders must obtain an annual license from the State Department of Labor. However, this statute has so many loopholes that most out-of-town bookers have been able to circumvent its requirements.

Rex Riccardi, secretary of the musicians' union, said that every attempt to enforce the law would be made. He hoped that by forcing the State to enforce the ordinance he could have the courts of-law bookers have been able to circumvent its requirements.

fire in any spot any night of the week at this time of the year. Making your dance floor the scene of a pre-game football rally for followers of both teams is the easiest teaser to bring a boom to your box office.

Another specialty that should go especially well when a rodeo is playing your territory is a "Covered Wagon" dance. Some time ago we heard of Manager Covey offering the "Covered Wagon" feature at his Coconut Grove in Salt Lake City. Advertising and promotion carried the pony boy theme and the band dressed in typical cowboy costume for the night. To stimulate interest still further, souvenirs were presented to all turning out—handkerchiefs to the ladies and caps to the fellows. Covey reported the turnout "exceptionally large that night."

Here is a unique yet practical idea in selling a band to prospective buyers. It is being utilized effectively by several salesmen out on the road. They take along an album of phonograph recordings of each of the bands and portable equipment for high quality reproduction, all of which takes up very little space in the car. When a call comes into the office for a band, or when he goes out to sell a committee or promoter, the salesman takes the phonograph equipment and records along—and the buyers can select their own band. This does away with need for special auditions or hearing the band where they may—or may not—be working.

Bird in the Hand

JAY FAGGEN figured his new Golden Gate Ballroom, which made its bow this week up in New York's Harlem, is worth any two ballrooms in the world. Be that as it may, Faggen, an old hand at exploiting and publicizing, adapted the "a bird in the hand is worth two in the bush" theme to herald the opening. Invites to the press for the premier were by telegram, but instead of having the acceptance wired back, Postal Telegraph brought along a carrier pigeon for the "answer please."

"Signify and give this carrier pigeon your answer and let it fly back to me on wings of happiness," asked Faggen. Messenger boy released the pigeon, which flew back the acknowledgment to the ballroom operator. This is one instance where a bird in the hand was worth its weight a dozen-fold in creating the desired showmanly effect.

Wubba Dollies

Ella Fitzgerald gets benefit in good measure from the campaign planned by Sidney Mills, of Exclusive Music, to introduce his firm's newest tune, My Wubba Dollie, a novelty ditty by Kay and Sam Weener. Instead of sending promotional copies to the band leaders around town in the conventional way, Mills has bought up 50 large rubber dolls to add a touch of showmanship to the song-plugging.

Dolls will be darkened, with the face carrying in Ella's features, and a professional copy of the song will serve for the skinning. Miss Fitzgerald was the first to record the song for a Decca label and the former message said: "Did you hear my newest Decca recording?"

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Village Haunt Woos Cat Cult With Sullivan - Marsala Bout

NEW YORK, Oct. 21.—Greenwich Village trend toward becoming the new center of swing was given a further shot in the arm last Sunday (17) when Cafe Society, the love nest of local boogie-woogie, stole the thunder of 23d street by opening the season with 20 barrel-house tub thumpers in the person of pianist Joe Sullivan, of Dixieland divanist, and clarinetist Joe Marsala.

With both bands jamming out furiously and loudly for supremacy, it's doubtful whether a k.o. will ensue, but it's a prize stunt to stimulate public interest in the various schools of jam, and incidentally, corral customers into Cafe Society.

Sullivan, who until last week was Bob Crosby's ivory murderer, stood to his piano. Sitting on the band stand with him are Murphy Steinberg (trumpet), Pip Valoni (clarinet), Charles Berg (sax), Chuck Maxson (trombone), Bert Mace (drums) and Johnny Craig at the drums. Band and band both edge musically, but dispenses a brand of Dixie jam that's almost foreign to Greenwich Village and these parts. Co-ordination is still lacking, but since each outfit is only a few days old, the noise can only be interpreted

now as a rough-cut brand of Dixie doodling.

On Marsala's side of the fence, filling up the band stand are brother Marty Marsala (trumpet), Irving Barnel (sax), Joe Bushkin (piano), Earl Murphy (bass) and Don Carter beating away at the skins. Joe fronts with a sizzling clarinet and a nose of rhythm and jazz that should serve as sufficient lure to bring the uptown jitterbugs downtown and provoke the argumentative horn-rimmed esthetic hep-cats who encircle the bar. The band wasn't perfect on opening night, which is, but once they became a little perted at the seams and started to give they were just solid thruout.

Sandwiched in as the Poland of this battle is Billie Holiday, septua to all artists who opened the spot six months ago and served under several colored band regimes. Outside of a date at the Off-Beat Club in Chicago, she's been here all the time. It can be truthfully said of Billie that she sings with a grace in her voice that's meltingly projected to the ear.

Getting down to the elementals of the two swings, the basic difference, as emcee Jack Gilford (a show in himself) explains, "is that in John Hammond's right coat pocket." Zeif,

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

Orchestra Routes

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

A
Adams, Vernie (Hollywood) Pineville, La. no.
Adey, William (Edison) NYC, h.
Akin Jr., Bill (City Club) Erie, Pa. no.
Alberti, Julius (Shell Chateau) Wilmington, Del.
Alcorn, James (Van & Bill's) Glens Falls, N. Y. no.
Anderson of Note: (Book-Cadillac) Detroit, Mich.
Angelo (Hertofoli) NYC, no.
Anselmi, Tom (Blackhawk) NYC, h.
Armstrong, Louis (Cotton Club) NYC, no.
Arnes, Desi (La Coca) NYC, no.
Aronson, Harold (Coca-Cola) h.
Artes, Mitchell (El George) Brooklyn, h.

B
Barbo, Bill (Edgewater Beach) Chi, h.
Baron, Jackie (Coo Goo Club) Ft. Worth, Tex. no.
Bartel, Jess (Piscataway) NYC, h.
Barton, Blue (Edison) NYC, h.
Bassler, Charles (Olympic) Irvington, N. J.
Bastie, Joe (Shrine Circus) Toronto, Ont.
Bassler, Charles (Shrine) Cincinnati, h.
Bauer, George (Evergreen Gardens) Pittsburgh, h.
Batum, Charles (El Regis) NYC, h.
Benson, Ray (9 o'clock Club) NYC, no.
Berger, Maximilian (Versailles) NYC, no.
Berry, Nute (Brighton's Halfway House) Darsen, Conn. re.
Bolognini, Remo (El Algon) Chi, re.
Borner, Frank (Northwood) Chi, re.
Borale, Vincent (Armando's) NYC, no.
Brazel, Eddie (William Penn) Pittsburgh, h.
Brock, Richard (Shrine) Cincinnati, h.
Brooks, Les (Black Cat) NYC, no.
Brooks, Buddy (Red Horse) Struvenville, O. no.

C
Brooks, Roger (Club Oriental) Columbus, O. no.
Broun, Nat (Park Central) NYC, h.
Bryant, Raymond (Top Hat) NYC, h.
Bundy, Rudy (Henry Grady) Atlanta, h.
Bury, Sonny (Coral Gables) Lansing, Mich. no.
Butch, Eddie (Seven Seas) Hollywood, no.

Campbell, Jack (Northwood) Detroit, no.
Canale, Fernando (Cotton Club) Chi, re.
Candace, Candy (Avery Ainslie) Hollywood, no.
Candulla, Harry (Atlantis-Biltmore) Atlanta, h.
Carlo, Benny (Ravoy) NYC, h.
Chester, Bob (Adolphus) Dallas, h.
Childs, Reggie (Hastie Cabin) Englewood, N. J. no.
Chiquito (El Morocco) NYC, no.
Chisley, Roy (Grand) Los Angeles, no.
Chisler, Mill (Chi-Am Chateau) Westfield, N. J. no.
Cole, J. J.
Cole, King (La Salle) Salt Lake City, no.
Coleman, Emil (Waldorf-Astoria) NYC, h.
Coleman, Earl (White House) Stillwater, Okla. no.
Conrad, Jackie (Club Chanticleer) Madison, Wis. no.
Cook, Manuel (Henry) Pittsburgh, h.
Cood, Dell (Eden) Chi, h.
Cooper (Chatterbox Supper Club) Mountaineers, N. C. no.
Costello, Diana (La Coca) NYC, no.
Courtney, Del (Ambassador) NYC, h.
Cover, Javier (Shrine) Cincinnati, Pa.
Commis, Bernie (Ben Franklin) Phila, h.
Culler, Ben (Rainbow Room) NYC, no.

D'Artega (Sun Valley) World's Fair, NYC, re.
Damerel, George (Troc) NYC, no.
Davich, Jimmy (Blue Jubbon) Albuquerque, N. M. no.
Daugherty, Al (Saracac Inn) Saracac Lake, N. Y. no.
Davis, Johnny "Beat" (Blackhawk) Chi, c.
Davis, Eddie (Larus) NYC, re.
Dawid, Paul (Marble) Lima, O. no.
De Bobo, Harry (Bow Bar) Forest Hills, N. Y. no.
De La Rosa, Oscar (La Martinique) NYC, no.
Demery, Donny (Club Royale) Detroit, no.
Dennis, Mort (Pennsylvania) NYC, h.
Desch, Emery (Paradise) NYC, re.
Desch, Tom (Antonia's) Casino) NYC, no.
Dfert, Sammy (Pewaukee Club) Detroit, no.
DiVona, Don (9 o'clock Club) NYC, no.
Dolan, Tommy (Sky-Vue) Pittsburgh, no.
Donahue, Al (New Cathedral Theater) New Castle, Pa. 24 (Capital Theater) Wheeling, W. Va. 25 (Capitol Ballroom) Johnstown, Pa. 26 (M.T.P. Cambridge, Mass.) 27 (Bromberg) Pavilion, Portsmouth, N. H. 28 (Polish People's Home) Passaic, N. J. 29 (Univ.) Princeton, Nov. 2
Dorsey, Tommy (Polaris) Chi, h.
Dorsey, Jimmy (Meador's) Cedar Grove, N. J. no.
Duch, Phyllis (Madison) NYC, h.
Duchin, Eddy (Piasa) NYC, h.
Duffy, George (Commodore Perry) Toledo, h.
Dugan, Helen (Cavalier) Detroit, h.
Dupree, Harry (Chicken Inn) World's Fair, NYC, re.
Durando (La Coca) Hollywood, no.

E
Eby, Jack (Royal Palm) Miami, no.
Eddy, Teddy (Secor Manor) Secor Lake, N. Y. no.
Elbridge, Roy (Roseland) Brooklyn, h.
Ellington, Duke (Corydon) St. Louis, h.
Ellis, Fred (Circus) Westfield, N. Y. re.
Emm, Skinnay (Victor Hugo) Beverly Hills, Calif. re.

F
Featherston, Paul (Broadmoor) Colorado Springs, Colo. h.
Feldstein, Joe (The Top Hat) Milwaukee, no.
Fisher, Max (Hollywood Plaza) Hollywood, h.
Fisher, Johnny (Piasa) San Antonio, h.
Fisher, Shon (Cavalier) Detroit, h.
Fisher, Jack (Vienna Room) Boston, re.
Fisher, Art (Club Mimes) Chi, re.
Fisher, Buddy (Tropic) Cincinnati, 28-31, h.
Fisher, Fred (Lynnwood) Cincinnati, h.
Fisher, Ind. 25 (Fert Ballroom) Austin, Minn. 26 (Armory) Marchfield, Wis. 29 (Sart Ballroom) Chicago, Ill. 30
Fisher, Mark (Royale Prolet) Chi, no.
Fitzgerald, Elmer (Grand Terrace) Chi, no.
Fitz, Emil (Parslo) Detroit, h.
Flora, Jimmy (Schlitz Palm Garden) World's Fair, NYC, re.
Fountain, No. "Sonny" (Walton Roof) Phila, h.

G
Gardos, Gene (Hungaria) NYC, no.
Kassel, Art (Bismarck) Chi, h.
Kaufman, Max (Mayfair Manor) High Gate, N. Y. h.
Kavell, Al (Van Cleve) Dayton, O. h.
Kaye, Sammy (Commodore) NYC, h.
Kemp, Hal (Grand) NYC, h.
Kenda, Sonny (Stork Club) NYC, no.
Kenny, Matt (Broadmoor) Vancouver, B.C. h.
Kent, Peter (Congress) Chi, h.
Kent, Larry (Urb) Salt Lake City, h.
King, Henry (Clyde) St. Louis, h.
King, George (Daring) Wilmington, Del. h.
King, Wayne (Drake) Chi, h.
King, Jesters (Broadmoor) Denver, c.
Kirby, John (Lexington) Phila, h.
Kirby, John (Ambassador East) Chi, h.
Knights of Rhythm (Ogden) Cincinnati, h.
Kramer, Sammy (Cotton Pavilion) World's Fair, NYC, h.
Kuhn, Jack (Astor) NYC, h.
Kurtz, Jack (Knickerbocker) Phila, h.
Kurtz, Jack (Erie Press Club) Erie, Pa., no.

Lamb, Drexel (Club Lido) Jackson, Mich. no.

Poster, Chuck (Biltmore Bowl) Los Angeles, h.
Polin, Larry (Wildow Grove) Phila, p.
Port, Syd (Marta) NYC, no.
Franklin, Morton (Brown) Louisville, h.
Preman, Bob (Seven Gables) Millard, Conn. no.
Prinl Jr., Rudolph (Lafayette) Washington, D. C. h.
Prink, Larry (Deahler-Waltick) Columbus, O. h.

Q
Quallord, Slim (Bendavens) Phila, c.
Gambo, Jack (Lincoln Terrace) Pittsburgh, h.
Quarrier, Doc (Geo. Washington) Jacksonville, Fla. h.
Quarrier, Doc (La Martinique) NYC, no.
Gentry, Tom (Riviera Lake Geneva, Wis. h.
Georgia Trio (Frederick's Lounge) Santa Monica, Calif. no.
Gerard, Gerry (Schneider's Tavern) Cleveland, no.
Gibson, Sam (Grande) Detroit, h.
Goldenzler (Port Hubby) Detroit, h.
Goodman, Henry (Waldorf-Astoria) NYC, h.
Gordon, Al (Prodis Club) Albany, N. Y. p.
Gordon, Herb (Onondago) Syracuse, h.
Gordon, Gray (Southland) Boston, no.
Grant, Johnny (Anchor) Phila, no.
Grant, Bobby (Prolet) Birmingham, Ala. 24-26 (Palace) Ensey 27-29, h.
Gray, Gray (Troadero) Sioux City, Ia. no.
Gray, Les (Erie) S. Westport, Mass. no.
Gray, Glenn (Palace) San Francisco, no.
Gray, Hal (Casino Gardens) Los Angeles, h.
Grole, Percy (Ford Exhibit) World's Fair, Wash., h.

H
Ham & His Yeags (Ohio Grill) Steubenville, O. no.
Hamilton, Johnny (Tristan Club) Santa Fe, N. M. no.
Hamilton, Dave (Villa Bee) Jackson, Mich. no.
Harty, Bob (Flamingo) Boston, no.
Hart, Joe (Pia-Mor) Kansas City, Mo. no.
Harte, Carl (Chamberlin) Old Point Comfort, Va. h.
Hartman, Dan (Middletown) Middletown, N. Y. h.
Hauer, Harold (Mayflower) Akron, h.
Hawkins, Coleman (Kelly Stables) NYC, no.

I
Hays, Edgar (Victoria) NYC, h.
Hess, Bob & Royal Ambassadors (McCurdy Evansville, Ind. h.
Henderson, Frank (Windsorland) Chi, no.
Herber, Arthur (Dupont) Wilmington, h.
Herman, Woody (Hippodroms) Baltimore, 27-29, h.
Hill, W. B. (Star) Hartford, Conn. 27, h.
Hills, Worthy (Baybrook) West Haven, Conn. no.
Hilton, Barry (Hastlet) Jackson, Mich. h.
Hamber, Richard (Pierre) NYC, h.
Henson, Herbert (Cavalier) Denver, h.
Holt, Ernie (El Morocco) NYC, no.
Hopkins, Len (Chateau Laurier), Ottawa, Ont., no.
Hudson, Joe (Country Club) Chestertown, Md. no.
Hulton, Jan Ray (Oriental) Chi, no.

J
Jahns, Al (Biltmore) Providence, h.
James, Harry (College Inn) Chi, h.
Jean, Jack (Raymond) Boston, h.
Jerome, Henry (Child's) Paramount) NYC, re.
Jill, Jack (St Trovis) Dallas, no.
John, John (Cavalier) Detroit, h.
Johns, Oak (Casino) Steubenville, O. no.
Johnson, Bill (Cox Corner) Detroit, no.
Jordan, Jerry (Sally) Salt Lake City, p.
Jordan, Louis (Ely's Rendezvous) NYC, no.
Juneau, Tommy (Show Boat) St. Louis, no.
Jurgens, Dick (Arago) Chi, h.

K
Kardos, Gene (Hungaria) NYC, no.
Kassel, Art (Bismarck) Chi, h.
Kaufman, Max (Mayfair Manor) High Gate, N. Y. h.
Kavell, Al (Van Cleve) Dayton, O. h.
Kaye, Sammy (Commodore) NYC, h.
Kemp, Hal (Grand) NYC, h.
Kenda, Sonny (Stork Club) NYC, no.
Kenny, Matt (Broadmoor) Vancouver, B.C. h.
Kent, Peter (Congress) Chi, h.
Kent, Larry (Urb) Salt Lake City, h.
King, Henry (Clyde) St. Louis, h.
King, George (Daring) Wilmington, Del. h.
King, Wayne (Drake) Chi, h.
King, Jesters (Broadmoor) Denver, c.
Kirby, John (Lexington) Phila, h.
Kirby, John (Ambassador East) Chi, h.
Knights of Rhythm (Ogden) Cincinnati, h.
Kramer, Sammy (Cotton Pavilion) World's Fair, NYC, h.
Kuhn, Jack (Astor) NYC, h.
Kurtz, Jack (Knickerbocker) Phila, h.
Kurtz, Jack (Erie Press Club) Erie, Pa., no.

L
Lamb, Drexel (Club Lido) Jackson, Mich. no.

Lamereaux, Paul (Jack & Jill) Portland, Ore. no.
Lang, Teddy (Club Cavalier) NYC, no.
Lang, Lou (White) NYC, no.
Laport, Joe (Old Romanian) NYC, no.
Lapp, Horace (Royal York) Toronto, Ont. h.
Larson, Eddie (Rainbow Room) NYC, no.
Lee, Elmer (St. Regis) NYC, h.
Leonard, Bob (Sporia Garden) Hollywood, no.
Leonard, Hattie (Street's Green Room) Kansas City, Mo. no.
Lefroy, Denis (Midway Gardens) Ann Arbor, Mich. no.
Levanti, Phil (Schroeder) Milwaukee, h.
Levin, Phil (Eagan's) Schenectady, N. Y., no.
Levin, Dick (Trio) NYC, no.
Lille Caesar (Oriental Gardens) Chi, re.
Little, Little Jack (La Salle) Chi, h.
Little, George (Mother Kildy) NYC, no.
Loekage, Frank (Prattner) Muskegon, Mich. no.

M
McCardo, Guy (Troccoli) NYC, h.
Lorch, Carl (Park) Omaha, h.
Lowland, Archie (Olympic) Seattle, h.
Lucas, Sam (Trolas) NYC, D. C. re.
Luncheon, Jimmie (Sue's) Astoria) Syracuse 24 (Hill Theater) Phila, 27 (Royal Theater) Baltimore, 29-31
Lyman, Abe (Chez Pare) Chi, no.

McCune, Bill (Carleton) Washington, D. C. h.
McGrane, Don (Paramount) NYC, h.
McIntire, Harry (Mother Kildy) NYC, no.
McKenna, Red (Continental Club) Chesapeake, O. no.
McKenna, Connie (Kit Kat) NYC, no.
McPherson, Jimmy (Torch Club) Los Angeles, no.
Mac Bros. (Havana Casino) Buffalo, no.
MacDonald, Eddie (Bosses) Brooklyn, h.
Madrigala, Emric (Cocoanut Grove) Los Angeles, h.
Maka, Coyle (Saks Show Bar) Detroit, no.
Mandella, Frank (Armando's) NYC, no.
Manuel, Don (Gig-Galleaux) Peoria, Ill. no.
Manuel, Murray (Whisper Bowl) Los Angeles, no.
Marian, Hugo (El Chico) NYC, no.
Martin, Don (Coca Society) NYC, c.
Marshall, Bill (Platibus) Brooklyn, h.
Martin, Eddie (Arcadia) Detroit, h.
Martin, Freddy (St. Francis) San Francisco, h.
Martin, Lou (Leon & Eddie's) NYC, no.

Marlin, Don (Coo Regs) NYC, no.
Mastey, Frankie (Essex House) NYC, h.
Mather, Nicholas (Casino Suisse) NYC, no.
McDonough, Frank (Windsorland) Chi, h.
Meeser, Johnny (McAlpin) NYC, h.
Miller, Bob (Neil) Columbus, O. h.
Miller, Glenn (Eagle) Phila, h.
Mills, Floyd (Indian Beach Club) Rehoboth Beach, Del. c.
Mitchell, Carl (Club) NYC, c.
Moore, Carl Deacon (Old Vienna) Cincinnati, re.
Morton, Gerry (Warwick) NYC, h.
Moseley, Smub (Queen's Terrace) Woodside 1, N. Y. no.
Mundy, Jimmy (Onyx) NYC, no.
Munro, Hal (883 Club) Chi, no.
Murray, Francis (Open House), N. Y. h.
Murphy, Lyle "Spud" (Blue Gardens) Armonk, N. Y. re.
Murray, Charlie (Mon Paris) NYC, no.

N
Nelson, Oscar (Top Hat) Union City, N. J. no.
Nichell, Dick (Ocean Beach Pier) Clark's Lake, Mich. h.
Nichell, Red (Dayton-Biltmore) Dayton, O. h.
Noke, Leighton (Batter) Boston, h.
Norton, Gerry (Bevry-Whitney) Los Angeles, h.
Nolan, Tommy (Lookout House) Covington, Ky. no.
Norris, Stan (Lamb's Merry-Go-Round) Dayton, O. no.
Norton, G. G. (Bab Tamarin) San Francisco, no.

O
Oakes, Billy (Main Center) Astory Park, O. h.
O'Brien, Evans (Louis Joliet) Joliet, Ill. h.
Olsen, Paul (Mayfair Gardens) Detroit, no.
Olsen, Norm (Country Club) Coral Gables, Fla. no.
Oriando, Don (Colony) Chi, no.

P
Pablo, Don (Palm Beach) Detroit, no.
Page, Paul (Madura's) Chi, h.
Palmer, William (La Madrasse) NYC, no.
Palmer, Skeeter (Seneca) Rochester, N. Y. h.
Palmer, Freddie (New Colonial Inn) Singing, N. C. no.
Panchito (Versailles) NYC, no.
Pancho (Troadero) Hollywood, re.
Parish, Henry (Open Door) Phila, no.
Parl, Ray (Triannon) Cleveland, h.
Pariz, Chay (Club Zorape) Hollywood, no.
Parish, Henry (Open Door) Phila, no.
Peter, Bob (Ogden) Cincinnati, h.
Pitt, Emory (Ravoy-Piasa) NYC, h.
Pitt, Pete (Club) Phila, h.
Pollack, Ben (Hoffbar) San Diego, Calif. no.
Powell, Teddy (Paramount) NYC, 1.

Q
Quartel, Colosimo (El Chico) Chi, no.
Quintana, Don (El Chico) Miami Beach, Fla. no.

R
Raeburn, Boyd (Rainbow) Denver, h.
Ramona (Leon & Eddie's) NYC, no.
Ramon, Ramon (Ambassador) NYC, h.
Randall, Fred (International Casino) NYC, no.
Ravel, Don (Casa Seville) Franklin Square, L. I. re.
Raymond, Nick (Coo Regs) NYC, no.
Raymond, Harry (Furman Univ.) Greenville, S. C. 27 (Jefferson Hotel) Columbia 28, h.
Reichman, Joe (Pleasant) Memphis, h.
Rennold, Nino (Harry's New Yorker) Chi, no.
Rita, Cass (Rita) Bridgeport, Conn. h.
Roberts, Bob (Firestone Gardens) Hollywood, c.
Roberts, Chet (Tally-Ho) Albany, N. Y., h.
Roberts, Red (Harvey Karp's) Cincinnati, h.
Roberts, Ken (Samoa Gardens) Phila, Mich. no.
Roe, Chet (Ye Old Cellar) Chi, no.
Rodriguez, Nuno (Havana-Madrid) NYC, no.
Rodriguez, Jose (Maxim's) Bronx, N. Y., no.
Rogers, Eddie (Harvey Karp's) NYC, h.
Rogers, Eddy (Belvedere) Baltimore, h.
Rogers, Harry (Half Moon) Coney Island, h.
Rollin, Adrian (Troadero) Los Angeles, no.
Rogers, Ralph (Pennsylvania) NYC, h.
Rogers, Charles (University) Chi, Albany, N. Y., no.
Ruhl, Warren (Lincoln) Hancock, Mich. h.

S
Sachs, Coleman (Pickwick Yacht Club) Birmingham, Ala. no.
Saunders, Hal (Montparnasse) NYC, re.
Savit, Jan (Lincoln) NYC, h.
Schump, Thure (Cavalier) Syracuse, h.
Schreiber, Carl (Baker) St. Charles, Ill. h.
Scott, Les (Club Moderne) San Francisco, no.
Scott, Les (Windsorland) York, Ia. no.
Senie, Henry (Lowry) St. Paul, h.
Serenaders (Village Vanguard) NYC, no.
Shaw, Fred (Harvey Karp's) Detroit, no.
Shaw, Artie (Pennsylvania) NYC, h.
Shelley, Les (Arcadia) NYC, h.
Shelley, Dick (Windsorland) Syracuse, N. Y. no.
Shelton, Zotty (Nick's) NYC, no.
Shibe, Noble (State) NYC, 1.
Shirley, Henry (Town & Country) Milwaukee, no.
Smith, Stuff (Off-Best) Club Chi, no.
Shirley, Fred (Dance Club) Barragansett, N. Y. c.
Sontag, Jack (Casey) Scranton, Pa. h.
Sousa, H. John (Hickory) Detroit, no.
Spratt, Jack (Club Joy) Lexington, Ky. no.
Steck, Gus (Berkeley-Carteret) Asbury Park, N. J. no.
Steck, Brooks (Ballantine Inn) World's Fair, NYC, re.
Stiers, Sammy (Oasis) Detroit, no.
Stierney, George (Chauticus) Millburn, N. J. no.
Stevens, Dale (Arabian Club) Columbus, O. no.
Stevens, Dick (Lincoln) Wrentham, Ill. h.
Stewart, Ed (Bass) Brooklyn, h.
Stretcher, Ted (Pete's Monte Carlo) NYC, no.
Stuart, Nick (Plantation) Dallas, no.
Sturges, Frank (Windsorland) Chi, h.
Suey, Joseph (Belmont Plaza) NYC, h.
Sullivan, Joe (Caf Society) NYC, c.
Sylvio, Don (Hertofoli) NYC, no.

T
Thompson, Lang (Bill Green's Casino) Pittsburgh, no.
Trace, Al (Vanhoek) Chi, h.
Tucker, Orrin (Mark Hopkins) San Francisco, h.
Tucker, Tommy (Murray's) Tuckahoe, N. Y. h.

U
Unell, Dave (Club Alabam) Chi, no.

V
Valli, Pedro (Club Casco) NYC, no.
Van Gorder (Casino Gardens) Ocean Park, Calif. h.
Vargas, Eddie (St. Morris) NYC, h.
Vargas, Fred (Haines Room) Asbury Park, N. J. no.
Vincent, Billy (Club Woodland) Huntington, W. Va. no.
Vocalions (Marine Grill) Detroit, no.

W
Wallace, Anne (Silverdale) Tucson, Ariz. h.
Walker, Fats (Pamoot) NYC, no.
Walker, Eddie (Cavalier) Rockland, N. Y. h.
Walsh, Tom (Cavalier) Detroit, h.
Wanda & Her Escorts (Warwick) Phila, h.
Warner, Les (Monte Carlo) NYC, no.
Watkins, Sammy (Hollenden) Cleveland, h.
Watts, Joe (Cavalier) Phila, h.
Weeks, Ranny (International Casino) NYC, no.
Webb, Anson (Triannon) Chi, h.
Weems, Ted (Stanley) Pittsburgh, h.
Welk, Lawrence (Nicollet) Minneapolis, h.
Whalen, Eddie (Cavalier) Rockland, N. Y. h.
Wharton, Dick (Bellevue-Stratford) Phila, h.
Whiteman, Paul (New Yorker) NYC, h.
Whitson, Bert (Pococo Summit) Pococo Summit, Pa. h.
Widmer, Bus (Riverside Park) Phoenix, Ariz. h.
Wilde, Ray (Cosmopolitan) Denver, h.
Williams, Sande (Astor) NYC, h.
Williams, Fred (Cavalier) Phila, h.
Winters, Reggie (Radwell's) Phila, c.
Wood, Grant (Summit) Baltimore, no.
Woods, Howard (Village East) NYC, no.

Y
Young, Ben (Northwood Inn) Detroit, no.
Young, Eddie (Broadmoor) Denver, c.
Young, Roland (Lombard's) Bridgeport, Conn. no.

Z
Zikes, Leslie (Chez Ami) Buffalo, no.

Conducted by EUGENE BURR—Communications to 1564 Broadway, New York City

OUT-OF-TOWN OPENING

"To Every Goliath" (New Theater) PHILADELPHIA

A play in three acts and eight scenes by Paul Hogan; directed by Milton Rosen...

A subject which playwrights seem unable to encompass, tho' not from lack of trying...

Borgan's central character is a distinguished novelist and philosopher, a Nobel prize winner...

The spectacle of such degradation is in itself a stirring indictment and a valid enough dramatic theme...

Review Percentages

(Listed below are the decisions of dramatic critics on the eight general metropolitan dailies concerning the Broadway shows of the week...

"Three Sisters"—19% NO: Brown (Post), Atkinson (Times), Mante (News)...

"The Man Who Came to Dinner"—100% YES: Mante (News), Atkinson (Times), Whitchell (Mirror)...

"Ladies and Gentlemen"—37% NO: Brown (Post), Anderson (Journal-American)...

"Too Many Girls"—100% YES: Anderson (Journal-American), Watts (Herald Tribune)...

New Plays on Broadway Reviewed by Eugene Burr

MUSIC BOX

Beginning Monday Evening, October 16, 1939

THE MAN WHO CAME TO DINNER

A comedy by Moss Hart and George S. Kaufman. Directed by George S. Kaufman...

Mr. Stanley... George Lessey; Maggie Currier... Edith Atwater; Dr. Haddock... Dudley Cluett...

From Out Front

By EUGENE BURR

If the dwellers in and around Missolonghi are disturbed at night by a specter wearing a long dark cloak above which peep the corners of a wide and open collar...

Let all of this seem somewhat out of place in a column ostensibly devoted to the drama—and let it also seem somewhat stale, since Greece has allowed herself to remain a dictatorship...

It all started with a production of Robert E. Sherwood's Idiot's Delight, announced for the theater in Athens...

Before 6 that evening Alikki was met with the stern announcement that the newly established censorship before she could put them on...

But once more an emissary of omnipotence informed Alikki that, despite the amenability of the censor, the play would never be tolerated by the powers that be...

That, of course, was understandable, since the play infers what it does about dictatorship. But Alikki offers another example to show the depths to which government censorship can go...

Alikki was indignant. The play was allowed—and even saved—in England, France and everywhere else in the world...

It all gives some dim idea of the state of the theater—of all the arts—under a dictatorship. It is a situation acute enough to drive an established and highly popular actress-manager to seek a precarious livelihood in a strange and alien land...

And since it is a situation in a not-generally-publicized nation, it has a double lesson for us here in America, where Saint Joan and Idiot's Delight are accepted in the common course of things...

Stanley in a Small Town in Ohio. The Time is 1924.

ACT I—Scene 1: A December Morning. Scene 2: About a Week Later. ACT II—Another Week Has Passed. Christmas Eve. ACT III—Christmas Morning.

As even the inhabitants of Smalltown can show by now, The Man Who Came to Dinner, the new Moss Hart-George S. Kaufman play that Sam H. Harris brought to the Music Box Monday night, is a thinly veiled satirical portrait of a literary poseur...

As was to be expected, The Man Who Came to Dinner will inevitably become a smash hit. The second-night patrons were convulsed with laughter...

What there is of plot tells how Sheridan Whiteside, the literary poseur, etc., aforementioned, fell on the ice outside the home of Mr. and Mrs. Stanley, of Messalia, O., while on a lecture tour...

As satire the play is uneven, the authors obviously trying to give certain of their victims the best of the bargain, unleashing utterly inexcusable diatribes upon others...

As satire the play is uneven, the authors obviously trying to give certain of their victims the best of the bargain, unleashing utterly inexcusable diatribes upon others...

As for the actress, the shafts let loose as her sex-life are as flabby abusive as they are for the most part unflattering. If they centered around a purely imaginary character they might be unobjectionable...

As for the humor itself, it rests chiefly on him in the end, he emerges as a thoroughly nasty, entirely despicable old ass...

in the depth and variety of invective and insult heaped by Whiteside upon other members of the cast. This, it seems, is extremely funny to outsiders, but most of the cracks are not much more than a matter of course to anyone familiar with the epithet-making competition around Times Square. A few are really very funny; but calling a woman the Countess de Puhover seems hardly a miracle of humor to anyone except the startled drinkers of the evening's greatest humor and enjoyment. Both situations and lines, under his direction, seem infinitely better than they are.

And he is ably aided by a large and for the most part excellent cast headed by Monty Woolley as Whiteside. Mr. Woolley, bearded and suave, was probably chosen merely because his name, too, has a "w," a double "o" and a double "l" but he plays the role excellently. It's a difficult part, particularly easy to make monotonous, but Mr. Woolley avoids all pitfalls. Edith Atwater, as the secretary, is abundantly attractive in both physique and ability. Theodore Newton does his usual steady work as the newspaper man. John Haysradt offers a terrific and amazing impersonation of the Elmer playwright-composer-etc., Mary Wickes delivers one of the play's best scenes as Whiteside's attendant nurse, and among others who contribute notably are Gordon Merrick (one of the most promising comedians to be seen), George Roberts, Mrs. Priestley Morrison, Dudley Clements, Ruth Vivian and Edward Flinter.

MARTIN BECK

Beginning Tuesday Evening, October 17, 1939

LADIES AND GENTLEMEN

A comedy by Charles MacArthur and Ben Hecht, starring Helen Hayes and Philip Merivale, based on a drama by L. Bush-Pekete. Staged by Charles MacArthur. Lyrics by Lewis Allen. Settings designed by Boris Aronson, built by Vall Construction Co., and painted by Triangle Scenic Studios. Press agents, Richard Many and John Latham. Stage manager, Elbert Cramer. Assistant stage manager, David Gray Jr. Presented by Gilbert Miller.

- A. Bailiff..... Harry Antrim
 - Purdy..... Frank Conlay
 - Van Duren..... James Sealey
 - Triffeljohn..... George Lewis
 - Neri..... Martin Wolfson
 - The Sheriff..... William Lynn
 - Patullo..... Ed Harrington
 - Butler..... Joseph Sweeney
 - Ward..... Roy Roberts
 - Reynolds..... Robert Keith
 - Courtroom Clerk..... Irving West
 - Mr. Bradford..... Evelyn Varden
 - Mrs. Moore..... Jacqueline Paige
 - Miss Scott..... Helen Hayes
 - Miss Gandy..... Guy Monypenny
 - Campbell..... Philip Merivale
 - Hutchinson..... Donald Mackenzie
 - Bus Driver..... Guy Monypenny
- Scene 1: A Hotel Sitting Room.
Scene 2: A Hotel Bedroom. Two Weeks Later.
Scene 3: A Hotel Balcony. A Moment Later.
ACT I: Scene 1: A Hotel Bedroom. Scene 2: The Jury Room. Scene 3: The Same. Three Days Later. Time: Today, in Los Angeles.

Four years ago there appeared briefly a play by Brian Marlow and Frank Merlín

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BROADWAY RUNS

Performances to October 21, Inclusive.

Dramatic	Opened	Perf.
Admission in Illinois	Oct. 15	28,388 427
Ladies and Gentlemen (Rock)	Oct. 17	28,600
Madame Butterfly	Oct. 17	28,600
Man Who Came to Dinner	Oct. 16	28,600
Palladium Play, The (Shakespeare)	Oct. 16	28,600
Lawyer (Hillman)	Oct. 17	28,600
Slykark (Montone)	Oct. 11	14
Wanted (Unlisted revival)	Oct. 15	24
(Kestine)	Oct. 15	24
(Kestine)	Oct. 15	24
Tobacco Road (Ferreus)	Dec. 4	200

Musical Comedy	Opened	Perf.
Hellscape (Winter Garden)	Sept. 22	28,600 457
Pins and Needles (Winter)	Nov. 27	31 624
Bandstand (Albia)	Aug. 28	64
Bandstand	Sept. 29	24
Streets of Paris, The (Broadway)	June 19	147
Miss Mily Girl (Hospital)	Oct. 18	6
Yokel Boy (Hjalmar)	July 6	12

called Good Men and True, based on the undeniable thesis that 12 average men and women are hardly the ideal tribunal to which to intrust the life of a human being, particularly when that human being's destiny is complicated by what the average man or woman looks upon as immorality. In that play the one intelligent man and the one intelligent woman fell in love, the accused had supposedly murdered a woman by pushing her off a high place, various other assorted sexes went on the make for each other, and the prisoner was finally acquitted because of the break-up of the love affair between the two principal characters. All of these features are in "Road" Lower K. C. Top and Better Last Take, the play which Charles MacArthur and Ben Hecht adapted from an original by L. Bush-Pekete, and which Gilbert Miller presented at the Martin Beck Theater Tuesday night with Helen Hayes and Philip Merivale as the stars.

There is in the above no imputation of plagiarism whatsoever; for that matter, the Bush-Pekete play may have been written before Good Men and True. The similarity is recalled merely to indicate that the problem around which both plays center seems to work itself out in only one way—and that no team of dramatists seems to be able to make a good play of it.

Ladies and Gentlemen has some caustic and excellent things to say about the average men and women who dare weigh another human being's fate in the scale of the massed prejudices that they call into being. It has some joy, and also things to say about love itself, the intrinsic honesty that can be in so-called illicit love, and the meanness that can be in what is known by the world as "honor." It has some biting things to say about the smug attitude which decently smashes thru the rings of the ridiculous institution of modern marriage. And it falls to pieces in the end by denying its own precepts in order to achieve a cheap surface victory.

Terry Scott, a lass who is secretary to a film producer, feels that the accused is innocent until proven guilty, and also that a non-marital and finely honest love should not be taken as open-and-shut evidence that he murdered his wife. Opposed to her are the modern vigilantes, who feel that home and family, those universal prisons of honest endeavor, should be defended at all costs—even the cost of a life. During the long trial Terry falls in love with one of the more honest of the vigilantes and he falls in love with her—and by the time the trial is over most of the members of the jury are on his side. After three days of jury-room wrangling they are all won over but one, who holds out and forces a hung jury. But when Terry sends her own true love back to his wife and family (thus, tho she has not as yet seen him, she has forgiven everything she has fought for thru the rest of the play) the one die-hard swings over too, and the accused is acquitted.

In effect, the play crumbles to pieces in that last scene. For in order to convince the die-hard that they are right, Terry and her lover must deny everything that they have previously maintained. It is a dismal conclusion to an otherwise annoyingly spotty play.

Nor is the effect helped much by the constantly loose direction of Charles MacArthur, third in the current epidemic of that sort which are sweeping the country. Nor is it helped, for that matter, by the performance of Helen Hayes as Terry. Terry, a fumbling and at the same time stereotyped role, is in bad need of both imagination and sincerity; and Miss Hayes does not give it either of them. In addition her measured and over-ac-

cented playing brutally slows down scene after scene that demands crisp action and fast movement.

Philip Merivale, her co-star, seems quite understandably unhappy as her light of love, but struggles thru nobly against almost overwhelming odds. There is a long succession of excellent character portraits in the subsidiary roles, headed by Connie Gilchrist's magnificent Job as a big, dirty, worried wife. Among the other things doing excellent work are Roy Roberts, George Watts, Robert Keith, Evelyn Varden, Frank Conlan and Martin Wolfson.

Boris Aronson's settings are worthy of a far better play.

LONGACRE THREE SISTERS

Beginning Saturday Evening, October 14, 1939

A revival of the play by Anton Tchekov, in a new acting version by Samuel Rosen, from an original translation of Bernard Gilibert directed and acted by Sam Rosen. Designs designed by Johannes Larsen, built by Turner Scenic Construction Co., and painted by Lucinda Ballard, and executed by George Pons and Brooks Costume Co. Press agent, Tom Weatherly. Associate press agent, Howard Kestner. Assistant stage manager, Carl Case. Presented by the Bury Theatre (under the sponsorship of Dwight Deere Wiman).

- The Sisters Prozoroff
- Olga Sergeievna..... Helen Wynn
 - Yekaterina..... Katherine Emery
 - Maria Sergeievna..... Anne Revere
 - Baron..... Lewis Wolfson
 - Yakov..... John Boniff
 - Ivan Romanovitch Tchubutkin..... Jabez Gray
 - Capt. Vassily Vassilievich Solovjev..... Fred C. Kelly
 - Anfisa..... Ann Garrett
 - Ferapont..... George Colton
 - Sau-Cat..... Alexander Ignatovich Pershin
 - Shepherd Strudwick..... Hume Cronyn
 - Natasha..... Dorothy Matthews
 - Fedotik..... Carl Case
 - Rode..... Maurice Marsion
 - Natasha..... Alexander Terak

ACT I—Living Room in the Home of the Prozoroffs in a Provincial Town Not Far From Moscow, 1890. ACT II—The Bedroom of the same house. ACT III—The Bedroom of Olga and Irina. Two Years Later. ACT IV—The Garden. That Autumn.

The Bury Theatre, which offered such a superbly light-hearted interpretation of "As You Like It" a couple of seasons ago under the direction of Samuel Rosen, brought the same director and the same technique to an interpretation of Tchekov's Three Sisters, which first was staged by the Longacre on Saturday night with a managerial assist from Dwight Wiman. And in so doing it proved something that I've suspected right along—that the painfully self-conscious frozen prose that makes regarding Tchekov seriously as merely making themselves ridiculous, since the four Tchekov plays were really written for laughs. Laughing at them is the only method by which any intelligent and unself-conscious adult could conceivably take them seriously. It is a viewpoint further borne out by the fact that Tchekov always sounds like a burlesque of Tchekov anyhow.

Displaying the romping technique that they used so effectively in *As You Like It* (and further aided by a new adaptation by Mr. Rosen, the director, whose stilted style is finely calculated to bring out the silliness of the resolutely wretched Russian's lugubrious lines), the members of the troupe had the customers in stitches on frequent occasion during the second-night performance. The only jarring notes, as a matter of fact, were offered by Anne Revere, Hume Cronyn and Katherine Emery. Miss Emery had occasional lapses of sincerity that broke the burlesque tone of the proceedings. Mr. Cronyn offered dramatically effective character portrayal in the midst of the hurly-burly, and Miss Revere, with power, beautiful readings and touching insight and effect, managed to make her ridiculous line as much as sound as tho they were actually being uttered by a human being. It was an all-but-unbelievable acting achievement—but it was at cross purposes with the thud-and-blunder technique featured by the rest of the cast. As for Mr. Rosen's new adaptation, it turns the Tchekovian lines—which are merely a constant succession of unimaginable nonsequiturs anyhow—into a script cannily calculated to prove that all serious Tchekovians are a technical idiot. It is an all-but-unbelievable thud-and-blunder. The only fault I found with it, as a matter of fact, is that it slightly writes the one line that is the key to all of Tchekov's dramaturgy and philosophy. In the old version the line read, "I am a girl, and I am not doing anything." In Mr. Rosen's rewrite it

becomes, "If we aren't going to get tea, let us indulge in a little philosophy," but it still remains a magnificent guide to all of Tchekov. The next time I have to review Tchekov play I'm going to bring along a cup of tea in self-defense.

The play itself, as you probably don't have to be told, takes four acts and infinite detail to tell how three sisters wanted to go to Moscow—and didn't. In view of more recent events, it would have served Moscow right if they had, but they remain anchored in their provincial hideaway, and the play's only events are a fire and a duel, neither of which means anything in particular, and both of which are dragged in by the hair.

As in all Tchekov scripts, there is a raft of characters, most of them more or less insane and all of them insanely garrulous. They include a colonel who is annoyed because his wife insists on attempting suicide; a baron who is annoyed because people insist he is German; a captain who is annoyed because he is bashful in society and so goes around insulting people by going "Teiki Teiki" at them; an old servant who is annoyed because she is old; a violinist (in a particular, there are also various other annoyances scattered around, headed, of course, by the play itself.

At any rate, tho, the Bury Theatre production should give a new impetus to the Tchekov Tchekov Society in all social classes except that of professional class. It is a play, tho, which is annoying, at least in print, for fear that their parishioners may think they're not intellectual.

"Road" Lowers K. C. Top And Better Last Take

KANSAS CITY, Mo., Oct. 21.—On its fourth appearance here Tobacco Road grossed the biggest take it has ever enjoyed here for a three-day stand. Jimmy Nixon, manager of the Music Hall of the Muny Auditorium, revealed that in the stand, totaling three night and one matinee performances, ending September 30, total take at the b. o. amounted to \$7,036. This compares extremely well with the take of \$7,800 at a six-performance stand last year. Last year a \$2 net per seat, at the year's end, was \$1.80 and at the matinee \$1. House was sold out for all four performances.

Wisconsin U. House Opens

MADISON, Wis., Oct. 21.—Opening of the new \$960,000 Wisconsin Union Theater here, reported to be one of the finest legitimate houses in the country, was an anti-climax on October 9. Dedication attraction was The Framing of the Shrew with Alfred Lunt and Lynn Fontanne, who offered their services gratis. Business was brisk, with the 1,300-seat house a sellout and similar capacity audiences indicated for the remaining three performances on Tuesday and Wednesday nights and Wednesday matinee. The cast moved to the Pabst Theater in Milwaukee October 12 for four performances.

The Wisconsin Union Theater was made possible thru a \$265,000 grant from the FWA, a \$385,000 loan approved by the board of regents of the University of Wisconsin, gifts from students and alumni and a State appropriation of \$23,000.

OUT-OF-TOWN

(Continued from opposite page)
This speech is so long and the audience is so impatient of the impending visit of the Storm Troopers, that much of its import is lost.
Mr. Horgan falls a victim to the common weakness of the school—the desire to do something about the situation besides expose it. However, Mr. Horgan has yet shown sufficient ingenuity to accomplish it in a logical manner.
The playing is generally competent, with Hugh Graham giving a restrained and intelligent performance as the embattled novelist and Lulu as the unbridling but velvet-tongued Cordance agent. The settings were simple and effective. Joe Cohen.

Pickets Picket Pickets; But Business Good Anyway

PHILADELPHIA, Oct. 21.—Pickets picketing the pickets marred the opening of Delmonico's, new night spot.

According to the spokesmen of the AFL waiters' union, they were sent to grab a closed shop when the CIO showed in.

The AFL started to picket opening night. A call by the club to the CIO brought down CIO members with signs saying that the AFL pickets were in the wrong.

A tremendous ballyhoo campaign preceded the opening. Among the stunts used was the distribution of a facsimile issue of *The New York Mirror* dated November 16, 1892, which had on its front page a typical mention of the original Delmonico's. The opening was a sell-out. Stanley Carroll and Harvey Lochman are the operators.

Congress Casino Not Reopening; Cooney Opens RF

CHICAGO, Oct. 21.—Congress Hotel's Casino will remain closed this season. The government, controlling the hotel, decided that it won't be a profitable venture to operate it. A committee of the Reconstruction Finance Corp. looked over the room's losses of a couple of years ago and decided that it is safer to keep it closed.

The neighboring Stevens Hotel, which hasn't been doing too well with its small band and show, will try out a name-band policy starting October 28, when Gruff Williams opens a four-week run. It is figured that band's local ballroom following may develop new trade for the room.

Dennis Cooney has reopened the Royale Pelote, bringing back Mark Fisher's Band and Duke Yelman to produce the shows. Complete opening line-up has Harry cone, Bea Kalmus, the Duffins, the Golden Pair, Dick Gordon and a line of girls.

Negro talent is getting a break with the re-opening of Swingland by Benny Skoller Thursday (23). Standard acts, in addition to bands, are employed. Parade starts with Horace Henderson's Ork and show topped by Butterbeans and Susie and Pops and Louie.

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
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For FILMS

TONY STANFORD—one of radio's best directors, now playing on the dramatizations of the Playwrights Company plays for Texaco. Well experienced, his good radio-theater background should qualify him for a whirl at the megaphone.

For LEGIT MUSICAL

SON AND SONNY—colored lad-boys enjoying a long run at the Cotton Club, New York. Their eccentric dancing is socko—really breathtaking—just the right amount of mugging to give their work a nice comedy edge. Show-stoppers at the Cotton Club, they'd be the same in a book show or revue—and in musical pieces as well.

Detroit Bookers Line Up Vaude; More in Canada

DETROIT, Oct. 21.—There is increasing trend toward vaude in this territory. More and more houses are either definitely turning to stage shows or considering it.

Return of shows to either the Michigan or Fox is probable. The Colonial, Raymond Schrober house, is putting in a Major Bowes unit week of November 3. Bowes units have hitherto played the Michigan Theater. Sol Berns, booking the house, also has film names under consideration, finding them tops in box-office power.

Negotiations are under way with the unions to pave the way for stage shows at either the 6,000-seat Fox or a major United Detroit house.

November 12 has been set for the start of a split week, divided between the Rialto, Plant, and the Wyandotte. Wyandotte, both run by Associated Theaters. Both bookings are thru the Berns office.

Berns is also adding another two and a half weeks November 15 in Canada for Famous Players houses at Kitchener, Hamilton, Brantford and Guelph. Canadian managers are going on with plans for stage shows, figuring they will prove as popular a form of entertainment as during the last war. There is the further probability that Canadian theaters may have to turn increasingly to American talent, as war requirements cause a scarcity of available Canadian talent. Berns also added a full week at the Trianon Gardens, Battle Creek, Mich., night club.

Henderson Club Gets Names

HENDERSON, Ky., Oct. 21.—Bill Marshall Orchestra opened at the Club Trocadero Wednesday evening (27). Henry Busse opened the club, was followed by Johnny Hamp, Nick Stuart and now Bill Marshall. Club Trocadero opened August 3. The club is located just across the Highway 41 from the splendid Dade Park race course.

The club boasts of a ballroom, cafe and a cocktail room. Entire building is air-conditioned.

Another Harlem Casino

PITTSBURGH, Oct. 21.—Lew Mercur, Harlem casino operator, is going to relocate in the downtown section with a hot spot on the order of a New York 52d street swing nitery.

Maisie at the El Groucho— Where Waiters Okeh the Show

By PAUL DENIS

Dear Paul:

WE'RE playing the El Groucho Club this week. It's nothing fancy, of course, but it's a return engagement for me, as I played it as a single last January. Now I return with a partner, and Pat Patrick, the owner, is very much impressed. Of course, the El Groucho is not really very Spanish. Patrick is Irish and the waiters are Italian and Greeks. But the menu includes some Spanish dishes and the waiters supposedly have been trying so hard to learn how to pronounce the names. They haven't gotten very far, and when Mr. Patrick finds out that they've been studying *The Racing Form* all the time he thought they were studying Spanish, there's going to be trouble.

But even if Mr. Patrick gets mad, he won't be able to fire the waiters, because the waiters' union is too powerful here. Last month the bus boys went out on strike because they had gotten tired of the floor show and wanted some new faces. And last week the chiefs demanded that Mrs. Patrick stay out of the kitchen because she interrupted their poker games.

They say that if the waiters don't like your act, you're as good as canceled. The toughest show opening night is the 10 p.m. show, because the waiters are not so busy then and watch the floor show more closely.

MR. PATRICK says he tried to turn the club into a classy spot, but the experiment didn't work. He had a small, rising platform built into the dance floor, the angle being to have the floor-show cast make its entrance coming up thru the floor. But on opening night, the electrician mixed his time schedule and the floor came up with the bus boys and the musicians playing pinocchle. That was bad enough, but Mr. Patrick was very embarrassed when he discovered Mrs. Patrick was with them. And he was embarrassed even more when he found that Mrs. Patrick had lost \$80.25 in the game.

Of course, Mrs. Patrick had the last laugh on Mr. Patrick because, she says, she was playing rummy all the time the rest of the gang was playing pinocchle. She says it was worth the \$80.25 to be there. Anyway, Mrs. Patrick is really a nice woman, except that she thinks she's young, when she isn't and insists on Hal teaching her the Conga. He gave her a few lessons and she likes the kick part of the routine in particular. Hal collapsed with bruised ankles after the last lesson; he couldn't duck her kicks fast enough. But Mrs. Patrick loves the 1-2-3-and-kick routine. She says it reminds her of the time she played left halfback on the Ladies' Auxiliary football team back home.

MAISIE.

Miss America Can't Appear in Home Town

DETROIT, Oct. 21.—Michigan's regulations to protect showgirls had an unexpected kinkback last week when Patricia Donnelly, Miss America of 1939, was denied a date in her own home town here. She was set for a p. a. at the Book-Cadillac Hotel, but was denied employment when a ruling of the Michigan Liquor Commission was invoked, barring entertainers under age (21) from appearing any place where liquor is sold.

Building 100 Gs Savannah Nitery; Trick Puppet Stage

SAVANNAH, Ga., Oct. 21.—Al Remier is building a \$100,000 night club on the site of his Club Royale. Improvements include a large ballroom, special stage, cocktail lounge with large horseshoe bar, indirect lighting, air-conditioning.

Mr. and Mrs. Remier just returned from an extended tour of key cities. After visiting hundreds of night spots they drew up plans for their new club.

The entire bar equipment, an electrically operated puppet stage and nearly 100 special color glow booths with new shadow box silhouettes were designed by C. L. Gibson. Also an original "Double or Nothing" cashier counter, where customers play a dice game to see whether they pay "double or nothing" for their evening's tariff. Remier says this is a drawing card and half of his customers spend the evening free, while others pay the bill. This feature is Remier's own invention and patent papers have been filed on it.

The complete bar and equipment contract, totaling \$20,000, has been let to Stephens & Co.

London Vauders Struggle Along

LONDON, Oct. 21.—Managements of West End vaude halls and theaters are working out a stagger plan for submission to home department under which in turn they would be able to remain open later than the present curfew of 6 p.m.

Meanwhile vaude bills are doing reasonably well in outer London and the provinces. Sir Oswald Skoll has decided to keep the shutters up at his Chiswick, Wood Green, Hackney, Chatham and Shepherds Bush Empires.

2 New, 2 Old New York City Clubs Opening

NEW YORK, Oct. 21.—Two new clubs are scheduled to debut this month. The Casino Comique, 83d and Broadway, on the site of the old Arabian Nights, with a show staged by Walter Brooks (date set for the spot is October 26), and the Royal Box on 52d street.

Mon Paris, East Side society spot, reopened last night (20), and the Barrel of Fun is scheduled to reopen October 24. The Royal Box, in the home of the defunct Bert Frohman's, will open early in the week.

Talent booked for the Comique includes Marcello (the former Renee Vilson), Ted Rodriguez, Congo Trotter, the N'Wits, Marguerite May, Juanita Rios and Billie Arnold's Ork.

Barrel of Fun unshatters with Eddie Lambert, Satch and Satchel, Gertrude Dwyer, Steve Murray, a line of Chester Dougherty girls and Tommy Varrell's Orchestra. Joe Ward and Irving Cohen will manage the spot.

Mother Kelly's Club has folded after a few weeks of featuring three dance bands and Graciela Parraga, singer. The club had opened early in the summer and then closed for a few weeks, reopening last month.

Liquor Board Hits Big Philly Clubs

PHILADELPHIA, Oct. 21.—Pennsylvania State Liquor Control Board opened fire again on the larger local night spots, citing them for license revocation for alleged violations.

Included are Jack Lynch's Waiter Roof, Embassy, Cadillac Tavern, 21 Club and Stamp's on the Delaware. No date for the hearings has as yet been set.

Two More Clubs In Wilkes-Barre

WILKES-BARRE, Pa., Oct. 21.—This Anthracite region town is coming back into its own now that the mines are working five days a week. Two more night clubs announced nightly floor shows. Gould's Top Hat Club staged its first offering Monday (19), with Duke Norman as emcee and Loretta Moore and Fay and Wallington. Leonard Mater and his boys, local band, furnish the music.

The Travelers' Night Club, formerly the Lenox, is presenting Eddie Black as emcee, the Four Rosebuds and two orchestras, Sons of the Golden West and Jimmy Matzer's Band. The Fay-Wallington dance team has been receiving plenty of praise from the patrons.

Club Mayfair, in near-by Yatesville has been operating nightly for several months.

Miami Beach El Chico Remodeling; Making \$8

MIAMI BEACH, Fla., Oct. 21.—El Chico, year-round nitery here, will soon undergo a facial. Dance floor will be enlarged in size, a deep-sea and indirectly lighted stage will be erected. Job has been figured at 10 cents.

Club is excellent example for the argument that the right front men can make or break a spot. George Wells and Paul McGowan, in near-by, are the reasons for this club's success.

Don Quintana's rumba bunch work, and there are several novelty nights including "country store," "surprise night" and "mardi gras." All are crowd-pullers.

A small American unit will be added about the middle of November, and plans are being discussed for a winter show. El Chico's "penney" cocktail hour, between 5 and 6—one drink 35 cents, two 36 cents is a definite bar filler and gains many a dinner holdover.

500-Seat Honolulu Cafe Has Band, Act

HONOLULU, Oct. 21.—Kewalo Inn, leading night spot here, has been featuring Virginia Barton, dancer, the past eight weeks and a band including J. Espartero, J. Pascoe, Angel Baptista, Joe de Rosa, El Camara, L. Correa and George Belleville.

Located on Ala Moana road and owned and operated by Seigi Ushara, club has capacity of about 500. Ushara is installing new cocktail lounges.

Rainbow Room, New York

This elegant 65th floor night club went formal dress Wednesday (18) with its new show composed of Ben Cutler's Band, Eddie LeBaron's Orchestra, Gail Gail, Sarita and Tito and John Hoystradt. Anne Gerard was billed for the same show, but Gail Gail replaced her the last minute. She will return for the new show next month.

The punch of the show is Gail Gail, doing his third return engagement here. He is an Egyptian magician whose light, slight-of-hand tricks and glib chatter bewildered patrons from beginning to end. Working quickly with live chicks, corks, coins, cards, rings and cups, he holds close attention every minute, getting in comedy relief as well.

Sarita had a tough time following him. She is a comely brunet offering authentic Spanish dances assisted by Tito, a thinish Latin. Her routines emphasize finger snapping, palm slapping, arm and hand movements and heel clicks and point up graceful, quiet motions as against the more common (and more commercial) fiery, abandoned Spanish style. She encored solo, doing a castanet mime chair dance. Later on she returned with Tito for a couple of South American dances that were livelier and more interesting. Her forte is authoritative class and livability, from the night club angle, is lack of flash and of the spectacular.

John Hoystradt, doubling for the show, *The Man Who Came to Dinner*, is doing his fourth return date here and this time did a fair job. Maybe he was tired from his other work, but more he was not as shrewd and sharp in his satire and much of his comedy was dull. His material is aimed to appeal to the upper classes and we suspect that many who snickered at his material did so only because they felt that he was kidding. Ben Cutler and band, in his third date here, make a fine impression. Cutler himself is a tall, good-looking young fellow who sings a bit and fronts, and his 14 men are divided into four sax, three violins, four rhythm, three brass and guitar. Their music is solid, as it should be, and easy to listen to as well as for dancing. Brunet and pretty Betty Bandall is the band vocalist but couldn't be heard distinctly opening night.

Eddie LeBaron and his rumba band, in their second year now, provide excellent Latin and waltz rhythms. LeBaron sings and radiates a lively personality as usual.

Dr. Sydney Ross is still making the rounds of the tables entertaining guests with slight-of-hand tricks.

Ed Seay is still handling the publicity.

Paul Denis.

Blackhawk Cafe, Chicago

Since opening with his band here mid-July, Johnny (Scat) Davis discarded the bang-up swing style and changed several musicians whose reserved manipulation of instruments is in keeping with the maestro's plan of building a smoother and sweeter outfit.

It is a finer combination and a happy contrast to Davis' vigorous vocal and physical activity throughout the dance and show periods. Among the departed members are Vido Musso, Benny Goodman's one-time tenor sax, who accompanied his own orchestra and headed East. With him went Betty Van, strutting songstress whose spot with the Scat group is now well filled by Julie Sherwin,

attractive and capable interpreter of popular songs.

Davis himself still remains the high spot of the entire set-up and developed a better than expected following. His engagement has again been extended, this time until after New Year's. He pipes nightly thru WGN-Mutual. The movies he made for Warner are still making the rounds in the neighborhood. Shows interrupting the dance acts and broadcasts are brief and one imagines are used just to break up the monotony. Not much outside talent employed, this viewing producing only a couple of small dance acts. Tallis, snappy little tap dancer, opened with a rhythm routine. And Orrin and Betty Lou Billington, veteran jitterbugs in this spot, followed later on with merry cut-ups. The boy's lanky appearance, midgeting the size of his partner, boosts the turn's sight value.

Augmenting the bills are Davis, with dynamic versions of tunes, via voice and trumpet; Bill Owen, band's talented baritone who, as night club singer go, does justice to standards of the Make Believe variety, and Miss Sharon, who works with duets with Davis are pleasing to both eye and ear.

A \$1.50 minimum (\$2.50 Saturdays) keeps the small change spenders in the neighboring bar from where they crane their necks to see the boys at work.

Sam Honigberg.

Paddock, Miami Beach, Fla.

When you enter the Paddock and spot a guy at a ringside table in a raccoon coat, you get an idea what you're in for. It's a guy in a top hat and a Percy Clifford, billed as "Public Nuisance No. 1." Even if you're not a rabid Clifford-type fan, you like this screwball, if only because his stuff moves too quickly to bore and his barbs smack himself as well as you. Clifford doesn't even aggravate anybody. He throws his kisser into various insane contortions, bange his hands together, burlesques jitterbugs, imitates Charles Laughton, walks on his knees, bounces to the floor and even sings in a horrible, but funny, voice.

A plumpish gal, Chicago's Eleanor Leonard, has a tremendous pair of pipes and her control of them is superb. She has more voice than any other woman singer who has hit these parts within the last five years. Her swing and sweet are handled equally well.

There are five girls tagged *The Jockeyettes* whose antics are Hoyle. All do innocent enough specialties, but hardly sensational. Tony Lopez's *Ork*, hired for the summer, has been an exceedingly smart move on Tom Williams' part.

Lee Simmonds.

Cotton Club, New York

With the usual extravaganza revue still in rehearsal and now set for an early November starting, this Broadway Harlem hottery is keeping the lights lit with a variety bill. It's a toss-together affair, with no attempt at routine or time-a-downer or so specialties, the sameness of which makes it all border on boredom when it's spread over 110 minutes. This in spite of the yeoman efforts of Bobby Evans, who turns in a

neat tap routine in his own innings as well.

The effortless Bill Robinson, the harmonizing Dandridge Sisters (three) and the show-stopping tap twosome of Son and Sonny are all held over from the previous variety bill (reviewed in October 14 issue).

Biggest gun on the bill is the appearance of Louis Armstrong, leading the floor show band stand alike. It's been some five years since Satchmo serenaded Gabriel in a Broadway setting, and his return to the scene is a most welcome one. As mellow as ever in his trumpet playing and characteristic vocalizing, Louie lays it on like Macduff. But there's no getting enough of the guy. Band, with Midge Williams and Sonny Woods for the songs, is devoted to swingology and matches the mood of the maestro in playing.

All the acts are socko individually and hardy at fault for the poor production quality of it all. Except for Tori Loro, devoted to doubling the entendre of her ditties, remaining acts on the bill are standard fare familiar to the Cotton Club patronage. Miss Lora is announced as the club's first new face, bringing her *Fiskean* folderol from London.

Two Zephyrs, male pantomime, give the bill its only real comedy moments with their sure-fire repeated crap game routine. Chilton and Thomas, mixed team from vaude, have an easy time arresting attention, with the male member's tap and soft-soap on table tops and dinner plates, the girl being ever busy with the tricks. Avis Andrews has no trouble garnering additional glory for herself in singing the Noel Coward show tunes.

Following form, finale is the introduction of new dance act, this time an apropos *Louis Stamp*. However, it comes on cold and leaves the same way. It will have to wait for the regular revue to be presented properly. Armstrong stays on to headline the forthcoming act on the bill for Chilton and Thomas, Bobby Evans and Avis Andrews.

Harry Sobel and Ted Hartman still at the press desk.

M. H. Orudensker.

Marine Dining Room, Edge-water Beach Hotel, Chicago

Just about the time when life begins on the neighboring Northwestern University campus, Managing Director William Dewey folds the starry roof tent on the Beach *Ork* and moves into this club. And as distinguished dining room for the winter. Week nights, patronized mostly by the wealthy hotel guests, it retains a royal atmosphere, and on weekends it becomes a caldron for the merry collegians.

Band and Harriet Smith's dancing line still share the spotlight, with one outside act also employed. Admission is \$1.25 week nights and Sunday afternoons, with an extra 25 cents Saturdays.

Bill Bardo's new orchestra plays sweet music the way, fit to sing with a Continental style, a set-up that is quite in keeping with the room's formality. At late hours the Bardo band bends toward swing, but in reserved manner. Maestro has an ingratiating personality and tries to please at all times. His music is not hard to take, it is melodious, soothing and inviting for dancing purposes. Many of the standards retain their original melody, being arranged around the leader's capable violin work. The instrumentation behind him is not bad, but dependable in both old and new tunes.

Vocal corps include the smooth-voiced leader, the Lorraine Sisters, rhythm trio; Virginia Hayes, of the more moody variety, who has a pleasing enough voice, and Jess Vance and Ory Psoel, respected trombone and guitar players, who do capable tenor work. For group numbers, the entire outfit vocalizes.

Floor show is opened by band with a musical comedy greeting, bringing on the eight Harriet Smith lovelies in a genuine South American tang. Miss Helen Tolson warbling *The Man I Love* and *South American Way* in nice fashion, and the Lathrop Brothers and Virginia Lee, classy tap dancing trio, contribute a real highlight with three-highly polished routines. They have been the best.

A Northwestern student, James Copp III, shouts a couple of original songs, to his own piano accompaniment. No doubt one of the recent participants in

the room's Friday night college shows, he has not developed anything worthy of a commercial showing.

The girls, as costumed in Ziegfeldian style, lead the flash finale parade.

Herbert Poole, organist, is in his fifth year, playing luncheon music and intermissions. Peter Ferris is at the front door managing the cash, candy, and Fred Weis, who pulls the publicity strings. James Blade's Band relieves the regular crew on Mondays.

Sam Honigberg.

Hawaiian Room, Hotel Mayflower, Akron, O.

This swank nitery continues to attract white collar clientele. It has an increased budget for entertainment, and the new season gives promise of being the best since the local hotel added the night club.

If the current opening bill is a criterion, Managing Director Jack Walsh intends to do even better by regular patrons than in former days. The floor show is about the best this town has seen in a long time. Club's policy of moderate prices, no cover and same high standard of cuisine, is certain to click again. The town is in much better shape financially than at any time during the past two or three years.

Seeing red is what the Hawaiian Room stay-ups have been doing these nights—because of the Robinson Twins. A blue-topped dance team, there is fire in the eyebrows, their peppy solo tap out. They have a superior sense of humor—for young things—and show exceptional promise in their stepping.

Harold Houser's music backs up the Robinson youngsters and bucks the no-theatrics to some self-entertainment in the current rhythmic patterns between shows. Houser has a swell sense of the music that intimate entertainment requires, plus an adroit touch or two for the just-in-time stray among the more modest evening-outers.

For push and pull swing melody—accordion novelties—the Brittones and Gay, will please the ear. To round things off, the show, which plays in a well-known band, that baffles eyes that try to follow them.

Rex McConnel.

Black Cat, New York

The Black Cat located on West Broadway for 53 years, features all-sepia entertainment of an above-average type. While the show isn't as good as it could be, there is no visible reason for it other than the fact that the entertainers, Rubber Legs Williams and his Copper-Colored Gals need a responsive audience. Playing to a scanty crowd, the people who don't appeal to this group, which definitely has talent.

Marion Harrington, a hefty lass, is first up, with Gladys Johnson playing piano accompaniment. Miss Harrington, who is fair with her number, which include *Too*. Well, she to loom up a bit she'd give a performance worth writing home about.

Billy and Anne, dance team, do rhythm tap to a "T," and Williams himself, with his imitation of Harry Richman singing *It's Your Move*, is a feature of the show. Helen Stewart is outstanding, as is Claudia (McNeil), who appears in plantation garb to sing *I Just Didn't Understand* in throaty voice.

Leslie Boones' five-piece *ork* plays for dancing and does a good job, accompanying when the show, which include *Too*, Boone and Prisco DeSlybia handle vocals.

Show needs revamping to make it faster. Williams, who acts as emcee and whose capability is not doubted, should inspect a few Greenwich Village specialists when he gets patron, but they are or less exact while night clubbing in the Village.

Four shows nightly. Minimum is \$1.50 on Saturday only. Ray LaPore is manager.

Sam Abbott.

Belmont Club, Miami Beach, Florida

Hearing sad tales of Miami entertainment death while vacationing in N'Yawk, we were pleasantly surprised when we got patron in the Belmont Club the other 11:15 p.m.

October being an accepted synonym for fall here, the boys said the Belmont couldn't do it. The Belmont, we report, did.

Belmont Fields gets top billing and rates it. Fields is an ad lib. comedian who thrives on table heckling. His material can be conservatively classed as risqué. However, he doesn't pull any punches.

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Leon, incidentally, was at one time an amateur boxer. But not of note. His four-man draw poker pantomime rocks the house, as does the Russian dance burlesque. He essays a few dirty songs in an unmelodious voice which nobody seems to mind. Props are a pair of hats and a cigar.

A girl chorus called *The Mayfairites* is the best of the lines seen in Miami this summer. Production numbers are well timed. Girls look good and are pleasantly costumed.

Two specialty lanes are Renee Rondel, who pirouettes about like a starlet but capable fawn, and Vivian Francis, a tap and acro dancer employing a pouting mouth and twinkling toes to best advantage.

Two hands are led by Alberto (rumba) and Marty Caruso (swing and show), the former a personable and crowd-pleasing Latin.

Presentation is handled by Noel Sherman. *Lee Simmons.*

Pavillon Caprice, Netherland Plaza, Cincinnati

Refurbished and redecorated for the occasion, this modernistic and ornate chamber ushered in the fall and winter season on Thursday night (19), with Shep Fields and his Rippling Rhythm Orchestra, with Hal Derwin, Jerry Stewart and Claire Nunn, and Erica and Novello, ballroomers, as the entertainment features.

With the opening of the Caprice, the Ralph Hitz-operated Netherland Plaza, managed by Max Schulman, for an occasional season becomes the only Cincinnati hotel operating its main room on a full-time basis with a name-band policy. As in other seasons, the Pavillon Caprice makes no effort to compete with the major over-the-river niteries by means of lavish floor shows, being content to draw its share of the cream trade hereabouts with the bigger orks and a single name act each night, good food, finely fashioned drinks, excellent service and class atmosphere.

Nearly 500 patrons laid it on the line to the tune of \$4 per person to participate in the Caprice's opening festivities, the four bucks entitling each to a sumptuous dinner. For its regular policy the room will operate without cover, with a \$1 minimum week days and \$2 Saturdays and holidays, with dancing from 9 'til 2.

The Shep Fields musical crew clicked in grand fashion with the opening crowd. The band ran the gamut from swing to the more peaceful melodies, always holding to a sound dance rhythm, and with Fields displaying adeptness in leading his crowd and mixing his times accordingly. Fields sports a better-than-average pair of male warblers in Hal Derwin and Jerry Stewart, and one of the most aggressive femme canaries in the business in Claire Nunn, a personality kid with a voice and a sense of selling. She has a tendency, however, to go overboard on the personality stuff at times. Derwin and Stewart combine with Paul Wegand, trombonist, for some good trio work.

Erica and Novello, back for their third successive fall season here, were liberal with their dance offerings, contributing no less than five routines and experiencing difficulty in getting away at the finish. Opened with a rhythmic waltz in three-quarter time, and followed with a tango, a rumba, the *Paso Doble*, a Mexican item, and winding up with a lighter novelty.

Heading the room's service staff are Richard Elsner, catering manager; Tom Lamare, sommelier, greeter and crepe sweeter expert, and Frank Karath, headwaiter. Jenn Bishop is p. a.

Dill Seals.

Century Room, Neil House, Columbus, O.

Another season of floor shows got under way here Monday (26) with Bob (See CLUB REVIEWS on page 67).

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Bar Everything

NEW YORK, Oct. 21.—Sherman Billingsley, who makes the headlines by barring the right people from his snooty Stork spot, is now purging restaurant owners.

Bob Goldstein, owner of La Hiff's Taverna, was the latest restaurant owner to be informed that he had been bloodlessly purged from the Stork. With that, Goldstein commented that he understands Billingsley is going to open a night club with a Western motif and call it the "Bar Everybody Ranch."

Smalley Theaters Remodel Stages

DELHI, N. Y., Oct. 21.—Smalley Theater Circuit has remodeled its theater here, reconstructing from the marquee to the stage at a cost of \$22,000.

Smalley's St. Johnsville (New York) theater is also under process of reconstruction, and stage will be torn out and extended 20 feet. Total cost of job is estimated at \$18,000.

Bridgeport Poli Celebrates

BRIDGEPORT, Conn., Oct. 21.—The Low-Poli Theater is celebrating its 17th anniversary. House, formerly housing big-time vaude, now plays films, with an occasional flesh attraction.

Matt Saunders, manager, has been here the past 26 years. Ten of the original house staff, including Otto Esposito, press agent, are still on the job.

Bridgeport Club Burned

BRIDGEPORT, Oct. 21.—Fire of undetermined origin destroyed the Lake Wausau Casino night spot, early Tuesday (20). Fire officials estimated the loss at \$18,000. Operator was Michael Larson, of New York.

Roxy, Atlanta, Doubtful

ATLANTA, Oct. 21.—Nothing is set about the opening of the Roxy Theater for the fall, excepting that last year's manager, Moe Baranco, will not be back.

Owners of the theater, which operated with stage shows and a Gae Poster girl line, say the theater will open.

Hockwald To Tour Cork Opry

LOS ANGELES, Oct. 21.—Arthur Hockwald is slated to launch his Richards & Pringle Georgia Minstrels, October 15, for a theater tour of Arizona, New Mexico and Texas. Show, carrying 35 people, will go under canvas in the spring, Hockwald says.

Eve Ross Line Producer

DETROIT, Oct. 21.—Eve Ross, former producer at the Fox Theater until it dropped vaude early in the summer, is starting a local production studio. First line of girls has gone into the Bowers, Detroit, for an indefinite booking, reversing the former policy of changing lines with every show.

Canton's Big Club Resumes

CANTON, O., Oct. 21.—Orchard Hills Town Club, only downtown niterie, bowed for the new season Saturday (14) with a complete sellout. Spot has table accommodations for 400. Policy is floor shows and district bands, with Tiny Tigges emcee. Frank Deems is managing director. City operates on a membership plan, \$1 a year.

"South of the Border" Latest Click Disk

NEW YORK, Oct. 21.—Within three weeks, *South of the Border*, one of the last song importations from England before the outbreak of the European war has become a front-line tune in the automatic phonographs around the country.

Shep Fields' recording is the particular one that the nickel-droppers are going for in a big way. For further details about this and other recordings turn to page 76 for the "Record Buying Guide" in this issue of *The Billboard*.

Ann Rutherford P. A.s in South

CHARLOTTE, N. C., Oct. 21.—Ann Rutherford, picture actress, made a p. a. at the Imperial Theater here Saturday (14) on her first trip south, doing four a day.

She had come east to appear at the Cotton Textile Festival in Greenville, S. C., October 12-13, and made appearance at Carolina Theater there. These and other appearances were arranged by T. D. Kemp Jr., manager of Southern Attractions, Inc. Miss Rutherford appeared to packed houses in all three Carolina cities.

Kemp has set Nelson's 1940 *Reviews* and Ed Gardiner's *Spices of 1940* for 8 to 10 weeks throughout the South. Both units opened October 12. Each show carries 20 performers, including six-piece bands.

Mobile House Resumes Vaude

MOBILE, Ala., Oct. 21.—Casino Mobile, only local theater using flesh, reopened Thursday (5) after being dark for eight months. The house, with one floor seating 500 at tables, was better than two-thirds full at both opening night performances.

Grundmann's Attractions, with headquarters in New Orleans, Bea Grundmann, director, opened the house with five acts, featuring the Abernethys. Between the 8-15 and 10-30 p.m. shows there is dancing to Larue's eight-piece orchestra.

Manager Edison Graham said that he hopes to continue all winter. The opening was against a big football game. Casino orchestra has J. Lurie Early, leader, and Agnes Griffin, Wynne Wright, Bob Frank, Gits Gale, Austin Clegg, Edison Graham and Bobby Chisholm.

Millers Taking Out Own Unit From Chicago

CHICAGO, Oct. 21.—Another act taking out its own unit this season is Ted and Art Miller, who are whipping into shape *Stop, Look and Laugh*. The Millers were with the *Broadway After Dark* show last year and played five and half months of almost consecutive dates, most of them in the South. Their new venture will have five acts, including Johnny Sanna, 10 girls and swing band.

Show will play for Warners in the East and T. D. Kemp in the South, among others.

Dan Fitch Framing Unit

SALISBURY, N. C., Oct. 21.—Dan Fitch, old-time minstrel man, is assembling a show titled *Plaisir de Peres*. A cast of 30 has been assembled and premiere at a local theater is anticipated.

Eau Claire Club Opens

EAU CLAIRE, Wis., Oct. 21.—Buck and Otto's Blue Room opened October 6. Spot has been fitted with new glass block bar with blue neon illumination, new shadowless lighting and new orchestra stand back of bar.

Vaudefilmer Tries Quiz

MILWAUKEE, Oct. 21.—E. J. Weisfeldt's Riverside Theater is now sporting a "What's the Answer Now?" Thursdays at 9 p.m., with \$50 in cash prizes. Show is a tie-up with a local baking company and is aired from the stage of the theater over WEMP.

Even the persons answer questions incorrectly, they still get passes to the theater.

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Dance at MARLOW'S PARK

Kemp, "Toes" Open Strong; Durante Fair

NEW YORK.—Second week of Ann Sheridan and Ted Weem's Band p. a. ing at the Strand along with *Dust Be My Destiny*, accounted for only a fair gross of \$30,000. Friday's opener (20), however, of Zorina's *On Four Toes* an *Hi-Lo* Kemp's Band on stage should be good for at least \$40,000. Opening day was strong.

Jimmy Durante and Russ Morgan on the Paramount stage, plus the screen show of *What a Life*, drew a mild \$38,000 for their opening week which ended Tuesday (17). Running a second week Tuesday will probably drop \$3,000 to \$23,000. *What a Life* figures were \$23,000. *Boxy* had a strong attraction last week in Hollywood *Casualty* on the screen and a stage bill headed by Pat Rooney, including Ted Lester, Joe Jackson, and Jimmy Chiles. *Boxy* is a very good \$38,000. Holding over for a second week.

Music Hall's opening of *Mr. Smith Goes to Washington* was strong because of the advance build-up of the picture and the picture's gross of \$90,000. Second week of *Intermezzo* did very well with \$60,000. On stage, in addition to the regulars, were Roy Smeeck, Alfred Lsteli, Elmer James and Doris Berg and Louise Foster.

Loew's State, despite the stage appearance of Lou Holtz, Sylvia Proos and Frances Faye and *The Star Maker* as the chief attractions, did a fair week with a \$21,000 gross ending Wednesday (18). This week's appearance of Ted Pio Rito, Wiley Vernon and Raye and Naldi and the film *Golden Boy* is expected to do a little better.

Cantor 9Gs 1st Two Days at Met; Hopes for \$45,000

BROOKLYN.—Eddie Cantor unit, playing the first vaude at Loew's Metropolitan Theater here in four years, had a splendid advance publicity campaign that was put on when he played the State in New York.

Cantor opened Thursday, playing six shows and grossing \$4,200. Friday, with five shows, drew \$4,600. House is running six shows Saturday and six Sunday and expects to gross between \$18,000 and \$18,000 for those two days. House figures on grossing \$45,000 for the Cantor week.

This is the first time in six years that Cantor has played in this house, and without the fanfare excitement and campaign that was put on for this engagement, grossed \$57,000. For the current engagement, however, prices were jacked as high as 35 cents more for the evening performance (see vaude review). The only head opposition to Cantor in Brooklyn is the Brandt Flatbush house, running a Mary Carlisle-Jack Haley unit.

Before coming to the Metropolitan, Cantor grossed \$14,200 on a three-day stand (October 6 to 8) at the Palace, Columbia, O., and \$5,233 for one day at the Orpheum, South Bend, Ind. The tour winds up at the Chicago Theater, Chicago, November 10.

Joe Cook, Higgins Top Chicago Grosses

CHICAGO.—Joe Cook, at the Palace, with the very important screen assistance of Ginger Rogers in *Fifth Avenue Girl*, and Peter Higgins, Cardini and Arner and Broderick topping a combo show at the Chicago, augmented by the Hollywood *Casualty* on the screen, led the way for the week starting October 20. Palace, scheduled to switch to a twin-feature policy November 10, due to bad business with current set-up, is rolling along at a nice \$20,000 for present week. Second week of *The Rainy Game* and vaude ending October 19, along with fair enough \$34,000, bringing fortnight total to \$75,000.

State-Lake Friday (20) brought in another major Bowes show, with Metro's

Vaudefilm Milwaukees

Raye Unit Strong \$23,800 in Philly; Fay's, Carman Okeh

PHILADELPHIA.—The weather being ideal and the programs on view containing plenty of entertainment, the b. o.'s ended in handsome returns week ended October 19. Registering the heaviest gross since the war started, the Earle, with Martha Raye, accounted for the house average. Other talent on view was Benj. Wenger, the Graciosa Dancers, Jack Williams and the Lazanders. *Fast and Furious* on the screen.

Fay's did comparatively well with \$6,400, with a bill headed by a stripper, Zorina, and Tania and Kirsoff. Others were Cy Landry, Alverdi and Dolores, Marion Bollett and the English Brothers, Le Paul, Margie Palm and the usual line of gals (16). Pic. *Charlie Chan at Treasure Island*. The gross, while not sensational, more than met the house unit.

The Carman drew a comfortable \$4,900 with Joey Payne, Willy and Dore, Sally Joy and Bobo and the Kiddie Wild Girls. Film, *Unrepentent Father*.

Glenda Farrell III But Goes On; Business Is Poor

SPRINGFIELD, Mass.—Paramount Theater's stage show which closed Thursday (19), and featured Glenda Farrell, picture actress; NTG and girls and the Three Sailors, did only mediocre business for the week, despite a near record-breaking opening day, according to William Powell, theater manager.

Most apparent reason for the poor business was Miss Farrell's being unable to put on her advertised "comedy skit" with Harold J. Kennedy. Because she had contracted laryngitis and flu, she was able to make only a brief appearance at each show to bandy a few words with Eddie Lane, comedian who came in from New York to help her out. Audience reaction to her brief appearance was great. Miss Farrell retired to her bed between shows, according to Manager Powell.

The NTG show and the Three Sailors drew good laughs, but it was exactly the same show put on here last year by him. Picture, *The Magnificent Fraud*.

Gene Austin Hypos Kansas City Gross

KANSAS CITY.—Tower, with Gene Austin unit and Kandy and Koko, just closed Tuesday (20) for a week ending October 12. Average is five grand. Pic was *Hero for a Day*. House did \$4,500 the previous week.

Lottie Mayer, "Destiny" Below Average in Cleveland

CLEVELAND.—RKO Palace, with Monroe and Grant, Sara Ann McCabe, West and Page, Brown and Ames and Lottie Mayer Co. plus pic, *Dust Be My Destiny*, grossed \$12,100, near two grand below average, for week ending October 12.

Palace's take the previous week was 14 grand, with John Boles, doing a p. a.

Miracles for Sale on-screen, heading for \$50-\$44,000. Not much more for the layout of Winter Carnival and eight acts which preceded current program. Oriental has no complaints to make against the Ina Ray Hutton unit and second run of *Hotel for Women*, which brought next \$15,800 for week ending October 19. Next day house brought back a couple of recent pictures (*Golden Boy* and *Bachelor Mother*) plus revue with Rufe Davis, Balabanov Five and Conville and Dale. Should reach a nice enough \$14,500.

Bowes Unit Ups Milwaukee Gross 2Gs Over Average

MILWAUKEE.—Major Bowes' Fifth Anniversary unit, on a week stand here at the Riverside, grossed \$7,439.00 between Friday and Wednesday. Monday night's intake of \$1,200 is well above a record breaker in view of fact that usual Monday night returns here run around \$900. Unit finished with a neat \$8,500 (week ended Thursday (19)). Film was *The Witness Vanishes* (Universal).

House average business is \$6,500.

Things Look Rosy For Capitol Stands

WASHINGTON.—Local pride is responsible for the stream of ticket buyers at Warner's Earle this week. The picture is Columbia's *Mr. Smith Goes to Washington*. National Press Club's sponsorship of the Smith premiere at Constitution Hall created streams of publicity as official Washington turned out to see the celluloid senator. The Earle management forecasts a \$23,000 near-capacity business for the week, in contrast to last week (ending 19th) when Zorina's *On Four Toes* turned in a fair \$14,000. This week's Earle stage features 16 Roxyettes, all playing marimbas; Earline King, a local singer; the Three Oxford Boys and Maurice and Corboda.

October 28 should pull another gross on the strength of Ann Hulbert's personal appearance. About \$25,000 is expected, despite public oversight of full bill of six other acts and a Grade B picture. All local reviews are raving about Mickey Rooney's *Hardy Family* sweetheart regardless of fact that she has no act. Samuek's *30,000 Men* a

"Moulin Rouge" Weak in Spokane; Blame Sexy Ads

SPokane, Wash.—Warned by local showmen that sexy advertising does not draw, *Moulin Rouge* mar. in the Marcus-Barger *A Night at the Moulin Rouge* unit went ahead with it anyway, and the 110-piece revue took a bad beating at the Post Street Wednesday (11). Unit has a \$25,000 weekly net.

Ironically, newspaper critics praised the show for not having an objectionable scene or line and pronounced it the biggest and best road show to come thru in years. One critic blamed the poor turnout on the sexy advertising.

Show manager refused to give out any attendance figures, but two midweek evening performances and one matinee altogether barely drew enough customers to fill the 1,300-seat house once. The matinee was unofficially reported at \$450. Tickets scaled \$3.30 top.

Post Street, October 13 to 15, went \$200 over house average with Three O'Clocks, Gene Corey and Roberta Doreane and a Doughty Musical, *Madness* and Zarlington Twins, plus *Mexicali Rose* and *Mystery of the White Room*. Orpheum, playing Will Rock and his *Thurston's Miracles of Magic* as rival stage attraction, also went over house average with total attendance of 6,991.

Armetta-Hall Ork Do 19C

PITTSBURGH.—Henry Armetta, supported by George Hall's Orchestra with Dolly Dawn, and Dick, Don and Dinah, drew \$19,000 for the Stanley in a sub-normal week thruout the city. On the screen, *Winter Carnival* (UA).

Year couples screen, while Lou Parker, Pritchard and Lord, the Gypsy Farmer, Leon La Peil and his Rhythm Aeolians, the Nathans Brothers and the 20 Rhythm Rocketts rounded out stage. Last week (ending 19th) the Heifetz picture *They Shall Have Music*, eked out a moderate \$16,000.

The Broadway Beat

By GEORGE SPELVIN

SEVERAL show-business people have nomenclature twins participating in the rodeo. Two of them are Bob Crosby and Ken Roberts, cowboys with the same moniker as the oak leader and the CBS announcer. Of course if you want to get complicated there's also the Kenneth Roberts who's the novelist. At any rate, Bob Crosby's brother, Bing, could certainly use some of the horses they have at the rodeo instead of the oat hounds he now has. . . . Talking about the rodeo, when Gene Autry guest-starred there some days ago some of the cowhands (of both sexes) asked him for autographs. "Pippies! . . . Yip Faggen used honoring pigeons to invite people to the opening of his public airroom. Two of the invitees were Jack Rosenberg and Harry Suber, of Local 802, musicians' union. Pigeons took one gender at the exchange floor and powdered, but fast. . . . Query: How come people always seem to misspell Chic Sale's name? It's Chic Sale period. Nothing after that final "e", something Bellamy Partridge didn't seem to know when he wrote his book, *Corny Lawyer*.

Lillian Manley, who resigned from Paramount's Eastern talent scouting department, left suddenly for the Coast last week. She's joining her husband, Don Reid, the new tenor on the Al Pearce show. Paramount's not replacing her, which is very significant, since Miss Manley tutored actors Paramount had under consideration. . . . Suzy, a four-month-old daughter of Fred Astaire and Dorothy Kay, has a new set of middle initials—G. G. They're being interpreted as Glamour Girl. John Ross, son of George (*World-Telegram*) Ross, and John Crowther, son of Bosley Crowther, of *The Times*, are reported carrying the torch for the new glamour girl. (See BROADWAY BEAT on page 68)

New Play on Broadway Reviewed by Eugene Burr

IMPERIAL Beginning Wednesday Evening, October 18, 1939

TOO MANY GIRLS
A musical comedy with music by Richard Rodgers, lyrics by Lorenz Hart, and book by George Marion Jr. Directed by George Abbott. Dances designed by Robert Alton. Settings designed by Jo Melizier, built by T. L. McRatton. Costumes designed by Richard Ashworth. Costumes directed by Raoul Pene Du Bois, and executed by Brooks Costume Co. and Mrs. Karolina. Orchestration by Hans Spilak. Vocal arrangements by Hugh Martin. Orchestra conducted by Harry Levorn. Press agents, Phyllis Pears and Sol Jacobson. Stage manager, Jerome Whyte. Assistant stage managers, Edison Rice, Willis Duncan and Harry Pedersen. Presented by George Abbott. Mrs. Tewksbury Ivy Scott

Manuelito	Desi Arnez
Clint Kelley	Richard Kollmar
First Co-Ed	Mildred Law
Second Co-Ed	Key Taylor
Third Co-Ed	La Verne Luttrell
Fourth Co-Ed	Diane Sinclair
Fifth Co-Ed	Key Taylor
Sixth Co-Ed	Verza Fern
Jojo Jordan	Eddie Bracken
Al Terwilliger	Hal LeRoy
Ellen Ester	Cherry Jones
Mr. Lister	Hans Robert
Consuelo Casey	Marcy Wescott
Sherrif Amishuz	Byron Stone
Ellen Ester	Vian Johnson
Tallulah Lou	Lella Ermit
Sue	Mildred Law
Student	Van Johnson
Ellen Ester	Libb Bennett
Pepi	Diosa Corallo
Beverly Waverly	James MacCall
Deputy Sheriff	James MacCall

(See NEW PLAY on page 68)

Review of Unit Stage Jamboree No. 3

(Reviewed Saturday Evening, September 30, at the Weller Theater, Zanesville, O.)
This is Mutual Booking Office's Unit No. 3, produced in New York and touring Westward. Five acts and a band. Unit played Newark, O., same night, but had enough time to make the jump here for a midnight show.

Judging from the reception given the music, it will become a permanent policy at this house. The three bills played by the Weller have lived up to advance notices and have proved good entertainment. The five acts go on at 11:45 each.

Five Breeze-Up Bascales are talented instrumentalists a cross between hillbilly and Western entertainers, doing several novelties and keep up a continuous line of comedy chatter.
Frank and Eleanor Carr are different dancers. The team has an almost new repertoire and execute some difficult steps. Team turned in some really crack adagio stunts.

Rene Ryan does a pleasing musical number that registered well. Anser and Moeley nearly steal the show with their hits and gags. They are clever comics and dance specialists. Stikley Boscart entertains with his magic, the act rounding out a well-balanced bill, replete with variety and clean thru-out.

Warrie Todd's Rhythm Makers, a six-piece combo, plays okeh for the acts and also dispenses a couple of hot numbers. On the screen was Detective Horneleph.
— Rex McConnell.

French Line's Nitery Yen; See Normandie a Hot Spot

NEW YORK, Oct. 21.—A new high in night club lavishness will become a reality, if present negotiations with the French Line and a "prominent Broadway showman" are concluded within the next few weeks.

The plan is to operate a public night club aboard the \$25,000,000 luxury liner, the Normandie, flagship of the French Line. Normandie has been in pilot ever since the outbreak of the war, fearing to return to France.

Since it operated the most luxurious night club floating on the Atlantic, executives of the French Line approached said "prominent Broadway showman" to operate the night club here in port as the most ultra night spot in town. Idea will be to operate the club as a society spot, installing name bands and name acts.

Leo Carrillo Dates Raise Agent Tangle

NEW YORK, Oct. 21.—A squawk over the booking of Leo Carrillo has been raised by Charles Allen, who claims that he is Carrillo's exclusive representative in the East and that other agents have been submitting names to theater bookers without authorization.

The situation became aggravated when it was reported that the William Morris Agency was negotiating a tour for Carrillo. Agents had also been sending offers to Carrillo, Allen says, with the knowledge that they knew he was representing him.

Allen produced a telegram, which was sent to Al Dow, in which Carrillo said that "Charles Allen has full authority to represent my interests for public appearances. Anyone else who is offering me is doing so without my permission."

Allen also said that he received a notification from Berg and Alsenberg, Coast agents, authorizing him as Carrillo's exclusive agent in New York, and Allen further commented "that the Morris office or other agent has any right to submit Carrillo for personal appearances."

Nat Kalchheim, of the Morris Agency, said that his office has dropped arrangements for a Carrillo tour.

Dows Set Names For Adams, Newark

NEWARK, N. J., Oct. 21.—Adams Theater, booked by A. and Belle Dow, New York, opens its full-week vaude policy tomorrow with a batch of topnotch talent already lined up.

Bands set are Cab Calloway, Artie Shaw, Benny Goodman, Bob Crosby, Larry Clinton, Shep Fields, Wil Osborne, Hal Kemp, Clyde McCoy, Eddie Duchin and Phil Spittany.

Also contracted are Martha Raye, Ritz Brothers, Ink Spots, Andrews Sisters, Dead End Kids.

House is owned by Adam A. Adams.

Benny the Bum's Reopens

PHILADELPHIA, Oct. 21.—Benny the Bum's, closed because of a suspension for violation of the liquor code, is again open. The initial bill contains Hal Cummings, Jean Lee, Temple and Jeron. Three Toppers, the Mystics and the Joe Frassetto Trio. Also Linda Wilson vocalists.

Tony Phillips is booking and Milt Shapiro resumes the p. a. post. Barney Zeeman at the miniature piano.

Another Kiddie Nitery

PHILADELPHIA, Oct. 21.—Jitterbug night clubs and milk bars with nickel machines furnishing music are increasing locally. The latest conversion from a regular nightery to a younger set dance spot is the Village Barn. Max (Doc) Hof, who formerly operated the 1214 Club, is the proprietor and Johnny Kayser, manager.

25G Nut Too Heavy; Marcus, Barger Unit Cuts

CHICAGO, Oct. 21.—The A. B. Marcus-N. S. Barger show, *A Night at the Moulin Rouge*, which one-nighted its way to the West Coast during the last two weeks, is reported to be closing for a week for recasting and tightening up of the budget. Current weekly net is around \$25,000, a load that few towns can meet.

The unit opened in Davenport, Ia., September 30 with a talent line-up that is setting the Marcus-Barger bank roll back \$11,000 weekly.

Paris Notes

PARIS, Oct. 14.—Andre Denis and Paul Lefebvre announce the reopening of the Concert Mayot, the first music hall to resume operations since the commencement of hostilities. With a cast of 150, it is a typical Parisian music hall revue in 16 scenes. Owing to the early closing (10 o'clock) still affecting all amusement houses, performances are restricted to matinees only.

Charles Trenet, one of the first mobilized with his regiment in Coulon, Capt. Pierre Fresnay is in command of the company of Zouaves somewhere in the Lorraine sector. Rene Le Graves is cyclist-messenger for his battalion. Albert Prejean, mobilized as lieutenant, has already received his captain's commission in the aviation. Henri Decoin, captain in the aviation, has joined his.
(See PARIS NOTES on page 67)

Buffalo Colored Acts Boom

BUFFALO, Oct. 21.—Colored niteries have experienced a general switching around, and there should be openings for a new influx of colored talent. Le Roy Smith, who was in charge at Montgomery's Hotel, has taken over the Little Blue Bird, pulled flesh after the second week. Audiences didn't go for straight vaude, although it was presented at pop prices and given additional exploitation. Charles Hogan, who booked the house, will continue to supply shows to that chain. Stratford Theater Saturdays and Sundays. That South Side Theater, on the other hand, is doing nice business with a combination policy week-ends, playing either five acts or small units.

Dan Montgomery, who already runs an established colored club by the same name, has taken over Montgomery's Hotel. Both spots feature colored dance music and entertainment.

Chi Nabe Vaude Out

CHICAGO, Oct. 21.—Warner's Symphony Theater, which attempted Sunday matinee, pulled out after the second week. Audiences didn't go for straight vaude, although it was presented at pop prices and given additional exploitation. Charles Hogan, who booked the house, will continue to supply shows to that chain. Stratford Theater Saturdays and Sundays. That South Side Theater, on the other hand, is doing nice business with a combination policy week-ends, playing either five acts or small units.

Talent Agencies

WILLIAM MORRIS AGENCY, New York, is putting out two more "package shows." Martha Raye unit opened at the Earle, Philadelphia, October 20 and has dates running up to January 19 week. The Joe Brown unit has been set for a string of vaude dates. . . . BILLY JACKSON, New York, and Max Halpern, Chicago, are agenting the George Jessel Old New York unit to be produced by Max Richards. The unit will have the Walter Fowell Band, York and King, Ann Pennington, Jack Goldie, Rosebuda, the Philharmonica and a 12-girl line. Unit will play up the "direct from the World's Fair" angle.

RAY S. KNEELAND, Buffalo, reports an enormous upswing in talent and band bookings. After substituting Joe Rines' Band for John Philip Sousa for the Veterans of Foreign Wars ball November (See TALENT AGENCIES on page 66)

A Real Privilege

CHICAGO, Oct. 21.—Giovanni, the pickpocket artist, who has been set by Eddie Ekort, of MCA, to work the customers at the Drake Hotel, during tonight, has the distinction of not only picking pockets and getting away with it, but also picking the supporting acts on his show.

Ekort loosened the reigns, permitting Giovanni to use his own judgment.

Vaudeville Notes

RUSTY STEUBEN RADIO GANG are doing a two-month series of engagements thru the Minnesota Public Theaters out of Minneapolis. Cast includes Happy Yappy, Tex Richards, Uncle Jim Dunn, Freddie Stone, Betty Lou Robertson, Tex Paul Kerr, Pee Wee Minnotte and Bennie Myers. Mr. and Mrs. Eddie Brest are managing. . . . MARLYN AND MARTINEZ, in their 12th week with George Hamdi's *Fantasies of 1939*, are heading for the South. . . . GEORGE OFFERMAN JR., coming to New York from Hollywood for an eastern personal appearance tour. . . . HANK MOELLER, currently appearing at the World's Fair in New York, will take out a unit for an extensive vaude tour following completion of present engagement.

FRANKIE CONVILLE and Sunny Dale went into the Oriental, Chicago, week of October 20. Eddie White returns to that house the following week. . . . TERRY HOWARD will tour with Joe E. Brown's show, opening in Cincinnati October 20. . . . GOODRICH AND NELSON open at State-Lake, Chicago, November 17. . . . ESTELLE AND LEROY and Pierce (See VAUDEVILLE NOTES on page 66)

Willard at Milwaukee Club

MILWAUKEE, Oct. 21.—Jess Willard has been engaged as greater by Tom Terris at the Club Terris, local nitery, and will referee the free nightly wrestling shows staged at the spot. Willard, former heavyweight champion, has been appearing before local luncheon clubs relating his fistie experiences. The Terris claims to be the only night club in the country featuring free nightly wrestling. Gordy Gensh and his ork do the musical honors.

Accused of Suggestiveness

COLUMBUS, O., Oct. 21.—Franklin County Court of Appeals will shortly review the case of Mrs. Esther Jacobs, operator of Esther's Night Club here, who was convicted December 2, 1938, of permitting one of her dancers, Yvette, to "willfully and suggestively twist her torso." She was fined \$200 and costs.

FIRST SHOWING

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FEATURE ATTRACTION AT THE
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OCT. 21 THRU 28

WITH
★ DOROTHY FRANEY
Olympic Star • Holder of 11 Titles
★ ICEOLITE EIGHT
8 Beautiful Ice-Skating Chorines
★ AND OTHER ★
ICE SKATING
NOVELTY ACTS

★
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NOW BOOKING
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Inquire

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DETROIT, MICH.

Cashing in on Confucius

SEATTLE, Oct. 21.—Davey Chinn, of the Twin Dragons Cafe, has developed his own policy of blending Confucian sayings and philosophy with cafe operation.

He promotes this spot with observations quite reminiscent of Charlie Chann, such as his "Davey Chinn says: A man without a smiling face should not open a shop." The nuggets of wisdom are used in his advertising.

LIKO THEATRES

1270 SIXTH AVENUE
RADIO CITY • NEW YORK

AGVA Signs Henie Ice Show; Lists Minimum Cafe Wages; Claims Improved Conditions

NEW YORK, Oct. 21.—American Guild of Variety Artists this week pressed forward in the night club, vaude and agency fields, and in addition signed its first ice show. In line with consolidating its membership plans are now being mailed whereby different performer categories, including dance teams, novelty acts, singles, doubles, etc., will have a chance to meet, in order that the union execs might better ascertain the particular conditions existing in each division.

Union gave a breakdown of minimums and conditions in clubs already signed to temporary contracts and, as indicated previously, is following the A, B and C classification of Musicians' Local 802 as a guide.

Salaries and highlights of spots already paced follow:

Club 18, \$50 minimum for principals, two shows nightly; Bertolotti's, 22 Chico, Havana Madrid, Queen Mary and Jimmy Kelly's all have a \$40 minimum and three performances nightly instead of four as before; La Coma, \$40 for principals, \$30 for chorus girls and \$20 per performance a week or three a day. A

fourth performance is allowed one day a week.

Village Barn sale is \$40 for principals and \$26.50 for chorus. Bal Tabarin is \$35 and \$25. Butler's Tap Room, Monte Carlo and Moskowitz and Lupowitz, 835. Rainbow Inn, \$35 and \$23.50.

All contracts prohibit free auditions before paid audiences and provide for four days' notice instead of two. In case of those classifications, as Bertolotti's, which call for three shows nightly, a fourth performance must be paid on a pro rata basis. Contracts also give the acts more freedom of movement, allowing them to leave premises between first and second shows. In some instances, dressing rooms have been improved, claims AGVA.

AGVA says these contracts have improved conditions somewhat, but outstanding point made is that they have helped to stabilize the industry. AGVA claims that AGVA activities have also been the primary cause behind when the American Federation of Actors lost its grip on the field.

Of all casts of clubs signed, AGVA says only two members are not paid up. One of these is the Royal Hebe Ice Show was negotiated in Chicago by Arthur A. Write for the show, and Henry Jaffe and Aubrey Blair for the Four A's. Minnie is \$75 on basis of eight shows weekly, with additional one-third week's salary for each additional show. Rehearsals to be paid for at rate of \$50 weekly. After three weeks of work, either rehearsal or performance, artist is guaranteed four weeks' free-of-charge transportation to and from Los Angeles. After this guarantee is satisfied, artist may be dismissed with payment of one week's salary in advance or given a 30-day notice. Further, artists will be covered under Workmen's Compensation Law. Rehearsals start November 10, with show slated to open about December 8.

Among those agents listed in *The Billboard* last week, new agents signatory include Harry Carlin, Eddie Lloyd and Max Hart. AGVA board has about a dozen more applications which it will consider.

In the vaude and presentation field, AGVA expects to open negotiations soon with managements of the Roxy, Loew's State, Paramount and the Strand. These vaudeians have never been organized. In San Francisco AGVA has signed five clubs and assumed a number of contracts at the Frisco Fair, closing October 29. Clubs are the Bessecomber, Club Lido, Mona's, Monaco's and the Tablithum Hut. Conferences are also being held with management of the Tivoli, which will use between 40 and 50 members weekly.

Mrs. Dorothy Bryant, executive secretary, plans next week for Chicago, Los Angeles and San Francisco to pick up loose threads and supervise organization.

War Affects U. S. Clubs

NEW YORK, Oct. 21.—Among the local "casualties" of the European war are German, Austrian and Bavarian atmospheric night clubs that find anti-German feeling running down their business.

The Broadway Hofbrau, a big money-maker for years, changed its name to Broadway Brewery when it reopened earlier this month. Other hofbraus are contemplating name changes.

Diamond Ties in With Mutual Units; Max Richards Also

NEW YORK, Oct. 21.—Billy Diamond, Chicago booker, and Harry Sherman's Mutual Booking office, have closed a deal whereby Diamond will represent Sherman in Indiana, Illinois, Iowa and Wisconsin. Max Richards, former Chicago booker, has also been enlisted to help whip up act replacements when necessary and fill in time.

Diamond and Richards are replacing Joe Feinberg, whose Comerford time withdrew from the Mutual circuit after the first 10-week trial period.

The losing nine days on the Comerford, Mutual has picked up substitute date at Seneca Falls, N. Y., on the Schine Circuit, and at least two on the Joe Cooper circuit, in Lincoln, Neb., and Oklahoma City. Unrest on the Joe Cooper time will be added if the shows click at these two. Three weeks have been verbally agreed to by the Interstate Circuit in Texas, Sherman office reports.

Chi Observations

By SAM HONIGBERG

In justice to acts and the customers who pay to see them, combination shows should run their war newsreels after the stage shows. Battle scenes do not make a very interesting sight, and it is a horror that comes with them lingers with audiences for a time after their shadows have disappeared. The first two or three acts on a bill following a war reel are faced with an almost impossible task of building up any sort of response from an audience.

With more flesh dates in sight almost all over the country, the shoeing unit producer is set for a comeback. In the Midwest alone the list of the veteran show impresarios is getting many un-welcome additions from the fly-by-night ranks. Acts would do well to investigate the employer before taking to the road to see whether he has more than a back drop and a one-day "break-in" date to his name.

A local improvement of speech school recently revealed that several band leaders have enlisted its services for courses in public speaking and for general relief from voice impediments. It is an encouraging report which should be given careful thought by many a leader lacking in stage experience. With the life of an orchestra these days so dependent on the physical and vocal performance of the leader, particularly when the filling vaude engagements, every maestro should be highly concerned with his vocal capabilities.

It is our firm conviction that the Palace here would have a better chance with a combination policy thru a more localized vaude circuit system. The New York office handling the shows undoubtedly knows acts and all that, but it takes a party closer to home, aware of local changing conditions, to come thru with a profitable job week in and week out. Combo policies are being set up and Oriental and there is no reason why another Loop show of the Palace caliber could not make a go of it.

ROY HARRINGTON, emcee at the Club Mayfair in Yatesville, Pa., missed a performance Saturday (20) when he and his wife figured in an auto crash in nearby Spanton. He was severely shaken up, while his wife incurred cuts of the face, nose and forehead, and 37 stitches were required to close the wounds. Manager James Ferrari drafted a local emcee to fill in until Harrington is ready to perform again.

Club Talent

New York City:

WALTER CASSELL, legit baritone, now at Radio City Music Hall, begins an engagement at the Raleigh Room of the Warwick Hotel October 28. . . . DE LLOYD MCKAYE has been rehired indefinitely at the Hickory Room. . . . JAMES RICHARDS started an emcee assignment at the Red Mill last week. . . . DIANE AND DEL CAMP are introducing a new dance, *Brazilian Bayans*, which will be done with a sarong, fancy head-dress and bare feet. . . . DOROTHY LEWIS, ice skater at the Iridium Room of the St. Regis, has just completed a technicolor movie short called *Seeing is Believing*.

Chicago:

HI HAT CLUB goes back to names November 1. Show will have Gus Van, Willie Shore, Ann Lester and the Muriel Kretlow Girls. . . . PIERRE AND RENEE CHIFFOLEAU have been held over at the Drake. . . . COLLETTE AND GALLE moved into the Rose Bowl, where they introduced the English craze, *Boomp-a-Daisy*. . . . ISOBEL DeMARCO, pianist and accordionist, has been held over at the Emerald, Club Sheboygan, Wis. Miss De Marco has been signed to a personal management contract by MCA. . . . SALLEY SHARRATT, singer, has been held over at Old Heidelberg. . . . DIANE DENISE has been signed by Savoy-Ostalek to a personal management contract.

Here and There:

DR. MARCUS, the "mad magician," after extended stays at Jimmy Brick's Lookout House, Covington, Ky., and the Gibson Hotel Rathskeller, Cincinnati, opened Saturday (21) at the Biltmore Hotel, Dayton, O. He is slated to return to the Gibson Rathskeller November 12. . . . PATRICIA D'ESPY, emcee, in a dance act, has resumed with club work in Cincinnati after closing recently with the Russell Bros' Circus in Tallahassee, Fla. . . . FRANK PERRY (Fuzzy Feather) completed a 24-week stay at Club Mentel, Buffalo, N. Y., is now at Kaiser's, and there. . . . JACK LEYSTAN is in his fifth week as emcee at Club Madrid, Los Angeles. . . . REX BELL and Lena Ginter opened at the Hilltop Club, Lorain, O., October 20 for an indefinite run. Freddie Federicks and Ronnie Ivo's Collegians are also on the bill. . . . HAL HAIG, comedy emcee at Silver Ball Cafe, Utica, N. Y., is being held over two additional weeks. . . . VALLEY AND LYNNE opened October 23 in Steuben's Vienna Room, Boston. . . . NTC's UNIT, *World's Fairest Emcees*, opened an eight-week engagement at Colosimo's, Chicago, October 20. Unit consists of Eddie, Jack and Betty, Chiquita, Doris DuPont, Nan Blair and Jane Reynolds. . . . BETTA MILSKVA, now appearing at the Samovar, Montreal. . . . VERNON AND VANOFF being featured at the Rainbow Room in the George Washington Hotel, Jacksonville, Fla. . . . DEVO CHIFFOLEAU, singer and emcee, has been held over for an indefinite run at the Palm Garden, Columbus, O.

Big Unit Folds After 4 Dates

CHICAGO, Oct. 21.—Tough sledding that expensive units are having this season came to light this week when the Al Borge-Sammy Rose *Starline Emcees* fold. It has been held over for an indefinite run (two weeks and five days playing time). Listed in the \$3,500-\$4,000 class, it couldn't compete with name-band shows available at similar or slightly higher figures. Borge has a couple other shows on the road, but they have much lower budgets.

London Vaude Reopening

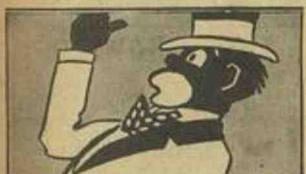
LONDON, Oct. 14.—West End 6 p.m. curfew area is to be reduced. This will permit reopening of such houses as Palladium and Holborn Empire. . . . The club preparing to stage *The Little Dog Laughed* at former as soon as possible. Hoffman Girls have gone back to the States, but other American acts originally booked for this optics remain here and will be recalled from vaude dates.

La Crose Club Resumes

LA CROSE, Wis., Oct. 21.—The Cavalier Inn here has resumed nightly entertainment with Eva Thornton, singer, accompanied by Norman Kranich, pianist and accordionist.

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PRICE ONE DOLLAR
NEW, BRIGHT, ORIGINAL COMEDY
15 Minstrels, 7 Acts for Two Male, 7 for Male and Female, 8 Periodic, Ventriquist Act, Female Act, Trio, Quartet and Dance Specialty, Tab and Burlesque, 15 Minstrel First Parts, Overtures and 2nd Parts, 48 Minstrel Blackouts, Review Shows, The Back Stage Shows, 22 of Zebra and Gags, (November, McNALLY'S BULLETIN No. 20 is only one dollar). Will send you Bulletins Nos. 16, 17, 18, 19, 20 for \$4.50, with master-back Guarantee.

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1840 New Minstrel Show, 25. Mc. 3 New Comedy Collection, \$1. 24 New New Parodies, \$1. 42 Comic Reproductions, \$1. 6 New Talking Acts, \$1. 10 New Monologues, \$1. 10 New Gags, \$1. 10 New Overtures, Radio Skits, Orchestra Skits, Comedy Material.
E. L. GAMBLE, Playwright, East Liverpool, O.

Palace, Chicago, Vaude Out Nov. 9

CHICAGO, Oct. 21.—Palace Theater is pulling vaude out November 9 and switches to a first-run twin bill. The remaining vaude houses have been faring poorly with combination shows and since reopening in August after a brief summer fold has been going from bad to worse. Decision was reached here when RKO's chief booker, Bill Howard, surveyed the situation.

Local bookers blame spot's failure to attract profitable houses to the "long distance" booking arrangement handled in New York. They feel that the local boys could do a more practical job. Remaining vaude strongholds in the Loop are the B&K Chicago and State-Lake, and the Oriental, operated by Jones, Linick & Schaefer.

3 More Wisconsin Houses Ad Vaude

MILWAUKEE, Oct. 21.—Flesh gathers more converts weekly in Wisconsin. Latest announcing vaude are Paramount State, Emerald, Wednesdays and Thursdays; William Exton's Roosevelt, Kenosha Saturdays and Sundays, and Warner-Saxe's Capitol, Madison, Saturdays and Sundays.

Magic

By BILL SACHS
(Communications to Cincinnati Office)

FRED HONER, magician, has gone into the Radio City Rainbow Grill, New York, where he will conclude a 21-day engagement in Berlin August 31, a day before the present hostilities broke out, succeeded in escaping the European holocaust via Denmark, arriving in New York October 17, 1938, and making his first appearance at the St. Regis Hotel. Dante experienced considerable difficulty in getting his show property out of Germany, but payment of a sizable chunk of wampum did the trick. Day with a show at Memorial Hall, New York, is making efforts to arrange a Coast-to-Coast tour for the Dante organization.

LEO VANDERGER, Buffalo undertaker-magician, is assembling his show for a hectic season in the schools, churches and lodges in that territory. He transports his equipment in an outmoded hearse and uses six assistants.

CHARLES A. LEEDY, well-known magician-comedian and co-manager for The Yountstown (O.) Wanderer, has been appointed to the park commission in that city. He will serve until January 1, 1942.

COLUMBUS, O. Magic Club will observe National Day with a show at Memorial Hall, Columbus, October 31, for the kiddies of the county homes and institutions in that area. On the show committee are S. W. Healy, R. W. Ebon, Arthur Martin, Joseph Robertson and J. W. Van Gorden) and his Magic Cavalcade will soon hit the road to play churches and schools thru Western New York. Van will again be assisted by Shirley Shady, New York and Zondra.

TUOHO, HI. Magic Club, Des Moines, recently visited the Marquis Show in a body at Marshalltown, Ia. Mrs. Tommy Downs was also among those present. Marshalltown gave Marquis light matinee and night crowds, but the Marquis reports that Iowa has been generally good to date.

MIKE ZENS, Kenosha, Wis., was elected president of the Wisconsin Houdini Club at the organization's second annual convention October 15 at the Moose Club in Kenosha. Other officers named were Dr. E. C. Finkle, Seymour, vice-president; Judge Frank Carter, Eagle River, secretary, and R. M. Vetter, Madison, treasurer.

SI STEBBINS, veteran water skier, originated the system for card to be heard by his name, has discarded that moniker for the billing, "The French triester from near Paris (Mo)." He's now in Cincy preparing an act for club work.

ALO THE MAGICIAN and wife, Helen, wind up a 30-week season with the Majestic Showboat at Parkersburg, W. Va., October 28, after which they return to their old stomping grounds in Michigan to play school dates.

JOE THEOBOLD, formerly a magician and humorist under the name of Jobey, is now in charge of the orphan lads in the vocational wood-carving department of the Ohio Masonic Home, Springfield.

GEORGE W. STOCK, dean of Cincinnati magicians, continues to keep company with club dates and private parties in the Cincy area. Stock, still spry and deft at 78, is filling in his spare moments promoting a new game, Dingo, which he recently perfected.

JARROW, magician at Ripley's Believe It or Not! Odditorium, New York, reports that business has slowed up considerably.

GREEN THE MAGICIAN, after concluding four weeks of Canadian fair dates, is now filling eight weeks in the Northern Ontario gold fields for the Goldfield Theater Circuit, working three-day and week stands. Green continues under the management of J. Lindsay Perrin.

(See MAGIC on page 67)

Pa. Liquor Board Drives Out Nudes

PHILADELPHIA, Oct. 21.—Pennsylvania State Liquor Control Board is again putting its foot down on flesh displays in night clubs. Agents of the board issued an order to the Little Bathakeller forbidding Dorothy Henry from performing her nightly milk bath. This is the second time within the year that this spot has been ordered to make its cuties wear more than a G string.

Most clubs have already substituted other acts for the nudes, with the result that nudity is to be seen only at the burlesque houses.

Detroit Burly Slump

DETROIT, Oct. 21.—Local burlesque business, with four theaters now open, took a serious slump last week due to local industrial conditions. Break was especially noticeable over the week-end. Probable major auto strike at local General Motors was the major factor causing the drop.

Snake Act Called Improper

ATLANTIC CITY, Oct. 21.—The City Excise Board withheld decision on revocation of the liquor license of Edward Kravis on charges that the summer show in his club had included an improper dance.

Zorita and her pet snake were the cause but could not defend themselves, having moved on to other engagements. Two State Excise Board agents appeared as natural at the conclusion of her dance.

Burlesque Notes

(Communications to New York Office)

New York:

DICK RICHARDS, comic discovered in the Catskills last summer by Producer Kenneth Rogers who sings, dances and plays the piano in his specialties, is being held over indefinitely at the Eltinge. Made his debut October 13.

LOIS DE FEE, six foot four, ex-bouncer at Leon and Eddie's and also Queen of the Amazons at the World's Fair, became a new burly stripper at the Galety October 13. Managed by Murray Bert, who was manager of the Cuban Village at the fair.

ESTLA ALJA added to the cast at the Capitol, Toledo, week of October 13 in place of Dorothy Wald, taken suddenly ill. Phil Rosenberg, New York booker, in Toledo at the time, penciled her into the Garrick, St. Louis, October 21, as added attraction. Other bookings on the Hirst Circuit to follow.

CHARLES (PEANUTS) BOHN, of the Galety, thru Harry Nathano and Charles Allen, signed for a Shubert production to open some time in April. He turned down another production offer from Frank Nell for Australia.

ELINORE SHERIDAN, new strip from the West, replaced Kenza Vinton at the Galety and moved from there to the Triboro for October 22 opening.

MARIAN ELLIS, dancer at Shubert's Brooklyn, birthday-partied October 9 at Leon and Eddie's. Harry Collins' guests included Moe Costello, Arlen Stewart, Jules Leventhal, Gile Hager, Charles (Red) Leventhal, Marjorie Townes, Murray Austin, Abe Weisman and Kitty Foppette.

LILLIAN (BERGER) BRENT, a former Sun Worshiper at the fair, doubled as stripper and showgirl at the Eltinge last week. Ditto, Colin Arndt, at People's and also Marjorie Benson in bits and in the dance line at the Star, Brooklyn.

FRANK PENNY and George Reed, brothers of Harry Reed, became first-time uncies on September 25 when the stork left a girl, Carol Frances, at the Northworth Hospital. Ma Ella Ryan and Pa Harry, who opened at the Star, Brooklyn, September 28, thru Dave Cohn, are both doing well.

ROXANNE went to Philadelphia from the Galety for October 5 week, and then to the Star, Brooklyn.

BETTY SMITH, stripper and former showgirl, and the four Mick Sisters (Helen, Barb, Mary and Letty), who are appearing in debuting this season in burly on the Hirst Circuit in the show that has the team of Starke (Art) and Dorne (Paula), other burly newcomers, doing novelty dances.

JACKIE ROBERTS, formerly with circus acts, is showgirl at the Eltinge.

Vaude in Kenosha, Wis.

KENOSHA, Wis., Oct. 21.—Standard Theaters' Kenosha Theater here inaugurated September 30 week-end vaude.

E. R. Brennan, manager, promoted a double-spread newspaper ad which included letters from the city manager and the Chamber of Commerce commending the theater on bringing vaude to Kenosha.

Club Loses License

Due to G-String Act

PHILADELPHIA, Oct. 21.—The license of the 69 St. Rathskeller was ordered revoked by Judge A. D. McDade in the court at Meadon on charges that a stripper made regular appearances there. The decision was used upon the dances of Paula-Paula, advertised as direct from Minsky's. Agents of the Pennsylvania State Liquor Board testified that the peeler, when they viewed her performance in March, wore nothing more than a G string. Paula doesn't work there any more.

Disputes Barney Grant Name

KANSAS CITY, Mo., Oct. 21.—With Barney Grant in Australia, his father, Jack Grant, is doing the act and calling it Jack Grant Family Hillbillies. Jack Grant is using the name until Barney comes back. Jack Grant claims an act which recently played the Carman Theater, Philadelphia, billed as Barney Grant and Hillbillies, is using the Grant name without authority.

Burlesque Notes

(Communications to New York Office)

ANN BERGEN doubted in bits and in the chorus at the Triboro last week.

BRISHMAN & LEVENTHAL sided two more houses to their recently acquired leases. Now have besides the Shubert, Brooklyn; the Park, Bridgeport, and the Modern, Providence; also the Galety, Boston, where principals only will go, and the Lyric, Bridgeport, which will tenant legit, latter opening October 16 with a touring company of Tobacco Road. Peggy Garcia has been signed as extra attraction for the circuit. Route of burly shows goes from Brooklyn to Bridgeport, to Providence and to Boston.

DIANE SIAW finished six weeks at the 606 Club and opened at the Rose Bowl, Chicago.

DIANE ROWLAND heads a new Hirst wheel show, Fast and Loose, that opened at the Troc, Philadelphia, October 15. Others in the cast are Max Fernan, Alma Malben, Aloha, Herb Harris, Dot Darling, Harry Evanson, Pat Farrow and the three Blabop Brothers.

LAVIDES moved from the Triboro to the Republic October 6.

PHIL ROSENBERG, a happy booker now that his wife, Muriel Adair, has recovered from a tonsil operation and has at last after over a year's doctor and prosector consultations found out, thanks to a Mount Sinai hospital examination, why a throat trouble had not been relieved by other methods.

GINGER (COOKIE) WALDRON's next move out (See BURLESQUE NOTES on page 67)

Shuberts Settle Suit Over Name

NEW YORK, Oct. 21.—Suit to restrain use of Shubert name in connection with burlesque at the Shubert Theater, Brooklyn, was settled, with Shuberts gaining initial point to protect their name, but agreeing to pay \$1,200 for expense of changing all signs on the house.

Theater's original name, Century, will be returned. Max Rudnick, of the Eltinge, is reported to have been peace-maker in this issue. Terms were set by time case was heard by Judge Schuck October 17. William Klein represented the Shuberts and Max Shenkel, Briskman.

Burly Activity In the Midwest

TOLEDO, Oct. 21.—Visitors to the Capitol, Hirst Circuit house, over last week-end, included Oscar Merkovich, New York concessioner, and his brother, Harry, home for the unveiling of their dad's grave marker; also George Young, of Cleveland; Jack Kane and Marvin Jacob.

Company last week had Sam Raynor, Three Lunatics, Gloria Gayle, Dorothy Wald, Estla Alja, Alondra Ryan and Rose LaRosa, with Chuck Gregory, producer over a line of 16 chorus girls. Managing the house this season are Bill Collins and Sam Green. Show opening yesterday (20) had Hinda Wassau, Jack Diamond, Harry LeVan, Ethel DeVoe, Ray Parsons, Mimi Reed and Lammie Lane. Petite Carroll closed with the Wassau show October 19 and opened the day following in St. Louis. The show headed by Bob Ferguson and Charmaine, Mimi Reed closed at the Galety, Detroit, to join the Wassau show here.

Due to the Grand Opera House opening for the Midwest Circuit, a new show opens this week at the Galety, Cincinnati, with Jack LaMont, Monkey Kirkland, Wm Miller, Stella Mills, Nickolas Brothers, Julie Bryant and Zonia DeVul.

Harris Sues Joe Weinstock

NEW YORK, Oct. 21.—J. D. Harris, rock leader formerly at the Republic, has retained attorney Harry Seiden in a breach of contract suit against Joe Weinstock, Republic operator. Contract entered into 1936 was interrupted by closing of theaters by License Commissioner Moss.

Rialto, Seattle, Closes

SEATTLE, Oct. 21.—The Rialto, burly house, recently reopened under new management, is once more dark but with the promise, however, of early reopening.

White and Tan Shows

PHILADELPHIA, Oct. 21.—The Shubert, operating under Hirst, has changed to a white and tan show.

NICK, THE GREEK

GREEK COMEDIAN
NEVER BEFORE DONE IN BURLESQUE
Sponsored by
ABE MINSKY & MAX RUDNICK
AT THE ELTINGE, NEW YORK CITY, NOW

"Definitely the Season's Find"—Tracy

DICK RICHARDS

ECCENTRIC COMEDIAN

Absolutely New to Follies and Burlesk Productions
Current at the Eltinge Theater, New York City, Indefinitely

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Cognatins, Siblings, Bright Sons, Chorus Girls, Wise cunks, Salaries Art low, but you get it. Would like to hear from "Booth" Blake, Fred Neely, Billy Baud, Dave Rose, Art Gilson, Marge Barill, Ruth Hart. No time to write, give your low salary. All winter stock if you can't come here or New York, give your name.

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Must be young and experienced, 5 ft. 4 in. tall. Wires, write or phone
BEN BERNARD, Producer
Can Always Use Features or Novelty Acts.

Local Newsreels New Field For Roadshowmen, Stern Says

Cameraman who titled "The Birth of a Nation" reveals a mint within reach of traveling operators with 16mm cameras—outlines plans for making money in rural areas

NEW YORK, Oct. 21.—That the roadshowman who knows how to handle a 16mm. camera has a mint within his reach was revealed today by Ernest Stern, formerly a cameraman with leading motion picture producers and now an instructor in motion picture photography at the New York Institute of Photography. Stern, who made the title for "The Birth of a Nation, Independence, Orphan of the Storm, Way Down East, Broken Blossoms and others, has followed the 16mm. film business since it began as a rumor back in the '20s. His constant association with movies for over 30 years qualifies him to predict great things for those in the 16mm. field, especially roadshowmen.

Sections far removed from the general run of things, Stern suggests that roadshowmen equipped to do it should offer local newsreels. While it is out of the question for an operator to produce all the programs he uses, news shots of local personalities, he says, will pay dividends. The circuit operator is especially fortunate, Stern says, in that he can produce one newsreel to be displayed at all the spots. One local newsreel with the same amount of space allotted each of the points served would tend to promote attendances. This is a proposition which will probably net the operator 75 or 100 additional admissions each night in each spot. As a promotion, the reel would more than pay for itself.

Production Cost Low

The cost of such a reel, which would probably be issued once or twice a month, would remain with the roadshowman. A 400-foot reel would cost \$18 or \$20, including processing. The number of presentations would depend upon the extent of the circuit or circuits.

What would a roadshowman "shoot"? People like to see themselves in the movies. People in the area served by certain roadshowmen do not have many occasions to appear on the screen. When they know they're to appear in the movies they will see that their immediate families and friends and their families attend. The extra admissions would most certainly gross in a five or six-town circuit much more than the cost of production.

Another idea which roadshowmen may use to cash in on is that of making colored photographs. The operator could tie in with the newspaper circulating in the area. If it is a daily paper the campaign should run about three weeks. Where weeklies co-operate, more time would be required.

The plan works this way. A campaign is conducted with the paper to find the most popular boy and girl in the area. Votes are reported in the paper and on the screen with slides. When the contest is over the girl assumes the leading feminine role and the boy "takes the masculine lead in the photoplay to be produced. The picture is filmed outdoors as much as possible because of the light, and there is a wedding to bring the film to a grand finale. The story, however, must be an excitement. The boy must be subjected to a part that may reflect upon their characters. It is just a show with a little plot, but the main thing is to get the residents of the section in the picture.

This is money going out and nothing coming in, the roadshowman might contend.

Many Angles Present

Here are the angles. Have the popular couple—because they are to marry in the picture—furniture. For this the furniture store will pay for the advertising it gets. This idea may be worked with the shoe store, the butcher, the depart-

ment store, the grocer and the men's store. Stills of the leading "actors" visiting the stores may be displayed in the lobbies of the spots on the circuit for a compensation from the stores represented. While this is not an idea that can be worked over and over in an area, it is one which will get a roadshowman some ready cash and create good will. Local talent in a movie will pack them in night after night, Stern says.

Films advertising the area can also be "shot" with advertising for merchants worked in. The manner in which advertising is brought into the film will have to be cleverly done and the technique should be given some thought by the roadshowman. If a farmer is shown on his tractor in the field, take a picture that will show the trade name of the tractor. This advertises the firm and a fee can be secured for the publicity.

The roadshowman has an opportunity to add an extra touch to his shows and yet make money. While not every operator is in a position to present local films, Stern advises those who can operate 16mm. cameras to get in on the ground floor and make some money.

Bisceglia Readying Tour

NEW YORK, Oct. 21.—Thomas Bisceglia, prominent roadshowman of Paterson, N. J., was in town recently arranging for a supply of films. He makes a

Actor Shows Roadshowmen How To Charge and Get It

NEW YORK, Oct. 21.—Bijou Dream Theater, operated at 33 Sutton Place, South, by John Griggs, who played four years in the radio sketch, "Roses and Drums," has closed for five weeks while Griggs is on the road with Ethel Barrymore and "The Farm of Three Echoes."

Attending the final performance of the season was Helen Chaire, of "Rise of the Boys Goodbye fame. The program at the theater, "conducted for the lovers of silent films," included Cullen Landis in "The Fighting Coward," Charlie Chaplin in "Some Nerve and Cowboys and Indians."

Griggs proved that roadshowmen can get the admission price they demand. His was a bottle of beer.

Enlarge 16mm Show at Beach

KEANSBURG, N. J., Oct. 21.—Proving there is money in the 16mm film show business, Abe Landou and his partner, Miles Murphy, are expanding their 88-seat house on the beach-front here. When present plans are completed the house will seat 200 additional people.

Completing the first year of operation in which they used rear projection of films not less than seven years old, the plan to remove two two-room apartments in the rear of the building was drafted.

No provisions have yet been made for the projection of film. At first it was thought that the rear projection would give way to front projection. However, after plans were drafted it was discovered that the ceiling is too low to permit this form of projection. Experiments are under way to project the films from the basement with the aid of a mirror or possibly two mirrors. When this work is completed, it will be discussed in detail in this section of "The Billboard."

specialty of playing churches, schools and halls. At present he is mapping plans for his fall and winter season.

New and Recent Releases

(Running times are approximate)

ISLAND OF MYSTERY, released by Associated Film Enterprises. A strange story of a small island in the Gulf of Mexico, which was forgotten for years until it was recalled by "The Prisoner of Shark Island." It was here that Dr. Samuel Mudd was imprisoned for attending John Wilkes Booth after the assassination of Abraham Lincoln. Presented by Associated Film Enterprises. Running time, eight minutes.

COUNTY FAIR, released by Associated Film Enterprises. If you've ever been to a county fair this reel will bring back fond memories, and if you haven't you're in for a lot of fun and excitement. Running time, eight minutes.

MARTY THE MONK, released by Associated Film Enterprises. A trip to the annual fair. Marty sits on the elephant's trunk; the elephant sneezes and falls to the knees, and that is the end of the monk. Running time, eight minutes.

HOROSCOPES, released by Nu-Art Films, Inc. A series of 12 horoscopes for each month in the year. Produced by James A. Fitzpatrick, of "Travel-Talk" fame. Unique and ideally fitted to add to any program because of the wide interest. Running time, each 10 minutes.

TEDDY BEARS AT PLAY, released by Bell & Howell. A story of Australians. Running time, 10 minutes.

PICKIN' PROGRESS, released by Bell & Howell. A football short. Running time, 10 minutes.

MARSHLAND MYSTERIES, released by Bell & Howell. A one-reel silent in color. Running time, 10 minutes.

SOMEWHERE ON THE WESTERN FRONT, released by Astor Pictures. A one-reel sound film featuring Allen Mowbray and E. E. Clive. Running time, 10 minutes.

THE STORY OF THE SPONGE, released by Pictorial Films, Inc. A one-reel film about the sponge, including the preparation for market. Running time, 10 minutes.

WAR IN EUROPE, released by Castle Films. A special edition of News-parade, showing the war from the beginning to the present time. The destruction of the Westerplatte is featured in this one-reel film. Running time, 10 minutes.

BALL, released by Castle Films. A one-reeler in silent and sound. Pictures the exotic island of Bali. Running time, 10 minutes.

RIDE 'EM, COWBOY!, released by Castle Films. A story of rodeos. Running time, 10 minutes.

LITTLE BOY BLUE, released by Castle Films, a Terrytoon cartoon. Running time, 10 minutes.

EDGAR GUEST'S POETIC GEMS, released by Post Pictures Corp. A series of 12 artistic productions that bring to life the themes of great dramatic poems and that visualize the entertaining and inspiring philosophy of the famous Poet Laureate. Narration by Norman Brokenshire. Running time per reel, 10 minutes.

WASHINGTON, THE MOST BEAUTIFUL CITY IN THE WORLD, released by Post Pictures, Inc. An intimate excursion to the heart of U. S. A. A patriotic and inspiring subject, in a musical and home life setting. Running time, 18 minutes.

SIX-GUN TRAIL, released by Post Pictures Corp. The story of a railroad robbery by a notorious outlaw and his gang. Bill Carson, of the United States Secret Service, is assigned to capture the outlaws. Stars Tim McCoy. Running time, 60 minutes.

THE BROKEN COIN, released by Post Pictures, Inc. An interesting "crime

doesn't pay" subject. Running time, 48 minutes.

INDIAN VILLAGES, released by J. H. Hoffberg Co., Inc. How the present-day American Indian lives and governs himself. Running time, 10 minutes.

THE VOLGA BOATMAN, released by J. H. Hoffberg Co., Inc. Based on the world-famous chant. A powerful drama with authentic Russian background. Stars Pierra Blanche and Vera Korene. Running time, 70 minutes.

MEN OF IRELAND, released by J. H. Hoffberg Co., Inc. Inspiring Irish folk drama. Produced in the Blasket Isles. Native cast. Running time, 62 minutes.

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NEW YORK WORLD'S FAIR

Flushing, L. I.

April 30 to October 31

1940 Session Starts Later; Month Shorter

NEW YORK, Oct. 21.—Plans for 1940 went ahead steadily this week with personnel of all departments devoting major part of their attention to the new season and to groundwork of various sorts considered necessary before the fair goes into quarters for the winter. Subsequently, Harvey D. Gibson, chairman of the board, announced officially that the expo season will be four weeks shorter next year, opening May 25 and closing October 27, or a run of 126 days against 165 in 1939. In opening late it is hoped that much of the inclement weather experienced during the first part of this season would be avoided.

Altho Gibson made a vague announcement that 1940 would see a revamped and re-realized amusement area, a statement said that nothing definite about just what is to be done to achieve those ends. He has been conferring with fair officials, concessioners and local showmen's personalities, however, as preliminary steps toward what is expected to be a change in midway administration. Many operators, fearful that options on '40 participation would not be granted them by the fair corporation, were heartened when Gibson stated that every effort would be made to "play along with the concessioners, especially those who lost money this year, for another season."

Openly dissatisfied with the current fun-zone administration set-up, majority of concessioners have already suggested to Gibson that the control of the amusement area be passed to hands not only more sympathetic toward the showmen's interests, but also more experienced and capable in expo midway operation. Less stringent and costly participation regulations and less interference from the treasury, design and operations departments have also been suggested by at least one concessioner (see 1940 SESSION on opposite page).

Mardi Gras for Wind-Up

NEW YORK, Oct. 21.—Beginning Monday (23) a full-week Mardi Gras celebration will hold sway on Flushing Meadows as a special inducement to New Yorkers to see the fair before it closes for the season Tuesday, October 31. Plans call for a series of special events, with concentration in the fun zone. Concessioners are expecting better patronage on week days than they have been experiencing since mid-September. On Friday children of junior-high school age and up, involving 200,000 eligibles, will be admitted for 5 cents.

On the Flushing Front

By ROGER LITTLEFORD JR. and LEONARD TRAUBE

NEW YORK, Oct. 21.—The first ride over the \$200,000 mark is the Parachute Jump, which reached that figure 13 days ago. It will be recalled this heavy click opened a few weeks after the expo got off. As the jump tab is 40 cents, with two to a chute required, and 11 chutes available, it's doubtful whether any other device can attain 200 Gs. even by the October 31 finish. However, the Giant Coaster and the Bobbed will come closest, but a 15-center like the Dodgem will make a highly successful showing, under the circumstances, as will the Aerial Joyride. On the show and space front, the competing Aquacade, of course, which is reaching for the \$3,500,000 mark, Frank Buck's Jungland will come closest to \$200,000 and will in all likelihood pass it by a nice margin. Michael Todd's Hot Hitch will also press for attention in this money bracket while others are reaching for more modest takes in the \$125,000, \$100,000, \$75,000 and \$50,000

Paid Attendance

Previously reported	22,577,537
Saturday, October 14	299,917
Sunday, October 15	381,512
Monday, October 16	81,831
Tuesday, October 17	83,549
Wednesday, October 18	93,720
Thursday, October 19	99,946
Friday, October 20	112,580
Total	23,710,632

Two Major Exhibits Back for '40 Run

NEW YORK, Oct. 21.—Two major exhibits signified their intention of returning to Flushing in 1940, and despite continued grumbling by many exhibitors concerning the small rate of reduction in next season's rental charges, exhibit department reported renewal of contracts with several other '39 participants, but their identification was not disclosed. General Motors Corp., operator of the sensational Futurama, and the railroad industry, which presents the largest single exhibit in the entire area, are the two major projects that will be back definitely, with slightly changed presentations.

In the foreign zone Poland and Belgium became virtual certainties for '40, while Italy joined the large list of "probable starters." President Franklin D. Roosevelt pledged from Washington to recommend that the U. S. government appropriate funds for the continuation of its massive enterprise. E. F. C. Parker, who was recently made temporary head of the exhibit department, took office in the Administration Building on Monday and is expected to get his teeth into the job shortly.

COLUMBUS, O., Oct. 21.—Ohio will not participate in the 1940 New York World's Fair. This decision was reached on October 12 by the Ohio World's Fair Commission, of which Governor John W. Bricker is chairman.

Earle Andrews Working On Agricultural Exhibit

NEW YORK, Oct. 21.—Earle Andrews, former general manager of the fair who returned to active duty recently, is confining his efforts to "reintegrating" groundwork and preparation for a large fair-sponsored agricultural exhibit for next season. Aggie exhibit, which is expected to incorporate crop, livestock and farming equipment displays, will be framed along lines of exhibits appearing annually at State and county fairs. Earle Brown, in charge of the Florida exhibit, will assist Andrews.

An Insider Looks at the Fair

— Seventeenth of a Series —

The writer of this series is a consultant on the staff of the New York World's Fair who feels, in common with The Billboard, that the amusement world at large is entitled to the information on the basis of its future, as well as present, value. For obvious reasons the name of the writer cannot be divulged.

Subject: Funzone Personnel

"The visitor to the 1940 World's Fair will find a new, livelier and brighter amusement area that will be truly a 'people's playground,' with many free entertainment features and inexpensive amusements, Harvey D. Gibson, chairman of the board of the Fair Corp., promised yesterday at his bi-weekly press conference."

—New York Times, October 21.

IT SOUNDS swell and, what is more, Mr. Gibson means it. But so far these are only words. Mr. Gibson has been in constant touch with some leading showmen. He is trying to get suggestions from them as to the type of attractions he will need to appeal to the masses the fair expects to attract next year. All of this is highly laudable and exactly what we would expect of Mr. Gibson.

When these suggestions are well in hand, they are scheduled to be presented to the board to be worked out. We haven't any doubt that Mr. Gibson will get good suggestions. We have even less doubt that he will forward them with all the vigor for which he is so well known. But to what avail? After all, Mr. Gibson is only one man and a busy one at that. It seems a little discouraging when those on the inside realize that the Amusement Control Committee called into session last week to discuss ways and means for next year consisted of practically the same people who managed so brilliantly to mess up the amusement area this year.

It doesn't matter in the least if Billy Rose makes a good suggestion or half a dozen of them. It won't matter much more if all the Schencks, Abbotts, Rosses and Goldins make a dozen other good suggestions. It won't matter much if Mr. Gibson approves all of them and a busy one at that. It comes hard for him to understand why those on the inside realize that the Amusement Control Committee called into session last week to discuss ways and means for next year consisted of practically the same people who managed so brilliantly to mess up the amusement area this year.

Mr. Gibson has lately come to understand the horrible mess that some of his employees made of things. It seems, as he reviews some of the 1939-38 suggestions that were thrown out, that it comes hard for him to understand why. That is what we warned Mr. Gibson of long ago. And if, as we said long ago, we know anything about Mr. Gibson, it won't happen again. His attitude and present attention to Amusement Area problems seem to bear that out.

The fair had pretty plans for 1939, too, but they seem to have bogged down somewhere. And with the same old bog working on new plans all over again, what is there to assure anyone that they won't bog down again? After all, Mr. Gibson is only one man and a very busy one at that. From what we know of the range of his activities, he will have to delegate authority to carry out the new plans. We want to go on record now as telling him that it won't do to delegate authority to the same people who had it before.

There may or may not be some significance in the absence of Commander Flanigan from the meeting. There may be some significance in what Mr. Gibson intends when the resignation of John Krinsky is considered. We give you the committee as it was constituted the past week: Lammers, Scott, Gates, McCaffrey, Massmann (by special invitation), Smith and Addison. It looks pretty much like the same old line-up, including substitutions, that started the game. We have the impression that the committee, as a board, is not so good as the people who have labored mightily for the fair; one or two who are competent at this work, and some who are highly qualified to help certain phases of the work along.

But as a team we have seen them in action before—and teamwork was conspicuous by its absence. We wish we had the time to go over each of the members and point out the good things they have done for the fair, as well as show where they have fallen down. It will have to be left, however, to point out what is already known: That as a unit, planning and executing for the area, this group has fallen down badly.

If there need be an amusement board at all, then it should be so constituted that it has someone at its head in complete authority; someone responsible to Mr. Gibson; someone who with Gibson's aid can cut thru the mass of half-baked ideas that are being generated by a board such as this; and someone who can keep the respective members concentrating on the sphere of activities for which they are chosen. It won't do to let each member wander all over the lot, making decisions in a field in which he knows nothing.

A good bookkeeper is a very valuable asset to any company so long as he keeps books. But let him wander out into the field of creative enterprise and he is more apt to be a disaster liability. Let us have an executive at the head who can draw on its members for that part of the work for which they are qualified and who can at the same time keep those members from passing on ideas in a field where their experience, temperament and knowledge are not suitable.

Once again let us say that we believe Mr. Gibson knows all this. Let us say that he will see to the proper co-ordination of committee functions. But let us warn him once more that this same group, more or less, failed miserably to do a less difficult job than the new one on which it is embarking.

Maybe this club needs a couple of star performers to bolster it up. Maybe, above all things, it needs a coach. And maybe we waste words on Harvey Gibson, who knows all this.

you' for the very gracious way you have treated all of us at the Aquacade. In particular, many thanks for printing the alleged information this sanctum has been issuing all summer. The attention you have shown our releases is more than just gratifying. As for that recent paragraph in The Billboard, we have always tried to be truthful here, especially since the show has been such a helluva hit; and also because yours truly has always figured that a p. a. who actually does tell the truth might become something of a novelty. Anyhow, the whole summer has been a great deal of fun and many thanks to both of you for making it even more so.

We think Sydney is kidding us just a wee little bit in that last sentence, but his deviation from the truth in this instance is forgiven. While Aquacade & Co. indulges in turkey next month others will have to be content with the eggs they lay. This column will have to be content with "handouts"—and those of the Spier variety are always welcome because prac-

Additional World's Fair News

Thru Sugar's Domino Page 4
1939 Fair Items Pushed 56

Ideally every line breathes news and vitality. The Mutual Admiration Club rests.

Whitey and Hazel (Gottier) Harris, clown cop and aerialist, respectively, at the expo, will work indoor circus and vaude dates in the East. Whitey, under doctor's care recently, is back at the Goodrich Arena with the Lynch Death Dodgers, working the laugh-getting mystery horsecar. . . . Capt. Myle Mack's Small Fry Circus, featuring Mike the Goose and David the Miracle Dog, clicked in Hamid's Carnivalland Circus. And Harry De Dio's Wonder Dogs were a hold-over in Hamid's show week after week.

That was Howard Y. Barry, the circus organizer, budding with T. A. Loveland, manager of Frank Buck's enterprises. . . . Eddie (Shalaja) Ackerson and his tor-tornnet, Thomas Aloysius McNell, have been faring nicely peddling astrophysical info in the Food Show Building on Rainbow avenue, west of the fair. . . . Pat Adams, manager of Adolph J. Eagle, Montgomery (Ala.) attorney, as a visitor—renewing acquaintances—with brother, Nate Eagle, of course, Nate being the managerial trouble shooter for Dufour & Rogers enterprises. . . . Tickets for the World of Mirrors Shows at their final stand and then the paths divide, the Kelleys reaching for Florida and Talker Al back among the longhorns in Texas. . . . Harry G. Traver says he has sold out his interest in all of the 19 rides known as the Baker-Traver group but still holds his share in the Giant Coaster. Norman Alexander, manager of Philly's Woodside Park, was here going over 1940 plans. He is part of the syndicate with money in six of the Baker rides.

Some of the boys have their glims focused on the forthcoming Buenos Aires expdown below the Caribbean. It opens October 6 for a week's round at El Placito thru Slim Kelley, Al Shrirner and a doer who will be buying Dr. Soursup's Infalible Pills for Curing Seasidekness. . . . Aside to Commander Lammers: We were looking for you at the Boatshow on Tuesday night, but you weren't around at the time. See you across the street and played Klee Roll for drinks. Littleford won, as usual, so the drinks were on Trube. Along came Mike Mermey, chief of Carnivalland, and took the financially embarrassed owner out of the hole by buying two rounds at the Rondevoo. When and if Michael reads this he will know what a saviour he turned out to be. And it all started because the Commander wasn't in the Boatshow.

Light trouble hit part of the fun area Thursday night, throwing the northern end of the cone into an unintentional blackout temporarily. Darkened midway reminded many of those early nights of the season when half the attractions were lacking current. . . . Pappy, the human nose on the bally stand of Nature's Mistakes, received a broken leg last week when a sign blown off the show front by a high wind struck her. . . . Pancho in Pando, a Nyzos, will spend the winter at the Bronx Zoo. . . . Frank Miller, the concessioner, leaves for Florida shortly for the closing stands of Ringling-Barnum, season ending in Tampa October 30. . . . Matthew J. (Squire) Riley, general agent for Eddy Brothers, George Traver, Pat-at-Home Shows, and Mr. Traver, and Frank and "Patty" Conklin. Conklin shows, were among the visitors to Flushing this week.

1940 SESSION

(Continued from opposite page)
tractionists as a means of easier and more profitable operation in '40.

ACC Discusses Plans

Commander Howard M. Lammers, chairman, National Control Committee, discussed plans for the 1940 session Tuesday with members of his committee plus George McCaffrey and Frank Gates, of the treasury department, and Paul

Massmann, former member of the ACC, who resigned shortly after the fair opened to return to his regular position with the National Broadcasting Co. ACC members present were Henrietta Addison and George P. Smith Jr. Details of the meeting were not revealed, but it is understood several members were definitely opposed to permitting certain 1939 midway operators from returning to the fair

in 1940. This attitude, of course, is directly opposite to Gibson's, who has indicated openly that he believes every current operator should be afforded an opportunity to recoup his losses during the second year of the fair.

Mr. Gibson's popularity around the fairgrounds has obviously been heightened by his apparently open and frank approach to chronic problems that have troubled fair participants for months. His co-operation with newspaper reporters has had a marked effect on press notices the fair has been receiving since Gibson took over the reins from President Grover Whalen. His willingness to listen to concessioners, exhibitors, etc., has increased his popularity in those circles.

GOLDEN GATE INTERNATIONAL EXPOSITION SAN FRANCISCO

February 18 to October 29

Reopening in '40 Indicated; 700G Raised

SAN FRANCISCO, Oct. 21.—Indications today pointed to a reopening of this exposition next year. It was apparent, following another meeting of the "Exposition in 1940" Committee yesterday, that an announcement may be forthcoming on Monday that the fair will do a return engagement. "We will conduct our drive to raise the 1,650,000 to make possible a fair in 1940," Dan London, chairman of the committee raising the money, announced. He was enthusiastic about the prospect for the campaign. London said that \$700,000 had been raised.

In anticipation of the liquidation of its affairs following the closing of the exposition next Sunday, the exposition company has filed a petition with the United States District Court for assistance to the end an orderly and equitable liquidation of its affairs may be carried out. Under the arrangement, fair is not liable to return moneys for the conduct of the project.

Statement in Federal Court declares that the company has liabilities of \$4,600,914. Its assets are \$280,000, accounts receivable \$400,000, subscriptions \$147,000 and miscellaneous \$35,000. An immediate reaction to the announcement the drive to raise funds will continue was renewed clamor from exhibitors and concessioners, who said they had been promised a decision by October 15.

Exhibitors, who declare it is necessary for them to know immediately whether the fair is to continue, so that they can make arrangements, burned phone wires to Managing Director Charles H. Strub's office with hundreds of calls for definite info.

London also stated that he had received word from Los Angeles that the additional funds needed might be forthcoming from merchants and hotel operators there.

Director Strub declared there would be no reopening on a week-to-week basis and that the fair would remain closed after October 29, with one exception. On October 31, he said, gates will open for one hour to permit delegates to two conventions brought here on the promise of visiting the expo to be transported thru the grounds by bus.

Expect To Halve Debts

Indications are that the fair will have wiped out about half of its debts by closing day. A survey shown a daily attendance average of 68,750 after the board's announcement on October 4 that the fair would end this month. Weak previous to the announcement averaged 29,912.

Neel Folies Bergere, one of the top-line shows, scheduled to close on October 26, will extend its run thru the final day.

Expo honor scrolls are to be awarded to seven riders, talkers, Diplomats winners are Cal Lyle, Motorhome; Hughie Mack, Robert Roun, Midget Village; Frank Bennett, Nude Ranch; Mack Bybee, Robert Raynor, Richard Tomp-

Paid Attendance

Previously reported	9,020,595
Wednesday, October 11	42,921
Thursday, October 12	77,571
Friday, October 13	35,476
Saturday, October 14	80,127
Sunday, October 15	180,076
Monday, October 16	37,489
Tuesday, October 17	42,249
Wednesday, October 18	45,617
Total	9,518,421

kins, Ripley's Odditorium. Qualifications included "no use of off-color language in ballyhoo all season."

Rand Talker Sues for Pay

SAN FRANCISCO, Oct. 21.—Charles (Chuck) Bedell, former talker at Sally Rand's Nude Ranch, filed suit in Superior Court against Sally Rand Enterprises, Inc., seeking an accounting of earnings of its Miss America show. In April, Bedell alleges, he and the fan dancer signed an agreement whereby he was to receive 10 per cent of the attraction's take after financing charges had been paid. It has not been forthcoming, he complains.

Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, Oct. 21.—"The straw that broke the camel's back" and caused Sally Rand, under her real name of Helen Gould Beck, to file a petition in bankruptcy on October 14, was her latest venture, Gay Paree, on the Gayway. This show was "the last in the season under great expense for construction and costly stage presentation, including Sally. Announced closing of the fair on October 29 brought a horde of creditors down on Sally, who was behind in some of her obligations. Gate receipts were attached by the principal creditor and as it appeared as to the there would be no money for artists and employees if this creditor grabbed all the dough. Sally paid off salaries and called it a day for the season. Principal creditor can now have the plant, which should make fine firewood if it can ever be brought off the island without the hauling company taking it so much that it will be better to burn it where it stands. If she had been given a little more time, what with greatly increased attendance that came after the early closing announcement, La Rand probably could have met most of the claims. It is the feeling along the Gayway that she instituted bankruptcy proceedings to protect her future stage earnings. There is a question whether Sally will participate next year if it is decided to hold a fair.

Many operators here would be willing to try another year, provided ground rent and percentages are whittled down to meet a natural drop in attendance. If the Gayway is moved to another location, as has been intimated, most of the boys say they would not care to stand the expense of rebuilding. J. Ed Brown, "mayor of the Gayway," at conclusion of the fair will remain in San Francisco

Material Protection Bureau

A Free Service for Readers

ATTENTION is directed to The Billboard's Material Protection Bureau, which has branches of the show business but particularly to serve the Vaudeville, Night Club and Radio fields.

Those wishing to establish idea or material priority are asked to inclose descriptions of same in a sealed envelope bearing on its face their signature, permanent address and other information deemed necessary. Upon receipt the packet will be dated, attested to and filed away under the name of the claimant.

Send sealed packets, accompanied by letter requesting registration and return postage, to Elias E. Sugarman, The Billboard's Material Protection Bureau, 2000 Broadway, Theater Building, New York City.

The Billboard takes every reasonable precaution to safeguard packets submitted for registration with the Bureau but does not guarantee or assume any liability in connection with same.

The Bureau is not designed to supplant in any way the service provided by the U. S. Copyright Office, Washington, D. C. The Billboard's intention with regard to the service is to provide a means of establishing priority of ideas that is not within the scope of the Copyright Office.

to take eye treatments. M. Ginsburg, hustler extraordinaire, will remain until after the holidays. Mrs. Ethel Wolfe, who has done a fine managerial job with the Fred and Gless Showers of the World attractions, is only awaiting word from husband Tom, who is at the New York fair, to join him. Cliff Lowe, now on the front of Television City selling the Fred and Gless Showers attractions, will trek to Los Angeles after the closing. Elystun, feature show of Television City, now being operated by Fred Salib, has taken on a new lease of life since it has been under his management. Donald Currie, manager of Treasure Island branch, Bank of America, who has been promoted to a bigger job which has taken him east, was extremely popular with concessioners.

On General Petroleum Day, October 15, thousands of combination tickets had been sold, good for most of the shows on the Gayway. The tickets in this case paid better than the ticket to the concessioner, and, as the volume was so great, few shows ballyhooed; all they had to do was call attention to the names of their shows. It is thought attendance would have been much greater had it not been for the same. The auto rates, caused by difficulty of finding the entrance ticket in the booklet. The jam finally extended to San Francisco and Oakland, causing many to give up attending the show. The climax, a radio announcement was made at noon advising people to stay away, as they could not be accommodated. However, it was a great day and everybody was thankful for it. It is claimed that the average expo visitor has spent \$1.22, including gate admission, and that from this amount the fair management has averaged about \$0.25 per visitor. The remainder should be being organized by Elmer Bose to drive to Mexico City is fast assuming proportions of a parade. Two more prominent concessioners have signified their intention of being part of it. Al Malignaggi, manager of the Village, and Fuses Mechanique, who knows Mexico well, and Harry Taylor, who has been associated with Johnny Branson in the drome. Rod Seckel will buy a new car for the show. The General Petroleum contractor who became a showman overnight, now has a finger in Gay Paree, Miss America, Nude Ranch, Scotch Village and Midget Village. He is also operating the Frozen Lady show. Ripley's Believe It or Not show made an all-time attendance record on Sunday, October 15, with 20,000 paid admissions, according to Eddie Brown. Chinese Village played to over 20,000 on General Petroleum Day and the little Frozen Girl show played to nearly 6,000 without being on a ticket. Infant Incubators had to stop selling tickets three times on Petroleum Day. Cal Lyle, president of the company operating this show, is slated over success of the attraction, which in the first days of the fair looked like a bloomer. Dave Smith is present manager.

Weather To Decide Russell Folding Date, Tho Biz Down

CLEBURNE, Tex., Oct. 21.—Russell Bros.' Circus, entering Texas on October 12, is now in the 21st State and 28th week of its 1939 season. Total mileage to date is slightly in excess of 8,000. Last time the Russell show was in Texas (1937) it played 27 stands in the State and 40 the year before. Manager C. W. Webb gives every intimation that the show contemplates extending the season as long as weather will permit. T. Dwight Pepple, general agent, was recently back for his first visit to the show since early summer and conferred with Manager Webb on route. R. M. Harvey, former general agent, is now doing special promotions on the advance.

A new menagerie top has been received from Baker-Lockwood and was used for the first time at Kilgore. It is a 70-foot round top with three 30-foot middles.

While business has been far from satisfactory, Manager Webb states that a fine spirit of loyalty and co-operation on the part of the show's personnel has enabled it to keep going in face of adverse conditions.

Webb's Home Destroyed

The show has had more than its share of the bad breaks including several costly wrecks, and Mr. and Mrs. Webb suffered a heavy personal loss a few weeks ago when their home at winter quarters, Rolla, Mo., was destroyed by fire with all its contents.

Superintendent George Werner has been putting the show up and down promptly in spite of a shortage of workmen. The show lost its first performance of season at Leesville, La., where a terrific rainstorm made it impossible to give a matinee. A period of heavy rain and later down-pouring rain was experienced during the 10 days spent in Florida. The show had its second Sunday stand of season at Jennings, La.

Flying Lester, who opened the season with the show and later left because of illness, have been back for several weeks. Their act consists of Lester and Connie (Rogers) Thomas and Elmo Rankin, with Connie announced as the only woman catching a complete flying act.

Additions to Personnel
The concert is in charge of Jack Hoxie with a troupe of eight people and 10 (See WEATHER TO on page 41)

Peru Pickups

PERU, Ind., Oct. 21.—Aerial Valentines were here several days as guests of Mr. and Mrs. Charles Malloy, who with the close of their Eastern dates the Valentines will move to Houston for Arabia Shrine Temple Circus.

Mr. and Mrs. Clyde Beatty stopped here on route from Lauderdale, Fla., to Rochester, Ind. While at Cole Bros.' winter-quarters city Beatty sold his beautiful Fulton avenue lake resort home to Carl W. Thacker. He left for Hagerstown, Md.

Betty Olds, member of the Abbott troupe, internationally famous dancing stars, touring South America, 1939, is here with S. and will join her mother, Mrs. Clay Olds, who has been vacationing with Mrs. Alice Newell at home north of Peru.

Paul Nelson's tumbling and acrobatic troupe of six, past season with Lewis Bros.' Circus, have been practicing a new sensational routine and left for the East, where, it is stated, they are booked for indoor dates.

Ree Potter, past two seasons back-lot detective on Hagenbeck-Wallace, left for a winter stay at Sarasota, Fla., and other Southern points.

James Brogdenale, former houseman for the 1-10 Mr. Circus, Mrs. Jess Fitzgerald, is now in employ of Mrs. Bessie Bowers.

Joe Hodgkin family of riders arrived from Fort Smith, Ark., where they crossed with Parker & Watts Circus. They are now at their palatial south side urban home.



PICTURED here are three members of the Ham and Eggs Circus, playing to good business in California, and a Circus Fan, Jim Chiospek, second from right. The circus folk, from left to right, are Doctor Boggs, legal adviser; Frank Chioverth and William Matlock, owners. Photo was snapped at Oakland, where the show played a three-day engagement.

Feasibility of Bonding Plan Up for Discussion

PITTSBURGH, Oct. 21.—Executive committees of the International Alliance of Billers, Billposters and Distributors will convene in the near future to discuss feasibility of the plan for requiring bonds from traveling shows for IABBD men, President Leo Abernathy intimates.

The demand for cash guarantees in case of closings or payment defaults, if granted by circuses and carnivals, would probably pave the way for similar requests from other unions dealing with the show owners, IABBD officials believe.

Bonding Cole Bros. during the past year, Abernathy stated, rescued about \$100 for each of the 17 IABBD members with that circus that would otherwise have been lost when it closed.

R-B Folding Oct. 30 at Tampa; In Black Despite Spotty Season

SARASOTA, Fla., Oct. 21.—The Ringling Bros. and Barnum & Bailey Circus, following its date at Tampa October 30, will, as usual, go into quarters here. All stands next week will be in this State, including Jacksonville, Orlando, Daytona Beach, West Palm Beach and Miami. Last named will be a two-day stand.

Ringling attaches said that federal and State of Florida watchdogs could not but be pleased with the financial success of the show this season and hinted that John R. North's job as executor of his uncle's estate was firmer than ever, despite efforts of the state attorney-general's office to dislodge him. The Big One will wind up decidedly in the black despite a spotty season, largely because of North's astute management. Typical example was his decision to go lightly on the Deep South because of reported bad crops.

Incidentally, while all argument has been concluded in the attorney-general's court action to get rid of North, neither side has shown any desire to hasten a decision from County Judge Forrest Chapman. Case ended on a note of lightness on the State demanded and finally got a detailed report of a \$7,000 lobbying fund that the estate spent to defeat a bill introduced in the Legislature by the attorney-general's office for the express purpose of forcing North out of the picture. In court the State broadly hinted that the report of expenditures would reveal irregularities, but not a word was said after the report was finally forthcoming.

No Answer to Charges

Meanwhile, neither North nor his attorneys have offered to defend themselves by offering a "sub rosa" explanation of the State's charge of improper administration. There is, however, one possible reason for the virulent attack, beyond a zealous safeguarding of the

How To Improve Local Publicity for the Circus

By P. M. SILLOWAY

SINCE the passing of the parade, local publicity for the circus has become a major problem. The parade, however, was merely the climax of the local publicity in behalf of the expected circus, serving notice to patrons that the show had arrived in town and to draw the populace at large to the showgrounds. With no parade local publicity for the circus becomes a greater and more vital problem than ever before.

Local publicity is a matter of advertising the show in each community preliminary to showday, and of attracting the people to the showgrounds on the day of exhibition as potential patrons. The aim of such publicity is to sell the circus to the community in such a way

that all in the exhibition area who love the circus shall hear about its coming and respond to the lure of circus day. And incidentally, the local publicity should generally augment the number of circus-lovers already existing, thus adding to the prestige of the circus as an American institution.

Methods Now in Vogue

I have been interested in following what might be termed the build-up for showday with several of the large circuses, and in nearly every instance the exhibit has been astonishingly inept and meager. In general, the efforts at publicity begin with a few inches of one-column displayed notice, usually in or near the space devoted to picture shows and outdoor amusements or resorts. Then nothing for a couple of days, then the same displayed notice appears and disappears intermittently until showday, with perhaps double the displayed space on the day before showday. The first notice appears generally about 10 days ahead of showday, and thus there may be from six to eight insertions of the displayed notice, always the same—a pitifully small amount of newspaper advertising for a first-class circus in a metropolitan stand. Remember that during the same period some of the stores of the city are running half and full-page advertisements almost daily.

Elephant "Billy Sunday" Put to Death in L. A.

LOS ANGELES, Oct. 21.—"Billy Sunday," 35-year-old elephant, was put to death here Monday.

The elephant, with other animals and equipment, was purchased by Louis M. Meitus, Los Angeles and Chicago manufacturer, from the Sells-Steinberg Circus in Sheboygan, Wis., when the show's property was auctioned off there in September, 1938. Since then Meitus has used the elephant, with other animals, to provide free circus performances for underprivileged children.

The elephant because of viciousness had been chained in quarters of the Meitus Charity Circus in the California Zoo park. It went on a rampage October 16 and did considerable damage to property. Joe Metcalfe, trainer, tried out two poison potions on the big bull. It ate the first, then tossed away the second. Police were called, and a firing squad killed it.

The elephant was formerly owned by Rhoda Royal and was christened when a baby by the late evangelist, Billy Sunday, and named for him.

Also, as a part of the publicity, there may be one or more readers, of lengths varying up to 200 words or more, generally accompanied by a city of some notable feature of the show, the space used being not more than an ordinary carnival under auspices might have, and not so much as is used by each of the better movie houses of the city, being billed. The foregoing is about all the newspaper space ordinarily used, despite the fact that the circus is to exhibit only one day at that stand, and in that one day it must reap all the results of its publicity efforts. To illustrate, (See HOW TO IMPROVE on page 41)

Siegrist Club To Meet November 5

CANTON, O., Oct. 21.—Showmen, entrepreneurs and Circus Fans from a number of Northwestern Ohio cities and towns will be here November 5 for a roundup of the Charles Siegrist Showman's Club at Hotel Belden. The event will be in the form of a "welcome-home" party for troupe returned after a season on the road, accompanied by Charles (Duke) Drukenbrod, president of the group.

Committee in charge of arrangements includes Rex McConnell, H. G. Bauman, J. E. Malloy, Maynard Mast, Jack McNulty, Ralph Peters, Roy Wild and J. Jay Myers Jr. Showmen identified with several of the major circuses have been invited to participate in the festivities. Circus atmosphere will prevail thruout the hotel lobby and the ballroom on the occasion.

Program will include brief talks by visiting showmen, review of outdoor show activities during the season, taken by Ted Deppish, official photographer of the club, entertainment by members of the Madge Kinsey Players, appearing at the Grand Opera House here, and vaudeville by Charles (Duke) Drukenbrod. The affair will be the first of a series of monthly sessions planned by the group during the winter months, according to Drukenbrod.

World's Largest Show Trains In Mobile Simultaneously

MOBILE, Ala., Oct. 21.—The trains of the world's largest circus and the world's largest carnival were here October 17. It was about 2 o'clock Tuesday morning when the 79 cars of the Ringling-Barnum circus came thru here and passed alongside the 50 cars of the Royal American Shows, which were here since Sunday afternoon for their stand at the Greater Mobile-Gulf Coast Fair this week.

The circus, which has not shown at Mobile in four years, was Pensacola, Fla., bound for performances October 17,

"When Eviction Is Lawful"

See Carnival Department of This Issue.



**With the
Circus Fans**
By the RINGMASTER
C.F.A.

President
WILLIAM H. JUDD
23 West 12th St.
New Britain, Conn.

Secretary
W. M. HICKWORTH
14000 Oak
Newark, Conn.

(Conducted by WALTER HOFFMAN, Editor
"The Wanderer," care Hobbsday Printing
Company, Rochelle, Ill.)

ROCHELLE, Ill., Oct. 21.—J. A. Wagner, of Des Moines, past president of the C.F.A. who is spending the winter in Tucson, Ariz., writes that the warm, sunny days and cool nights, combined with splendid doctors, have shown a marked improvement in his health. He has been suffering from arthritis. "How thankful we should be that there is a place to which we afflicted can go, where climate alone contributes 75 per cent of the cures to those who have arthritis and neuritis that many doctors are unable to cure. The specialists in these diseases here give the above percentage of cures. The climate is interesting and something difficult to describe." Mr. Wagner is located at 1533 East Spring street and would be glad to hear from his many Fan and circus friends.

National Director Charles Davitt, C.F.A. Joe Beach and Wally Beach, all of Springfield, Mass., attended the Northampton, Mass., Fair and visited with the Adele Nelsons, Hazel Williams and Voice Troupe. These acts were working as grand-stand attractions. Beach also recently visited with Wally Cooke, who was showing his horse act at the Court Square Theater in Springfield.

Burt L. Wilson, of Chicago, on his regular trip to the Southwest, states that he was just two weeks behind the Big Show and was disappointed with the crowd to catch it at least once more this season. He said there was a lot of paper still up, and as Burt is a collector of lithos, expect the trunk will be loaded on the return trip. He also stated he missed the Downside show by two days. Fred W. Schlotzhauer, of Oquawka, Ill., attended the Grand Lodge sessions at Chicago at which Dan de Butagh, of the Ringling office, was elected and installed Most Worshipful Grand Master Ancient, Free and Accepted Masons of Illinois. In his letter Fred said: "I extended my personal congratulations and also congratulated him on behalf of the Circus Fans Association. I have known him as a Mason for 16 years or 15 years before I ever knew of his circus connections."

Dr. William Wolf, Jr., Circus Fan of San Antonio, entertained the members of the Alfredo Codomo Tent with a ranch dinner 14 miles out, on the ranch of the Ranch of Dos Hielos Rancheros. Dinner was served under the trees, and a Texas moonlight made the setting perfect. The regular meeting was held, presided over by Dr. Wolf himself. The annual tamale party given by the local fans for the Ringling Barnum circus was planned by the members, as the circus played in San Antonio October 6. Richard Gill related the experiences of his trip around the world, and Harry Hertzberg kept the group entertained for some time. Guests included a well-known musical director from the West Coast, Salvatore Santalis, brother-in-law of the Scaperlanda brothers, members of the Alfredo Codomo Tent; also Ben Austin, former general agent of the Al G. Barnes Circus. Members present were Hollis L. Bridgeman, Pompeo Coppini, Richard Gill, Harry Hertzberg, Lewis Kayton, Porter Loring, Walter Loughridge, Paul McSwain, J. O. Meusebach, C. W. Miller, William McIntosh, Jack N. Pitluk, Park Street, Tom Scaperlanda, Pasco Scaperlanda, Adolph Toepperwein and Dr. William M. Wolf Jr.

Horses Vs. Tractors
Editor The Billboard:
For a period of 50 years the circus has been able to maintain an almost perfect schedule of handling equipment to and from the show, also in setting up and tearing down the show, by the use

of baggage stock instead of tractors. From actual proof by examination on the shows of the heavy wagons, it may be said that the tractors have caused more harm in one year than the baggage stock has in 30. The blacksmith shop is working day and night on repairs of the wagons because of the abuse they receive from the tractors. Broken poles, "springing goosenecks," burned-out bearings, gear work shaken and broken axles and wheels have been replaced. There are only a few of the mishaps caused by the tractors in the short time they have been in use. Due to the fact that the blacksmith is working overtime repairing wagons damaged by the use of tractors, what horses are left have to be shod out of another wagon.

The most important barometer of feeling in this dispute is really the men who work with the wagons themselves. After talking to many of the men, I have found that the majority of the men prefer work with the horses rather than tractors. One example of this is the "polar" case. Shorter poles, necessitated by the use of tractors in hooking up several wagons for a street haul, have lighted the danger of the polar's job in loading and unloading. The regulation length pole (12 feet) gave the polar enough leverage to guide the heavy wagon over the flats without too great amount of danger. The shortened pole (about 6 feet), together with the new pneumatic tires, has decreased the leverage, thus increasing the chance of injury.

The tents have been cleared with as much speed in former years by the use of baggage stock as they are today by the tractor, and upon actual examination we can see that tractors can not be handled at the railroads as expertly as well-trained teams of horses. Countless switches, unlevel track beds and sloping shoulders have caused the loading yards and the work of the tractor a slow, tedious job—the main result bringing late arrivals and shorter runs for the shows.

JERRY P. BOOKER.

15 Years Ago
(From The Billboard Dated
October 25, 1924)

The secret marriage of L. B. Greenhaw, contracting agent of Sells-Floto Circus, to Blanche Rigney, of Albany, Mo., was revealed. They were wed on July 10. . . . Ralph Noble closed with Golden Hill Circus and went with Truett's Museum in Chicago. . . . In a wire to The Billboard Al G. Barnes denied that Mugavin, Bowers & Ballard had purchased the Barnes show and said he did not intend to sell the show. . . . Ringling-Barnum circus, after cancelling its date at Oklahoma City October 2 because of the foot and mouth disease quarantine, returned to play that city October 23. . . . Maximo, "Cuban wonder on the wire," with Walter L. Main Circus for two seasons, signed with Ringling-Barnum for the 1925 season.

Valletta Armstrong, midget entertainer, joined Prince Emer's Side Show on Tom Atkinson's Circus. . . . An extra night show was given by the Sparks Circus in Jacksonville, Fla., to accommodate the crowds. . . . New arrivals at the Mighty Haas Show were Jimmie Walters and wife from the John Robinson Circus and the McCune family of wire performers and acrobats from Gentry-Patterson Circus. The Schulz Society Circus and Wild Animal Show closed in Plymouth, Wis., and went to quarters at Utica Junction, Mich.

Robert Bullock, of Robbins Bros. Circus, fell in Morrilton, Ark., and broke his left arm. . . . Sells-Sterling Circus closed a satisfactory season and was at quarters in Plymouth, Wis. Milton Grimes, of that circus, purchased an elephant, three lions, a zebra, two camels, two small mules and four ponies to be added to the show next season.

J. W. Bonhomme closed with the Honest Bill Show at Elm, Tenn., October 19 and will give a brief stay in Memphis joined Christy Bros. Circus at Huntsville, Ala. . . . Billy Exton, widely known in circuseum before he took charge of the outdoor advertising department of the Famous Players-Lasky Corp. and before he was married to Grace Burnett in Detroit October 6. . . . Fred Jason and Jessie Smith, members of Harris Bros. Circus, were married October 6.

**Favorite
Outdoor
Performer
Contest**
See Coupon on page 55

Mabel Stark Holds Lead

1. *Mabel Stark	17,325
2. *Bee Kyle	17,008
3. *Aerial Apollos	14,683
4. Four Jacks-Aces	12,002
5. *Marjorie Bailey	11,996
6. Frank Cushing	9,107
7. Thumpe and Bannister	8,000
8. *Herbert Castle	7,912
9. *Harry Clark	7,585
10. *Valentine's All-Girl Flyers	7,462
11. *Ollie Hager	6,548
12. Zaccchini	6,501
13. Terrell Jacobs	6,106
14. *Mary Gordon	5,791
15. Valentine's Sens. Flyers	5,538

Important Notice
Performers and troupes listed above and below are requested to forward following data to Contest Editor: 1. Permanent address, or where owner or manager may be reached. Names and birthplace of each member. 2. Billing style. 3. Shows on which act appeared this season—if fr. act at parks, fairs, etc., state so. 5. Booking agency, if any. 6. How long act has been in contact with present personnel. 7. How act prefers to be classified in divisional groupings. (The Billboard reserves the right to deny such preference where doubt exists as to exact classification.) 8. History of act in brief. 9. Head and shoulders or full-length photo—action photos not desirable.

16. Speedy Phoenix	5,516
17. Flying Bebees	5,469
18. *Mario and LaFors	5,416
19. *Frank Mack	5,394
20. *Frank Shepherd	5,294
21. Dave Geyer	5,099
22. Dorothy Herbert	5,098
23. Harold Barnes	5,087
24. *Lionel Legare	5,077
25. Four Queens	5,012

Final Ballot
... will appear in the next issue. Be sure to vote on or before midnight of November 4, otherwise your ballot will not count.

26. Selden, Stratophere Man	4,816
27. Captain Mass	4,808
28. Jack Smith	4,792
29. *Blondin-Rellins	4,761
30. Vernetta Byrd	4,623
31. *Cheerful Gardner	4,382
32. Bert Nelson	4,291
33. *Smith's Diving Ponies	4,267
34. Connors Trio	4,142
35. Clyde Beatty	4,106
36. Maximo	4,052
37. *Edna Curtis	4,022
38. Buddy Penn	3,959
39. Wallendas	3,857
40. *Dave-Devil Waters	3,841
41. Pete Carsetti	3,828
42. Sol Solomon	3,803
43. Virginia Senior	3,791
44. *Christina	3,683
45. Ben Beno	3,674
46. Flying Bebees	3,640
47. *Peerless Follies	3,636
48. Flying Concellos	3,634
49. Felix Adair	3,493
50. Flying Sallies	3,440

Black Brothers, 3,362; *Fusser, 3,330; *Yacop, 3,305; Lucky Tefer, 3,269; Oscar Babcock, 3,234; Emmett Kelly, 3,204; *McCall Circus, 3,125; Shary Flyers, Virginia East, 3,119; Don LaVela and Three Miles, 3,102; Nustreit and Mickey King, 3,089; Rita and Naud, 3,067; Grace Darling, 3,008.

In the 2,000-2,999 class act: Athleta, Bill-Jeth, Con Colleano, Carver's Diving Horse, Hazel Carter, Helen Christensen, DanWills, DeCarados, Mary Erdits, American East, *Egins, Feathers Flyers, Virginia East, Otto Crickling, Charles, Jamie Grace, Will Hill's Elephants, Joe Jackson, Ethel Jenner, Larkins, Joe Lewis, *Dorothy Lewis, Flying Melozars, *Neilon Family, Aerial Ortons, Pruske's Tigers, Reiffensch, Rudy Rudyoff, Rooney, See

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Under the Marquee

By CIRCUS SOLLY

LEON LONG, magician, spent the day with the side-show folks on Haag Bros' Circus at Pontotoc, Miss.

E. R. (SPARKEY) WALKER has been playing Northern California with his animal show and doing very nicely.

GEORGE SHIREY writes that he has closed with Aerial Leon and is now booking theaters and indoor circuses thru Pennsylvania.

EDW. C. ANDREWS cards that he is doing magic and fire-eating act in side show of Richard Bros' Circus. He has been in show business 30 years.

THERE ARE two ways to win—either create a chance or take one.

CALVIN WHITES, contortionist and credit bearer the past three seasons with the Four Crescendos, closed with the troupe at Pierceton, Ind., and is at his home in Cressona, Pa.

TEK ORTON, of the Grace Orton Trio, after a brief visit with his brother in Cincinnati last week, departed Thursday (19) for Pueblo, Colo., where the Orton trio joined the Polack Bros' Circus October 23.

MRS. FRED SCHULTZ has returned to her home in Martins Ferry, O., due to the serious illness of her mother, Mrs. F. H. Hall, who has suffered two strokes. Mrs. Schultz and her husband had been working the North Carolina tobacco markets.

ERNE WISWELL and wife are in Erie, Pa., arranging their indoor dates after being forced to cancel Southern fairs when Mrs. Wiswell contracted typhoid fever in the recent Fair. The Wiswells were with Haag Bros' Circus prior to the fair season and expect to go to Florida upon completion of indoor bookings. Ernie closed at the Carthage, O. Fair.

THE CIRCUS ticket wagon reflects the meagre condition of the country.

MAXINE PENNY is back at her home in Peru, Ind., after 33 fair dates played with Barker Bros' Rodeo and Circus. She did manage to win Wild Director and captured in high jumps over fire and without reins. Miss Penny is the wife of Eddie Woekener, band leader. Woekener has been playing week and two-week stands of circuses under auspices all summer, most of the dates being for the C. A. Klein Attractions.

DOC WADDELL writes from his Masonic home residence, Springfield, O., that he was recently visited by John I. Richards, Canton, O., showman; Prof. Jack Hamilton, museum owner, aerialist and occasional astrologer, and wife, Medea; and Mrs. Dan McShaffey, Doc says Richards was en route to San Antonio to establish a fruit and produce market and the Hamiltons were headed for the annual Pumpkin Fair at Circleville, O.

HARLEY SADLER visited Downie Bros' Circus in Sweetwater, Tex., October 15 with some 30 members of his company. Reports that he never received more courteous treatment, and that the show has fine personnel, splendid performance and one of the finest circus bands he has heard in years under direction of B. Carsey. Sadler adds that he does deserved much better patronage than it received; that conditions are not so good in that particular section.

KARL KING, former circus band leader, for many years conductor of the Thayer Band at Canton, O., spent a day there recently renewing acquaintances with former musicians. King was honored at a party given by Ray Clewell and attended by several Canton musicians who were members of the band during the time he was director, including Adam Shorb, Harry Burton and Ralph Norwood. King is director of the B. Dodge, Inc., Municipal Band, which post he assumed on leaving Canton almost 19 years ago.

THE CIRCUS FANS Association has the motto of "We Pay as We Go" and asks no favors from the circus. Which is as it should be.

SEABORN F. KERSLAKE and wife, noted circus people, observed their

golden wedding anniversary at their home in Riverside, Turners Falls, Mass., October 15. Retired for several years, the couple traveled 42 years under the big tops, during which time they were connected with many of the larger circuses in the country. Kerslake, known to the boys as "The Boy", has had his small animal acts, his troupe of trained pigs being his specialty, and Mrs. Kerslake, who accompanied her husband on his travels, was almost equally well known. Kerslake had given command performance before several of the crowned heads of Europe.

UNDER THE CAPTION of "Gymnast Who Won Plaudits of World Now Trains Others," Lester McCrea, writing in the October 8 issue of The Centon (O.) Repository, related a story on Earl Vardel, of Vardel Brothers, acrobatic trio, who recently was appointed assistant physical director of the Northeast Y. M. C. A. in Canton and how he is giving young men the benefit of his many years' experience in show business by instructing a class in acrobatics. The story told of the long career of Vardel and his two Canton companions, who toured for years with circuses and in vaudeville in this country and abroad. The trio won much recognition with their original "chute dive." The story was accompanied by a four-column layout of art, showing Vardel demonstrating acrobatics to his pupils.

AFTER a successful route of fairs and celebrations for the Lew Rosenthal office LaPearl troupe of clowns and Loretta and her small trained-dog act returned to Chicago last week. The story was continued in the Week of October 2 they were at the Roosevelt Theater, Kenosha, Wis. House is owned and managed by Billy Exton, former circus press agent. The LaPearl troupe will be contacted for Kenosha Bros' Indoor Circus of Peru, Ind., to produce clown numbers. Show is set to open in November and continue until before Christmas. Harold McEvoy, with Haag Bros. this season, will be band leader and give concerts before the show. The LaPearls' fox terrier, "Hot Dog," died. Was 11 years old and was the original dog used for the clown walkaround of live dog between a loaf of bread, hence the name.

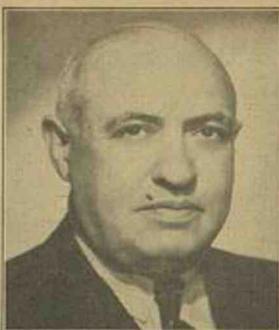
SHOWS, sometime or other, are bound to run into some tough breaks. It is best to have a little bankroll on hand when they come. Don't play too close to the margin.

HUGH S. MCGILL attended the press preview of Marx Brothers' At the Circus picture at the Westwood Village (Calif.) Theater night of October 19 and here's what he says: "Audience was made up largely of radio and picture stars and executives. The way these people went for it proved the picture to be a bright, witty and hilarious comedy with a thread of a circus story running thru it. It also has the germ of some future circus streamlining. It was nice to hear and see the circus train making its way in the night, with the flats loaded with wagons. Walter Matthei's model circus wagons of the Al O. Barnes show were used in these night train scenes. The Eskante flying act makes a great show. In fact, the whitewash of this picture takes place on the Escalante's aerial rigging. Originally At the Circus was to have had three rings laid out in clover-leaf pattern. The cloverleaf design can be seen on the banners of the property men's coveralls. Stan Rogers, Western vice-president of the Circus Fairs Association, was associate art director of the picture."

Philly Rodeo Closes After Three-Day Run

PHILADELPHIA, Oct. 21.—Championship rodeo at the National Speedways Grounds here, produced by Don Lieberman, with Fred Beebe as general manager, following on October 8, after operating only three days of its scheduled eight-day run. Event opened September 30, to fair crowds, but inclement weather, which caused cancellation of matinee and night performances Monday (2) and lack of attendance on Tuesday, was said to be the reason for calling off the show.

It was reported that no one was left stranded and all advertising bills were paid.



UNCONTESTED, non-contesting champion of rodeodom's managers, who passes the acid test by the most critical, the top hands themselves—the lads and lassies of chutes and corrals. For nine consecutive years he has been resident chief of Madison Square Garden's Rodeo, having functioned right here under two different administrations. A product of the Pacific Coast, he has been associated with many cowboy classics, the best known of which was the show produced by the late Tex Austin at Wembley Stadium, England, in 1924, which drew a fantastic gross and attendance. The evergenial Frank Moore this year is back at the helm of the second-run Garden show, which concludes its 26-day run on October 29. Of this picture he says: "My hair gets thinner—photographers get better."

The Corral

By ROWDY WADDY

OKLAHOMA, GURLEY ROBERTS, after 12 weeks at fairs in Nevada, Idaho, Utah and Colorado, joined the Piccadilly Circus with his whip and roping act and headed for the West Coast. He says he will spend most of the winter in Los Angeles and break in two new acts for 1940.

BETTY HARNETT, who in recent years has been working her stock and doing trick riding and rope spinning with several circuses and rodeo units, has concluded her outdoor engagements and has her stock quartered in one of the barns at Stark County Fairgrounds, Canton, O. She plans to play indoor events and clubs this winter.

MANY of the smaller sectional and county fairs in West Texas are featuring rodeos. Johnson County Fair, Cleburne; North Central District Fair, Graham; Tarrant County Fair, Arlington; and Montague County Fair, Bowie, staged rodeos for the first time this fall. At Johnson County Fair excellent time was made in the events, as a number of professionals, who usually make the big rodeos, entered, including Roy Matthews, George Wilderpin, Eddie Cameron, Bob Elliott, Clinton Booth and Bill Herx. West Texas Fair, Abilene, October 2-7, had a non-professional contest, as did Tarrant County Fair, Arlington. Ollie Cox furnished stock for these. A new arena was constructed for the first rodeo at Graham Fair, where Frank Bush Jr. was in charge.

WINNERS IN first six performances at Chicago Stadium Rodeo, as furnished by Fred Kressmann, arena secretary: Wild Cow Milking—First go-around, Hugh Ridley, Oran Fore, Jim Snively, Jim Laycock. Saddle Bronk Riding—First go-around, Jerry Ambler, Gerald Roberts, Frank Martz and Cliff Helm. Second go-around, Len Jacobs, Ned Ferraro, Happy Sankey, Jerry Ambler. Steer Wrestling—First go-around, George Hinkle, Andy Curtis, Johnny Strachan, Ralph Warren. Second go-around, Dub Phillips, Herschel Ross, Buff Brady and Glenn Soward. Steer Riding—First go-around, Gerald Roberts, Slick Ware, Rex Campbell, Durwood Ryan. Second go-around, Bill Hancock, Durwood Ryan, Grant Marshall; Frank Quirk and Ken Hargis split fourth. Third go-around, Jack Kennedy, Slick Ware,

Felix Cooper, Jimmie Hazen. Fourth go-around, Grant Marshall; Buck Wyatt and Steve McEwen split second and third; Jim Patch and Rock Parker split fourth. Bareback Bronk Riding—First go-around, Durwood Ryan and Ned Ferraro split first and second; Elmer Martin, Bob Rivers. Second go-around, Jimmie Hazen; Buck Wyatt and Frank Marshall split second and third; Dewey Fox and Roy Martin split fourth. Calf Roping—First go-around, Jess Goodspeed, Tom Taylor, Lonnie Rooney, Jack Hinson. Second go-around, Tom Taylor, Buck Goodspeed, Arvo Gamblin, Buck Standifer. Musical Chairs—First performance, Barton Carter; second performance, Hugh Ridley; third performance, Buck Standifer; fourth performance, Floyd Peters; fifth performance, Hugh Ridley; sixth performance, Buck Standifer. Favored with ideal weather, rodeo has had only a fair draw during the first 10 days. Injuries to contestants have been comparatively few.

CONTESTANTS at the World's Championship Rodeo in the Chicago Stadium in Chicago, Oct. 21-22, were: Steer Wrestling, Art Zander, Willie Clay, Chet McCarry, Mendes, Durwood Ryan, Hugh Ridley, Ben White, Larry Schultz, James Irwin, Buck Lee, Port Parker, Gordy Smith, Jerry Lee, Russell Lewis, Smoke Barnard, Jess Goodspeed, Arvo Gamblin, Johnny Strachan, Andy Curtis, Cliff Helm, Gene Hamilton, Ralph Warren, Grant Marshall, Jim Snively, Tommy Smith, Pat Parker, Dick Stephens, Cecil Hensley, Pat Herman, Earl Stevens, Ned Ferraro, Happy Sankey, Steve Hancock, Jim Meyer, Shady Jarvis, Eddie Boyesen, Len Jacobs, Jimmie Hazen, Lucky Boy Williams and Mike Fisher. Bill Eaton, Jack Skipworth, Le McElvain, Frank Quirk, Jerry Ambler, Dan Wilder, Grady Price, James Ashton, Albert Hines, Jess Goodspeed, Arvo Gamblin, Buck Goodspeed, Dick Slapert, Jack FAVOR, Heavy Henson, Buck Standifer, Barton Carter, Royce Sewall, Frank Van Meter, Leonard Mitchell, O. B. Lynn, Tommy Wilson, Frank Martz, Bob Hargis, John Burnett, Frank Marshall, Dewey Fox, Pat Clay, Floyd Weaver, Nancy Bragg, Emily Jean Davis, Virginia A. McIntyre, Charles Henson, Don Stewart, Bill Ryser, Darlene Stephens, Bill Brady, N. A. Pivcock, Bayly Harris, Oran Fore, Jim Wilkinson and Jim Laycock.

Slick Ware, Dub Phillips, Charles Bennett, Joe Vinas, Warren Kawell, Don McLennon, Rex Campbell, Felix Cooper, Buck Wyatt, Francis Maltala, Jiggs Burg, Pat Lewis, Lonnie Rooney, Bull Brantley, Arvo Gamblin, Frank Hargis, C. J. Shellenberger, Ken Hargis, Herschel Ross, Floyd Peters, Bill Hancock, Bob Boden, Wayne Louks, Paul Densmore, Ole Rice, Jim Patch, George Hinkle, George Tyler, Pete Forrester, Les Knud, Bill Hargis, George Hinkle, Betty Lou England, Frankie Stocker, Glenn Soward, Earl Moore, Ed Davis, Rabbit Quirk, Roy Martin, Mickey McCreary, Rock Parker, Tommy Cassidy, Shorty Becker, Ted Miller, Joe McManis, Art Keller, Spick, Joe McManis, Buck Hickey, Fred Hargis, Ed Collins, Jack Kennedy, Joe Farrell, Buc McDaniel, Bud McMackin, Ted Buschbaum, Bill Buschbaum, Jack Hinson, Tom Taylor, Silver Blohoveck, Cliff Anderson, Cliff Lewis, Bob Atkins, Penn Dinkins, Betty Hazen and Jane Burnett.

DAY-MONEY winners, second week of World's Championship Rodeo, Madison Square Garden, October 4-29. Cowboys' Bareback Bronk Riding—Second day (five shows), Paul Carney; Larry Finley and Tom Knight split second and third; Bill Eaton and G. K. Lewis split fifth fourth day (four shows); Tommy Smith, Hubert Sandall, Fritz Truan, Frank Finley, Fourth day (four shows), George Mills, Paul Carney, Cecil Bedford, Mitch Owens.

Steer Wrestling—Second day (five shows), Bill McNaeken, Dave Campbell, Harry Ross, Harry Carney, Tom Hogan. Third day (four shows), Tom Hogan, Buck Scirells, Hugh Bennett, Ralph Stanton, Lonnie Allen. Cowboys' Saddle Bronk Riding—Third day (four shows), Bill Eevers, Ward Waddy, Harry Carney, Tom Hogan, Nick Knight and Gene Pruitt split fifth and sixth; Bill McMackin, Bill Greenough and Jack Wade split seventh. Fourth day (four shows), Bill Greenough; Bill McMackin, Fritz Truan, Bart Coker, Bill Roberts, Floyd Stillings. Cowgirls' Bronk Riding—Fourth day (three shows), Helen Kirkendall, Claire (See CORRAL on page 35)

GATES AGAIN IN DIXIE

Highs Made For Jackson

Free State Fair has a top day and 10-year mark in stand—parades draw big

JACKSON, Miss., Oct. 21.—Favored by weather except for cold on the last two days, the annual Mississippi Free State Fair here on October 9-14 was unanimously pronounced one of the most successful in history. An all-time attendance high was set on October 13 with an estimated 100,000. One railroad, the Central, operated seven special trains and a partial check revealed 690 school buses parked in vicinity of the fair.

Mabel L. Stire, secretary-manager, dated over the unprecedented success, declared that an attendance day by day exceeded last years, and that revenue from all sources would run slightly ahead of that of 1938. Featuring as its theme, "Mississippi's Parade of Progress," the city-owned and operated fair was opened with a three-mile "Jackson on Parade" procession of floats, decorated cars and equipment and marching units, one of the most spectacular parades in Jackson history, with Mayor Walter A. Scott and Commissioners A. F. Hawkins and R. M. Taylor leading the line of march.

Opening day was Press Day, in honor of members of Mississippi Press Assn.—(See HIGHS MADE on page 51)

Hamid Letters Belief Dates of IAFE Should Be Changed

NEW YORK, Oct. 21.—His belief that the dates, December 5 and 6, for the annual meeting in Chicago of the International Association of Fairs and Expositions should be changed so as not to conflict with the December 4-8 dates of the annual meeting and trade show of the National Association of Amusement Parks, Pools and Beaches, has been transmitted by letter from George A. Hamid to President Sid W. Johns, Skatatoon, Sask., and Secretary Frank H. Kingman, Brockton, of the IAFE.

"I am not writing from a selfish point of view," read the Hamid letters, in part. "I have been approached as president of the American Recreational Equipment Association by many carnival men and half a dozen other people desirous of seeing the exhibits in New York and who also want to attend the convention in Chicago.

"It is not too late, something should be done. I am not taking the liberty of recommending what could be done but feel it would be wise to choose more suitable dates, as this is a matter of vital importance to us."

Nine Days for Wisconsin

MILWAUKEE, Oct. 21.—A proposal to lengthen Wisconsin State Fair from nine to 12 days to spread out daily attendance has been abandoned by the State department of agriculture and markets. The 1939 fair drew a record \$9,954. It is planned to raise remaining wooden horse barns and erect a \$75,000 stone building 132 feet long to store the horse show to the first three nights of the fair, using all the barn space, and then turn these buildings over to house junior club stock. This year has had difficulty handling hundreds of head of cattle and horses brought in by Juniors.

Montgomery Cut From '38 by Cold; Legal Moves Enter

MONTGOMERY, Ala., Oct. 21.—Central Alabama State Fair here, sponsored by Montgomery Post, Veterans of Foreign Wars, set originally for October 4-14 and extended one day, had estimated average daily attendance of about 10,000, said J. B. Joyner, VFW finance chairman. Final day was disappointing in attendance and receipts because of a cold wave. Best days were opening day with 15,000; Sunday, October 8, 8,000, and October 7, Children's Day, 20,000. P. H. Lipman, VFW general chairman, estimated gross receipts at \$12,000, not including hold-over day. Admission was 15 cents for adults and 10 cents for children.

Attendance, as compared with the 1938 fair, also sponsored by the post, was called "slightly off." It was pointed out that weather this year ranged from abnormally warm to showers to uncomfortably cold. School children, when accompanied by teachers on designated days, were admitted free. Agricultural and domestic exhibits came from 10 counties. Last year only four counties were represented. Receiving favorable comment were exhibits of long-staple cotton and work of the Future Farmers of America.

Sky-High Aleidos and Los Aeros Troupe, free high acts, were well received. On the midway of West's World's Wonder Shows business, which was disappointing in bad weather, also spending was (See MONTGOMERY CUT on page 41)

Upper Peninsula State Set For Later Dates Next Year

ESCANABA, Mich., Oct. 21.—Upper Peninsula State Fair, canceled this year because of lack of funds, will probably be held later in the season next year, it was revealed at a meeting at Upper Peninsula Fair Secretaries' Association here.

J. R. Roshby, Escanaba, manager of the fair, indicated that it would be held four or five weeks later than usual. In recent years it has been held the second week in August.

Dates of county fairs in the Upper Peninsula were set at the meeting which elected Milton C. Spencer, Marquette, head of the association for the ensuing year, and James G. Wells, Chatham, was named secretary.

COVINGTON, Tenn.—Tipton Park Association here re-elected J. H. Bennett, president; John Franklin, secretary; C. E. Johnson, treasurer.

Spartanburg Gate, Stand Marks Made; New Site Has Been Laid Out

SPARTANBURG, S. C., Oct. 21.—Gates of 32d annual Spartanburg County Fair closed here on October 14, following a five and one-half-day run which saw all attendance records in history of the event shattered by a wide margin. With gate receipts still unavailable, estimates place them at nearly 200,000.

Favorable weather thruout aided soaring attendance figures. Not until Saturday afternoon did the temperature drop to usual mid-October level for this area, and on that day auto races prevented figures from nose-diving. Biggest crowds were recorded on Tuesday, County School Day, and Thursday, City School Day. About 45,000 turned out on both days. Thirty thousand to 35,000 was estimated turnout on Wednesday, Negro School Day, and on Friday and Saturday. Remainder of the estimated total was accounted for by several thousand who attended a free-gate preview of Dodson & Baillie's World's Fair Shows Monday night before fair opening Tuesday morning.

Mel Dodson Sr., Jack Baillie and other show officials were reported pleased with the week's take. It was the show's first appearance here. Officials reported that the Silver Tread and the Ferris Wheel grossed heaviest among rides and that



PHIL WIRTH (left), of Frank Wirth's booking office; Minerov, of the aerial act of Ora and Minerov, snapped with Ted Allen, world's champion Korsehoe pitcher, at Hughesville (Pa.) Fair. Ora and Minerov were en route to the West Coast after completing a season of fairs and special events in the East and Middle West, including a run in Detroit.

Raleigh Is Up Despite Previous Tobacco Slump

RALEIGH, N. C., Oct. 21.—North Carolina State Fair here on October 10-14 had attendance estimated by Dr. J. S. Dorton, manager for the State, at between 200,000 and 225,000, somewhat above that of last year. School children were admitted free on two days. Definite figures will not be available until State auditors finish checking receipts. Officials and showmen expressed satisfaction with business, which was surprisingly good in view of the tobacco war.—(See RALEIGH IS UP on page 51)

HENRIETTA, Tex.—Clay County Pioneer's Fair Association has been incorporated to hold an annual fair here. E. P. Worsham, James Henry and Virgil O. Johnson are given as incorporators.

Dallas Tops 75,800 Daily

State Fair has over 530,000 in initial week—concession bill takes spurt

DALLAS, Oct. 21.—With average daily attendance of 75,839, the 51st annual State Fair of Texas, October 7-22, completed its first week with a gate of 530,000. Largest of the week was on Friday, Children's Day, with 193,082, 20,000 less than the all-time record set in 1929. Moderate temperatures and clear skies helped attendance since opening day except for two-inch rain and a cover wave which lowered figures on Monday and Tuesday. There was a children's free gate on Friday and the inter-sectional football game between Texas University and University of Oklahoma was played on Saturday. Cotton Bowl admission reached over 26,000 on Saturday for the first big football attraction sponsored by the fair management. Prices of football tickets ranged from \$1.85 general admission to \$3.50 for best reserves.

Sixty-five Texas counties had individual exhibits and each county was given a cash award instead of competing for prizes. Success of the cash-award plan was demonstrated in the fact that 50 per cent more counties exhibited than in 1938 when the cash-award plan was inaugurated by the fair management. Live-stock exhibits drew larger crowd than any previous stock show. Entertainment program was highlighted by appearance of the Mexican.—(See DALLAS TOPS on page 54)

Donaldsonville Put In Black by Big Day

DONALDSONVILLE, La., Oct. 21.—Despite a bad break by rain on opening day, attendance at the 27th annual South Louisiana State Fair here on October 8-15 fell barely short of that of a year ago, with an estimate of 60,000. Exhibits were best in years, with all space occupied and a 10 per cent increase in awards. Clear, cool weather on closing day with a political rally was the best gate with 14,000. School Day on Friday drew 12,000.

H. T. Kottig, secretary-manager, re.—(See DONALDSONVILLE PUT on page 41)



A BUSY FAIR MANAGER takes time out to pose with showjolks. Dr. Ernest R. Bragg (right); Leavelle-Bragg, Tenn., president-manager of Middle Tennessee District Fair there, held on October 2-7, was also manager of North Alabama State Fair, Florence, October 9-14, where the picture was taken with Bee Kyle, high fire driver, and Manager J. W. Laughlin, West Bros. Shows, which were on the midway. Photo by Cliff Barnhart, furnished by Don Truedood.

"When Eviction Is Lawful"
See Carnival Department of This Issue.

New Kan. Combo Has Big Crowds

WICHITA, Kan., Oct. 21.—Heavy attendance in free gate exposition and stock-show areas and long lines of people at the pay gate for the Harvest Festival, featuring name entertainers, marked the Harvest Festival and 4-H Pat Stock Show here on October 9-14. So successful was the 1939 version that business men demanded a repetition in 1940 and this was promised by Carl Hines, president of the board of directors.

Attendance at the Pat Stock Show in exposition buildings was estimated by Manager Conley Smith at 50,000, some nights showing to capacity. Arch Booth,

general manager of the Chamber of Commerce, from which festival directors were drawn, said that the Forum, which houses the night club and stage show, drew about 18,300 paid attendance. Credit for success is ascribed to streamlined type of entertainment in a night club setting and uniting of the festival with the stock show. President Hines said sellouts the last four nights of the festival show enabled the organization to break even. Business men back the enterprise, and two newspapers and two radio stations gave front-page spreads and spot announcements. Promotional features, including camera night, were used early in the week to create interest.

Night club was set up on floor of the Forum and decorated in frontier motif. Tickets for the show and dancing afterwards to Clyde Lucas Ork ran from 60 cents to \$1.50 top for tables. Entertainers included Red Davis and Char Chase comedians; Dorothy Byron line of 20 dancers; Berry Breen and Wyler, dancers; Lew Hoffman, juggler; Speck and Spot, comedy unicyclists; Margo Gavin and Lynn Lucas, Norma Ballard, organist. One-night appearances were made by Don McNeill, Nancy Martin and Jack Baker, radio act; KMBC British Creek Polles; WBYW Kansas Round-Up Gang, and KFH and KANS artists, including the Ark Valley Boys.

An unsuccessful attempt was made to obtain a carnival. Advance ticket sales were made thru wholesalers, jobbers and retailers.

Revived Virginia Annual Sets Good Attendance Mark

CHARLOTTEVILLE, Va., Oct. 21.—Albemarle Agricultural and Industrial Fair on October 9-14, first to be staged here in 11 years, had good attendance throughout the week, reports Sam Burdport, exploitation director. Attendance was biggest on Tuesday, when large crowds witnessed a baby parade staged under his direction.

James R. Strates Shows were unable to open Monday night due to a long jump and difficulties encountered in getting wagons on the lot. Exhibits were housed in a tent. Saturday was Children's Day. Other officials were W. P. Carter Jr., president; Cary L. May, secretary-treasurer, and C. W. Cracraft, vice-president and manager.

At close of the fair Burdport was making final arrangements to leave for Cocoa, Fla., where he will be associated with Curtis Ireland at the Casino.

County Annuals in Conn. Are Financially Successful

HARWINTON, Conn., Oct. 21.—With exception of one, all fairs in Litchfield County, Conn., were financial successes this year, reports Louis L. Campbell, superintendent of concessions and press representative of Harwinton Fair, which broke attendance records on October 7. Concessioners reported fair takes.

Terryville Fair on September 30 was the only one going in the red, reporting attendance of 1,900, compared with 3,000 in 1938.

Riverton Fair on October 12 had good weather and 8,500 attended. Ideal weather favored Goshen Fair, which had average attendance of 6,000 on September 4.

Calif. Fete Bucks Weather

COLUMBIA, Calif., Oct. 21.—Rain, followed by wind of almost gale-like proportions, which wrecked floats, kept attendance at a minimum on the first two nights of Colusa County Harvest Festival here on October 5-7, but perfect weather on the final night brought out a large crowd and only a small deficit was shown, reported Secretary-Treasurer R. Q. Power. Attractions were Martin's United Show, Buster Pearl's Orchestra and 14 radio performers, Japanese broad-sword exhibition, Sacramento Convention Singing Ensemble, Farm Bureau Chorus, parade, free dance and singing contest and horse show. Fair was sponsored by 44th District Agricultural Association.



J. L. CLAYTON, 18 years in the field of fairs, is president of Rockingham County Fair, Leesville-Spray, N. C., and Henry County Fair, Martinsville, Va. A staunch advocate of generous advertising, he "puts up plenty of paper" for the annuals. He has been assisted by Clyde Vernon, who reports that the Clayton one-wheel trailer has been pulled more than 6,000 miles advertising the fairs with more than 4,500 sheets of paper in 15 counties in North Carolina and Virginia.

Minnesota Loop Foresees Good Prospects Next Year

WINDOM, Minn., Oct. 21.—Prospects for 1940 were reported good at the annual meeting of Southern Minnesota Corn and Clover Belt Circuit here on October 16 in city hall community room. President C. T. Crowley, St. James, president and delegates from about 10 fairs were present, including President William O. Johnson, Minnesota State Fair, and Lee M. Shell, Worthington, past president of the State Fair. Mayor's address of welcome was responded to by William Hauck, Redwood Falls.

There was a turkey dinner at noon in the Park Hotel. Dates were set for 1940 fairs in New Ulm, Windom, Redwood Falls, Jackson, Slayton, Worthington, St. James, Palmount, Blue Earth and Hutchinson.

President Crowley, Vice-President W. F. Sanger, Windom, and Secretary William Lindemann, New Ulm, were re-elected. Invitation to meet on October 14, 1940, in Blue Earth was accepted. Delegates to be guests of the fair board there.

Fair Grounds

LOCH LOMOND, N. B.—Recent Loch Lomond Fair had best attendance in years. Secretary-Treasurer Alex Johnston is 89 years old and has held the post 54 years. Thomas Jordan is president, and William Jordan, assistant secretary and advertising manager, has served 25 years.

PICTOU, N. S.—Col. J. A. Adamson, manager of Pictou Exhibition, reported deficit of \$693 for the 1939 fair to Pictou Agricultural Society. War and unfavorable weather cut receipts \$691 under the 1938 take, making a total deficit of \$1,412, which the provincial government will be asked to assume. Herbert Priest was re-elected president; Walter Ross, vice-president, and Charles A. Douglas, secretary-treasurer.

MADISON, N. C.—Cold weather resulted in disappointing business for Dixie Model Shows at Madison Fair under auspices of the Lions Club on October 9-14, reports Deputy Sheriff Rex M. Ingram, former trouper, who supervised concessions. Dan Riley's Animal Show got some money. Free act was Flying Sullivans.

HONDSDALE, Pa.—Bequests of \$100 each were made to Wayne County Fair Association and Green-Drake Fair Association under the will of Judge Alonzo T. Searle, Luzerne County, who died October 2 at Honesdale at the age of 83.

CINCINNATI.—H. J. Stretzmeier, former showman and now connected with the American Federation of Labor in Detroit, reports he recently visited fairs in various States, including Bloomberg (Pa.) Fair, where he met an old friend,

Jimmie Goss, who has been connected with the fair in an official capacity 40 years. When Goss became identified with the fair the plant consisted of two buildings, 100 acres. Today it has 130 acres and is equipped with modern buildings.

ONTARIO, Ore.—Books of Malheur County Fair here have been closed, showing the 1939 annual to have been a financial success for the first time in several years.

BERRYVILLE, Ark.—Officials expressed satisfaction with exhibits and estimated attendance of 2,000 to 3,000 daily at annual Carroll County Fair here on October 5-7. Live stock and poultry exhibit were heavy. C. T. Denney is president and J. B. Wann, general manager.

ESTEVAN, Sask.—Thru a federal unemployment plan, assistance by the town of Estevan and donation of sheet metal by the Rotary Club, repairs will be made to building at Estevan Fair grounds next spring. Some will be rebuilt, others will be added to and all will be painted.

YORKTON, Sask.—Net loss of about \$2,500 on operation of the 1939 fair. Exhibition was reported to the board by Secretary-Manager W. J. Cowan. Total indebtedness, including mortgage and debentures, is less than \$17,000. (See FAIR GROUNDS on page 41.)

Grand-Stand Shows

MABEL MACK'S Mule Circus played Coahcohan County Fair, Coahcohan, O., on October 3-7.

CASTING DELCOS completed eight weeks of fairs for Barrie-Carruthers and the Board of Directors, Coahcohan, O., reports Jimmie Delco. Rose Delco will return to the act.

ACTS booked by Gordon Entertainment Bureau for Elvira (Conn.) Fair on October 13 were Donnelly and Betty Dalton, Babe Lorraine, Nick Graef, Don Ricardo and Earl and Larry, reports Jack W. Gordon.

PEERLESS CAMPBELLS, who have been playing fair circuit in Indiana, Illinois and Ohio in Circleville, O., on October 21, reports Ed Raymond. On the bill were Aerial Cowdens, LaVine Trio, Millie Long, the Lerches, Houghton and Houghton, Victorians, Frank and Wigand Troupe, Olive Craig and the Raymonds.

RAYMOND ATTRACTIONS closed a successful 14-week tour of Indiana, Illinois and Ohio in Circleville, O., on October 21, reports Ed Raymond. On the bill were Aerial Cowdens, LaVine Trio, Millie Long, the Lerches, Houghton and Houghton, Victorians, Frank and Wigand Troupe, Olive Craig and the Raymonds.

Fair Meetings

International Motor Contest Association, December 4, Hotel Sherman, Chicago. A. R. Corey, secretary, Des Moines, Ia.

International Association of Fair and Expositions, December 5 and 6, Hotel Sherman, Chicago. Frank H. Kingman, secretary, Brockton, Mass.

Fair Managers' Association of Iowa, December 11 and 12, Savery Hotel, Des Moines. E. W. Williams, secretary, Manchester, Mo.

Iowa State Fair Board, December 13, Savery Hotel, Des Moines. A. E. Corey, secretary, Des Moines.

Ohio Fair Managers' Association, January 10 and 11, Deshler-Wallick Hotel, Columbus, Ohio. Don A. Detrick, secretary, Bellefontaine.

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

Massachusetts Agricultural Fairs Association, January 18 and 19, Hotel Kimball, Springfield. A. W. Lombard, secretary, 138 State House, Boston.

Virginia Association of Fairs, January 20 and 21, Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

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

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

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

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Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

W. H. STANLEY reports good crowds attended his Skateland, Post Smith, Ark., on October 15, when June Marshall, Tulsa, Okla., and Mrs. Dorothy Moseley, Little Rock, Ark., amateur trick and fancy skaters, were guests and put on exhibitions at afternoon and night sessions.

LEO DOYLE has resumed roller rink operation in St. Mary's Auditorium, East Hartford, Conn. Hammond organ provides music.

ARMORY Roller Rink, Chicago, reopened recently under new management of Armory Skating Co. with most of the

personnel remaining, reports Bill Henning, skates-room manager. Staff includes Joe Latour, floor manager; Rodger Sadzech, doorman; Alvin Hohman, checkroom, and Mr. and Mrs. Sid Keane, refreshments. Rink will operate nightly except on Tuesdays and Fridays, and Sunday evenings will be held. Good Skates Club is being formed. Seasonal dues are 50 cents and members will be permitted to skate for 10 cents one night a week. Rink has been equipped with Chicago skates with fiber wheels. New emblem stickers are being prepared.

CARL RUSSO, floor manager of Rollerway Rink, Revere, Mass., reports he will direct a skating party in the rink on October 29. Program will include waltz and two-step contests, dance exhibition by Louis Testa, two-mile race for men and one-mile and half-mile races. Door prizes will be awarded. Rink will stage a Halloween party on October 31, when novelties and refreshments will be distributed.

RALPH LAMBERT is electric organist in Smith's Roller Rink, Columbus, O. Rink operates nightly and on Saturday and Sunday afternoons. Management reports many private parties booked for the next several weeks.

NEWLY equipped Crystal Pool Roller Rink, Seattle, was reopened recently by Manager Guy Sherwood. New furnishings include Hammond organ, with Evid Organ at the console, marble floor, with beginners' and practice floors, and decorations and lighting fixtures.

DANCELAND Whirling Dervishes, six-piece skating act, completed the season of fine and colorful skating at Blue Man (Ill.) Homecoming on October 5-7 and plan to play rinks, theaters and night clubs during the winter, reports Noble Galliger.

NEW Arcadia Roller Rink, Kalamazoo, Mich., opened recently under management of Jack LaTua. Rink is equipped with double-spring hardwood floor and organ.

MONTEREY Figure Skating Club, Spokane, Wash., recently staged a revue in Kellogg (Ida.) Roller Rink, opened by Edward Lord, who has been operating in the vicinity of Spokane for 15 years. Six sets under direction of Harry Leonard, instructor, were put on by Jim Metcalf, Elmer Stary, Don McNaughton, Margie Hayes, Dolly McConnehey and Lillian Stewart.

OWEN WILLIAMS reopened Bluff View Park Roller Rink near Brodhead, Wis., following extensive interior remodeling. Floor has been resurfaced and new lighting fixtures and Hammond organ have been installed. Mary Jayne Williams is at the console. Rink has been installed to permit winter skating. Rink operates nightly except on Fridays, when dances are held.

MR. AND MRS. R. G. KEISTER are operating their Delavan Lake (Wis.) Roller Rink on Wednesday Saturday and Sunday nights. Sweetheart Night was October 18, when women, accompanied by men, were admitted free.

"BRITISH government's home office sanctioned a general reopening of all entertainment on September 18, following first a total close-down and a few days later the reopening of spots in those areas which had not been evacuated," writes Cyril Beattall from Clasterfield, England. "So far as I have been able to ascertain, rink attendances remain satisfactory in most areas. But unless the war ends more quickly than has been generally anticipated competitive roller skating will be conspicuous by its almost entire absence. There was to have been a world's championship event in Dortmund, Germany, on October 14-16. This has, of course, been postponed indefinitely. Effect of hostilities has been more in practice on the Continent than here in England. In Germany the sport is practically at a standstill. In Switzerland only four roller rinks are operating. In Italy, Belgium and Portugal activities are about normal, while in France several rinks in the Nord area have closed temporarily. If war continues any great length of time it is certain that some rinks will be taken over for government use, as was the case in the World War. Lids Rink, Concaster,

has already been taken over, and New Rink, Belper, is being used as offices."

HUNT'S POINT PALACE, one of the largest community centers of the Bronx, New York City, added a roller-skating rink, opening on October 16. Admission is 10 cents at matinees, with 15 cents for skates, and 15 cents evenings, with 35 for skates.

EAIL VAN HORN'S Mineola (L. I.) Rink staged a trio voodoo number on October 19, winning members receiving Chicago skates attached to Van Horn special shoes. Rink has scheduled a Halloween party for October 31, when prizes for men and women will be awarded for finest, original and comical costumes. Chicken Scratch contest for married couples will be staged on October 26. Only couples married five years are eligible.

FLYING WHIRLWINDS, skating team of Milton Gardens Roller Rink, Diamond, O., were recently booked by G. A. Klein Attractions for Lakota Mills Dog Track in that city, reports Carl Cowell.

Notes From Philly

By E. M. MOORAR

Attendance at all Philadelphia rinks since opening has been a surprise to operators, considering many improvements that boom business does not generally materialize until close of the football season. Carman Rink was first of the rink to open on September 7 and with a well-lit floor. Complete renovation was made, including a new floor.

Chez Vous Rink, Upper Darby, Pa., got away for the fall season on September 13. Recently closed, redecorated and a new floor was installed. Opening night was a little off from previous seasons due to a competitive event, a water carnival which drew immense throngs from all parts of the city and affected amusements in general.

Circus Gardens Rink, with a new floor and general rearrangement of interior, reopened on September 27 to its usual large crowd and, if business continues its present volume, this promises to be a banner season.

Joe Barnes' Adelphia Rink opened on September 14. Old patrons were agreeably surprised at many improvements from front to rear. A new skating surface, considerably enlarged, is one of the most important additions. Decorative scheme is exceptionally attractive and, as this is the pioneer rink of Philadelphia, it no doubt will draw its old as well as new patronage. Opening was better than in previous seasons.

Recently visited a neat and well-decorated rink in Willow Mills Park, near Mechanicburg, Pa. Owner A. L. Runk advised he will soon start a \$28,000 building nine miles south of Harrisburg, Pa., using the park rink in summer and the new plant in winter months.

In Washington, D. C., found Coliseum Rink well fitted and all interested in their figure skating club being boosted by the large rink in summer and the Coliseum rink in winter.

It seems unfortunate that more news pertaining to the Roller Skating Rink

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Operators' Association of the United States is not forthcoming. There are a number of non-member first-class rinks that probably could be induced to become members, but they appear to be in the dark on many objects of the association; also some of them would make A-1 boosters.

Unfortunately, Eastern Pennsylvania and New Jersey rinks are considerably behind on dance and figure skating. A large number of skaters from this territory indulge in freak skating such as jitterbug stuff and wheel-barrowing. Both are unsightly, and the latter style does not tend to add to the moral standard. Jess and Malcolm Carey entrusted for Cincinnati on October 5 to be on hand for the World Series games. They planned to visit Cincinnati rinks and make several stops en route home.



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Activities of NAAPPB Reviewed By Gurtler, Urging Big Turnout In N. Y.; Space Sale Is Record

CHICAGO, Oct. 21.—President Arnold B. Gurtler, Elitch Gardens, Denver, successor president to the late Harry G. Beer, has met with a large group of members of the National Association of Amusement Parks, Pool and Beaches, reviewing activities of the organization for the year and urging the membership to turn out en masse at the 21st annual convention and trade show to be held in the Hotel New Yorker, New York City, on December 4-8. Secretary A. R. Hodge from his office here declared that never in association history had practically all available space been sold so early in the year and indicated on his chart that not more than a half-dozen spaces were still available and these, he indicated, would probably be disposed of before the end of the month.

Secretary Hodge also reported that work of the program committee headed by Harry J. Batt, Pontchartrain Beach, New Orleans, with Paul H. Huedepohl, Jantzen Swimming Association, Portland, Ore., heading the pool program committee, is practically completed. Personnel of the committees: Program committee, Harry J. Batt, chairman; Edward L. Schott, vice-chairman; Paul H. Huedepohl, A. R. Hodge, A. B. McSwigan, Spas, heading the spa program committee, Paul H. Huedepohl, chairman; Leonard B. Schloss, vice-chairman; N. S. Alexander, James K. Monteth, Harry O'Hare, J. O. Ziegfeld. In the judgment of Secretary Hodge, they have done an outstanding job.

"President Gurtler was in Chicago on September 23 to confer with the secretary, and then went to New York for conference with the spa and pool committees, in convention arrangements and operation," said Secretary Hodge. "He was made president during a very trying period, with the convention arrangements moving along in full swing. In indications he has jumped into the harness with great enthusiasm and is doing a man's job for the organization. Recently the secretary's office notified all members to make room reservations early because tremendous attendance is anticipated and latecomers are apt to find themselves in some other hotel if they neglect taking care of reservations early."

Increased Use of NAAPPB

President Gurtler's letter reads, in part: "Our great association, which has weathered the stormy seas of many years, is now stronger than ever and is a great tribute to those of our leaders who have had the patience, perseverance and tenacity to guide it successfully through troubled waters. We have most hope that all of our members stand together more closely than ever for our mutual good and that we tap more and more the infinite resources of our association for our individual success."

"Last year we had one of the most successful and interesting meetings we have ever held. It was exceedingly well attended by exhibitors and operators of our industry. There were over 100 exhibits and our entrance turnstiles recorded an attendance in the exhibition halls of more than 8,000 during the four days of the trade show. Members were profound in their words of praise and showed their confidence by the numerous sales of more than 200 of the various rides, equipment and supplies. Program sessions were well arranged and diversified. Aroused interest was shown by the large attendance at each session, proving that a keener appreciation of the value of convention attendance is developing in our industry. Another outstanding exhibition and program is being prepared for our 1939 meeting and you owe it to yourself and to your business to attend."

Staffs Are Invited

"Work of your public liability insurance committee continues outstanding and each year finds a larger group of satisfied policyholders who have taken advantage of the public liability insurance plan as sponsored by the association. Participation in the plan enables policyholders to benefit in the net profits accrued from its operation as well as to enjoy an initial saving where State laws permit.

"I want to conclude by urging all Western members to make it a point to attend the convention even tho it involves greater sacrifice than when we gather in Chicago, and I wish to urge them to bring along neighboring park and pool men whom they know do not visit our conventions regularly. Eastern members I am sure will be there en masse, but I want to urge them particularly to invite their fellow park and pool men and bring as many of their own staffs as possible because of the convenience of the convention to all Eastern operators. Our staff members can often learn much from program sessions or in exhibition halls which may not come to our notice but which will make them more valuable employees and thus redound to our benefit in the long run."

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Gulf Pier Project Pushed

GALVESTON, Tex., Oct. 21.—Four officials of Houston and Galveston returned from a trip to Washington this week in connection with application by Galveston for RFC funds for construction of the proposed \$1,500,000 pleasure pier in the gulf at the island city. Included were Mayor Brantly Harris, Houston; W. J. Aicklin, chairman of a special committee; William Blanton, head of Houston Chamber of Commerce, and R. J. Cummings, Houston engineer, in charge of plans. Pier, intended to be self-liquidating, will run from the beach between 23d and 25th streets.

Enid Resort Will Continue

ENID, Okla., Oct. 21.—Lake Hellums Amusement Park, five miles north of the city, will continue in operation. It was said after the death on October 4 of Dr. H. D. Hellums, who founded it about 14 years ago and had been active in its improvement and conduct. He is survived by his widow, who will operate the well-known resort. Details in the Final Curtain.

With the Zoos

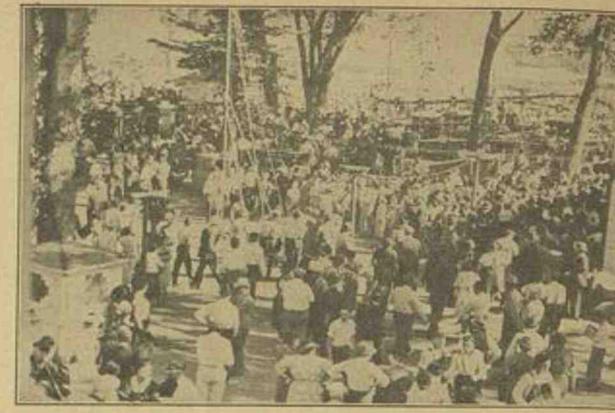
LONDON.—Sam, a polar bear, many years on exhibition in London Zoo, died recently of old age in a private zoo in Maidstone, Eng., where he had been for the past year. He was more than 20 years old.

DETROIT.—John T. Millen, superintendent of Detroit Zoological Park, was reported out of danger in Henry Ford Hospital. Seriously injured on September 18 in an auto accident, he is expected to remain in the hospital several more weeks.

TOLEDO.—Population of Toledo Zoo has been increased by purchase of animals and birds reported to have cost \$7,800 and gift of a baby chimpanzee. Chimp is gift of Miss Elizabeth Mau, society trustee. New purchases are two giraffes, two elands, two pairs of antelope. (See WITH THE ZOOS on opposite page)

Akron Operators To Push Summit Development; Plan Acts All Season

AKRON, Oct. 21.—In keeping with their program for improvements each season, directors of Summit Beach Park here announced this week that extensive modernization will go forward soon after first of the year. Since taking over the park in 1937, Summit Beach, Inc. operator, has expended more than \$150,000. Major improvements included a \$50,000 Roller Coaster, renovated roller rink operated the year round under management of Russ Golden, several new rides and a new beer garden. Newest construction planned includes modernization of midway buildings and



WHEN RIVERVIEW PARK, Sioux City, Ia., was scene of a family picnic staged by station WNAX more than 30,000 jammed the playset for free rides, dancing, free acts and thrill performances by Johnny Winters and his Death Drivers. Crowd was called the largest in history of the park by James G. Gies, WNAX director of publicity. The event on September 24 marked commemoration of opening of WNAX's new supplementary studios in Sioux City.

Jones Beach May Up Revenues By Added Amusement Features

By ALFRED FRIEDMAN

FAR ROCKAWAY, L. I., N. Y., Oct. 21.

—Jones Beach is shuttered for the cold months, but a crew remains for maintenance and development. Jones Beach to date has frowned on installation of amusements other than those of a so-called "dignified" sort, but the talk is that there may be a radical change in policy and that something on the order of an amusement park may be installed as a means of upping the resort's revenue.

At Rockaway Beach, where a vast program of public building involving more than \$20,000,000 has been in force for a couple of years, Robert Moses, also head of Long Island State Park Commission, in his capacity as New York City park commissioner continues to move ahead with plans to create an amusement area in the community that will be "separate and distinct from the commercial and residential regions." Next summer will see important measures regarding this. There may even be mandatory removal of amusements from certain sections by enactment of legislation. Contemplated steps have caused considerable uneasiness among amusement people with large interests, many of whom see their holdings' values imperiled.

Long Beach has no special plans for winter that have been revealed. Town is sitting quietly, nursing its wounds incurred by deep disappointment regarding the World's Fair. Trade was predicted as a result of the Flushing expo was not in evidence thru the season except in spots. Town is in a quandary as to what plans to make for next year's "possible rush" of World's Fair folk to this seaside.

Atlantic Beach and Pils Park administrations will devote themselves to protecting the coastlines from onslaughts

of the sea, which is endangering much shore property. Later spot has allotted more than \$500,000 for a project already in motion.

The Pool Whirl

By NAT A. TOR

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

Braggadocio

Glad to see that Harvey Gibson, head of the New York World's Fair, reads this column. Or maybe it's just that we think alike. At any rate, last week newspapers said that Gibson is seriously considering building a swim pool in one section of the fair's amusement area for next year to combat the exposition's summer opposition from pools and beaches—an idea that saw print in this pillar some weeks ago.

Late dispatches from Wholen Wonderland reveal that the pool plan was dropped temporarily because fair bigwigs felt the fair was in no position to make the investment necessary to start such a project. However, tho it wasn't mentioned to the daily press, the writer has it on good authority that the fair would be very much interested if some private parties would care to finance the proposition. In other words, the management from Gibson down concedes the fact that it needs something during June, July and August to offset near-by beaches, but it claims the greenbacks aren't there.

Some insiders confessed to the column last week that the pool might really isn't the thing that is holding up the aquatic proposal. They point out that no pool, even if it were only a crib on the shores of Flushing's Meadow Lake, could never be undertaken as a one-year proposition. So if an aquadrome is to be built on the fairgrounds, whether it be fair property or privately owned, it will have to be one that will remain after the fair closes. And the talk is in some circles, at any rate, that Park Commissioner Robert Moses nixed the idea because Moses has already made arrangements to convert Billy Rose's Aquadrome tank into a municipal pool after the fair.

Convention Plans

While you sit back reminiscing of last summer or perhaps thinking of next year's activities a group of men are busy working out a beach and pool program for the forthcoming NAAPPB meeting to be held in New York week of December 4. Men like Paul Huedepohl of Jantzen Swimming Association, Portland, Ore.; J. O. Ziegfeld, of Meadow Brook Park, Baltimore; Harry Batt, of New Orleans, and Chauncey Hyatt, Chicago health authority, are staying up nights trying to think up ideas to make this year's pool sessions top all others. And those who have attended previous years' (See POOL WHIRL on opposite page)

"When Eviction Is Lawful"

See Carnival Department of
This Issue.

National Recreational Equipment Association

By R. S. UZZELL

There is no rift between the National Association of Amusement Parks, Pools and Beaches and the International Association of Fairs and the outdoor showmen. In Chicago last year when the late Chicago Zoo was the center for its 1939 meeting a canvass of our exhibitors was made while they were still in Chicago to get their preference on a choice of one of three places, Chicago, Toronto or New York City. The vote was 98 per cent in favor of New York because very few wanted to try Toronto again after the 1934 experience. A small minority favored Chicago again, while the Eastern metropolis obtained almost a unanimous vote.

The negotiations were protracted and difficult, but finally an agreement was concluded with the New Yorker Hotel. The shift of Thanksgiving date made a few set-up necessary. After a satisfactory adjustment all around the war broke and caused the fair men and showmen to meet in Chicago but left our association bound by agreement to New York, leaving no alternative but to go thru with the contract. This is the substance of the many conferences of our members, all shifting and changing were wholly unforeseen at the time of initial commitments. Cordial relations have been maintained, and there is no occasion for ill will. When we can all meet in one city again we can renew the same co-operation that has prevailed heretofore.

Publicity for Mergals

In a Sunday magazine section of the New York Times a story of a child's death in Chicago but left our association bound by agreement to New York, leaving no alternative but to go thru with the contract. This is the substance of the many conferences of our members, all shifting and changing were wholly unforeseen at the time of initial commitments. Cordial relations have been maintained, and there is no occasion for ill will. When we can all meet in one city again we can renew the same co-operation that has prevailed heretofore.

The national association urges all to get at next year's requirements now. The advice, also it would endeavor to be impartial in its advice. It is only one more way of serving its members and building good will for the organization. It cannot afford to be imprudent in its advice, also it would endeavor to be impartial in its advice. It is only one more way of serving its members and building good will for the organization.

The Automobile Show is on in New York City at this writing. F. Buchanan says they make their selections now at present prices and insure early delivery. Park men are beginning to follow this custom.

WF Prospects Better

When these lines reach readers the New York World Fair will have arrived at its last week of 1939 operation. Prospects for 1940 opening are better than ever before. There is money enough in the air to make the big show and pay all pressing obligations. The bondholders will have to wait for another season, while advance payments on 1940 rentals will apply the funds for repainting and painting.

Now that America appreciates the merits of the world's greatest exposition with proper press relations and reduced prices all along the line, next year's operation is sure to bring public opinion that was lacking in the first months of 1939. Some of the big-salaried but inexperienced boys are going to be conspicuous by their absence. Return of Earle Andrews, the big-salaried but inexperienced boys have been let out. Already there are many evidences that a business administration, and not a political one, is emerging.

WITH THE ZOOS

(Continued from opposite page)
 six crown cranes, one pair saurus cranes, two manna snakes and a mate for the zoo's emu.

ST. LOUIS.—In a \$2,800 shipment of more than 100 birds and 21 kangaroos received by Director George P. Vierheller, of the zoo here, were six birds of paradise, including the Emperor and Empress of Germany, and a pair of the rarest of the Waseka and Count Riegl types, said to be the first of their kind to enter this country. There were also some rifle birds, brown Australia, green catbirds, bicheno, Wango-Wango, blue pigeons, blue honey eaters and 40 pairs of chattering finches.

curator, and since he came here in 1928 annual attendance has increased from 10,000 to over 500,000 in 1938. Much of the zoo's financial success, he pointed out, is due to profitable raising of Bengal tigers, and to the young Bengals have brought an average of \$500 each.

FORT WORTH, Tex.—With the lion population in Forest Park Zoo here increasing rapidly, Zookeeper Hamilton Hittson sold three 3-month-old cubs to Frank Delmar, animal trainer, Atlanta. Another cub was traded for two black raccoons. Lion population before the transaction numbered 12, four adults and eight cubs. Two cubs were born on September 27.

MILWAUKEE.—T. J. Bartel, first vice-president of Washington Park Zoological Society, was elected president on October 10, succeeding the late Louis Schneller. Rudolph Hokanson was elevated from second vice-presidency to first. Phil Orth Jr. to second vice-presidency and Henry H. Ojlen to third. A. C. Bierman, elected secretary-treasurer. Edward A. Kieckhefer was elected to fill the vacancy.

MOOSE JAW, Sask.—Manly F. Miner, Kingsville, Ont., is to furnish Moose Jaw Zoo with a gift of 15 Canada geese. The gift is due to keen interest in the park by his father, Jack Miner, who visited Moose Jaw in 1931 and was later made a park patron.

POOL WHIRL

(Continued from opposite page)
 confab know that that is no easy task. Most important feature of the transaction, to me at any rate, is the round-table discussion where everyone in pool biz is invited to voice opinions. Many topics have already been jotted down for discussion this year about which this department had the privilege of hearing last week. Some subjects to be aired in round-table fashion are: (1) Modernizing Old Swimming Pools, (2) What's New in Swimming Pool Construction, Operation, Promotion, (3) 1939 Promotional Successes and Stunts, (4) Problems Pertaining to Equipment, Play and Drive Apparatus such as revamping old walks and decks, outdoor showers, sand beaches versus green lawns, dressing rooms, proper routine of patrons and proper bathroom design.

Gluck Sandor, who conducted the ballet classes at Manhattan Beach, Coney Island, N. Y., last summer, is now associated with the St. George indoor tank. Understand that this is a new Midwest indoor pool which actually has an enclosed sand beach for patrons. Sounds like a swell idea and would like to hear more about it.

HOW TO IMPROVE

(Continued from page 34)
 Barnes-Sells-Floto show last season for each of its money stands used less display space than the leading movie house in each place, and that not every day. Also, while two first-class circuses were playing Chicago spring of 1938, neither used as much display space as one of the leading picture houses there. Preliminary to showing a new circus is publicized by a flood of date-lines, window cards and lithographs, and big sheets with gorgeous coloring and old-time circus blazonry. This is the fundamental and approved method of giving local publicity to the circus. However, this material has no constructive value, merely impressing the name and date, and doesn't go much beyond notifying the community that a big show is coming.

The Build-Up for Showday

Immediately upon the first announcement in the newspapers there should be a motion picture build-up campaign, describing specifically that particular show, and soliciting public interest in it. The show's purpose in advertising should be similar to that of the home merchant's, in that it has something to offer which the community needs and that he is willing to pay for—that is, to buy. A good circus has always a very considerable element of educational value to offer any community, besides bringing in certain amusement features which the community usually lacks and that particular show can supply.

A series of short newspaper readers or special articles descriptive of the expected show, appearing regularly for the week preceding showday, would add greatly to the build-up, and surely help to develop interest in the particular circus. A good example of a helpful reader or article appeared in a leading daily newspaper at the beginning of the

Big Show's engagement in Chicago this season. The article dealt with the unloading of the show on the morning of the first day's performance, and it was signed by one whom I presumed to be a staff writer of the newspaper. This reader with one exception was the only one that appeared during the week of the show's stay, something I regarded as peculiar, for in my opinion there should have been a reader in every day's issue of that newspaper during that week.

The reader I am suggesting might be prepared by a staff writer of the newspaper detailed for that purpose, or they might be prepared by officials of the circus, or anyone endowed with the circus spirit. It would be fine if they were composed as interviews with leading performers or showmen. Such material is real advertising, and should not be expected as gratuitous along with the limited space usually taken by circuses.

Radio articles and interviews and stunts are being used now to a varying degree, the mostly in the interest of the "Save-the-Circus" movement. However, much of such publicity does not precede the expected circus, as a lot of it is follow-up service. In this article I am discussing ways and means of real publicity for each particular circus, and build-up to affect the attendance and ticket-wagon receipts on showday, besides adding to the general popularity of the circus.

(Continued next week.)

WEATHER TO

(Continued from page 34)
 head of stock. Joined after completing engagement at the Canadian National Exhibition, Toronto. Other additions to the performing personnel include the Clyde Widener family, Chuck Sateja and Gladys and Fonda, the last named replacing the Anneli Laska, who were forced to leave because of a bad fall sustained by Floyd Lake at Palatka, Fla. A. H. Valentine, late of Parker & Watts Circus, has joined the mechanical department. Mrs. Ray Rogers is in the ticket department.

Walter Jenner has been receiving congratulations on the birth of a daughter to his wife, Ethel, at Cleveland October 11. It is their first child. Before Ethel left the show she was given a shower by Irene O'Hara.

Jim and Margot Webb, of New Orleans, paid a week-end visit to the show at Hammond, La. Jim was in the office of the show for five years and Margot trumped with Ian.

Ray Blankenship, former general agent, who has been off the road this season because of impaired health, visited while the show was in East Texas, as did Big Frances and Maxine Fisher and A. E. Brown, who trouped four seasons with Russell Bros. and are now with the Texas Longhorn Shows. Other visitors from the latter organization included Tiny Cowan, Milo Anthony and Professor Marcus. Jimmy Hunter, who had his circus unit on the Texas Longhorn Shows, has been a frequent visitor, and Mr. and Mrs. Huntley, who have their elephant on Bill Hames' Shows, visited at Jacksonville, Tex.

R-B FOLDING

(Continued from page 34)
 for grand work done in crossing Old Man River at Baton Rouge Friday when the engineers used approved method of giving local publicity to the circus. However, this material has no constructive value, merely impressing the name and date, and doesn't go much beyond notifying the community that a big show is coming.

MONTGOMERY, Ala., Oct. 21.—Attendance at the Ringling-Barnum show here October 19, especially at the afternoon performance, was not quite equal to Montgomery's usual turnout for this show. Cause was not definite, but some suggested it was due, in part, to confusion over location of the big top.

The city recently, at the request of property holders in the southern part of town, ordered the old circus site abandoned and established a new one on the opposite side of the city where there is ample parking space.

Weather in the afternoon was hot, and patrons appreciated the air conditioning. At night the temperature dropped and the interior became chilly. Side-show business was described as being fair. Costuming, acts and clowns were highly praised in local press reviews.

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would have held a large crowd on the midway had not most of the crowds come unprepared for suddenly lowering temperatures.

The fair was not without accident or friction. A girl was hurt when thrown from the Whip, although serious injury was prevented by quick action of the operator. Frank West, owner of West Shows, had Mort L. Bixler, fair manager, arrested on a charge of disorderly conduct (later nolle prossed in City Court), and Manager Bixler had three attachments served on the shows. Jack Crenshaw, attorney for Bixler, reported he had obtained an injunction restraining the West Shows from moving the property out of Alabama until certain financial claims of Bixler had been satisfied.

Police, in early days of the fair, clamped down on two girl shows. Management met objections and the shows were permitted to proceed. Bingo proved popular with patrons. Octopus and Skooter were reported among top-money rides.

DONALDSONVILLE PUT

(Continued from page 37)
 reported that the closing day gate turned the annual from the red to the black side of book. He said the association will be able to pay all bills and have a fair surplus. There were cash attendance awards of \$100 on week nights and \$1,000 on Sunday.

Grand-stand attendance was estimated at 35,000, with 10,000 on closing day. Acts booked thru Barnes-Carruthers included Aerial Ballet, Six Skating Machines, Will Hill's Elephants, Four LeVernes, Hill Wilbur Circus of dogs and ponies, and Hip Raymond, clown announcer. Opening and closing nights had fireworks by Theaters, Pa. Field Co. Ralph R. Miller's Shows on the midway drew well but concessioners reported spending only fair. Dancing in the pavilion nightly drew well.

FAIR GROUNDS

(Continued from page 28)
 assets of the association are about \$50,000. Officers will be elected at the annual meeting on November 28.

HELENA, Ark.—Phillips County Fair here on October 4-7 was most successful since revival three years ago. Attendance was about 10,000 and quality of exhibits and horse show was high.

FOR A PEAK INVESTMENT BUY NOW!

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LARGEST MANUFACTURERS OF MECHANICAL SHOOTING GALLERIES PARKS-RESORTS SPORTSLANDS-CARNIVALS CATALOGUE FREE W. F. MAHOELS CO. CONEY ISLAND, N.Y.

Crafts Closes Well In Oxnard; Season Business Satisfies

OXNARD, Calif., Oct. 21.—Crafts 20 Big Shows closed a 35-week tour here last Saturday with a successful stand at a downtown location, under American Legion Post auspices, and immediately went into new quarters in North Hollywood. Season, which got under way in Indio, Calif., in February and saw the shows play the Imperial Valley, Southern California, National Orange Show, up-State cities, San Joaquin Valley, Pomona Fair and Los Angeles, brought the organization a gratifying gross business, reports Roy Scott.

Starting off moderately until the usual pre-summer lull, business spurted on July 4 and until Labor Day showed an increase of 25 per cent over 1938. After the latter date, however, another reverse was suffered and, with inclement weather, Los Angeles County Fair, Pomona, Calif., midway experienced its poorest business in the event's history. Officials contemplated closing the tour there, but Legion officers here prevailed upon Owner Crafts to extend the season another week, one when which good one, also another show had played here two weeks previous.

Many members have been signed by Crafts for 1940 and many plan to win. (See CRAFTS CLOSES on page 46)

Western States Score in La. Bow

BATON ROUGE, La., Oct. 21.—Western States Shows' debut in Louisiana territory proved a banker one when which good one, also another show had played here two weeks previous. Many members have been signed by Crafts for 1940 and many plan to win. (See CRAFTS CLOSES on page 46)

Mrs. Gerety Is Honored

COLUMBUS, Ga., Oct. 21.—Mrs. B. S. Gerety, wife of Barney S. Gerety, of Beckmann & Gerety Shows, was tendered a surprise party here on October 19 in celebration of a birthday anniversary. The celebration was held at the home of Alice Wilson, arranged the event, which wound up with a luncheon served under her direction. Mrs. Gerety received numerous gifts.

R. H. Wade Rides Close in Canton; Season Profitable

CANTON, O., Oct. 21.—R. H. Wade Rides called it a season at conclusion of the American Legion Fall Festival at Cayce, Pa., O., Oct. 20. Shows and equipment has been moved to Mahoning County Fair grounds, Canfield, where Wade has stored for many years.

Wade said the season was substantially better than 1938 and several new spots played during the tour were winners. He anticipates a very better year next season and plans to buy another ride to augment his equipment for 1940. Wade said he and wife will return to his home town, Millfield, O., for a visit before going to Florida for the winter.

Stevens' Oddities Start Auspiciously in Paducah

DANVILLE, Ill., Oct. 21.—J. J. Stevens' International Congress of Oddities moved in here this week for a stand at 11 North Vermillion street, after getting away to one of the best openings in its history in downtown Paducah, Ky., two weeks ago. The week netted worked to good results in Terry Hulse's traps.

New velvet drapes adorn the walls and new backgrounds prevail on each stage. Numerous compliments have been received by the management on its lighting effects. On the staff are Ray Marsh Brydon, contracting agent; Willard Beck (See STEVENS' ODDITIES on page 46)

"Just Beginning"



ROUNDING OUT his 50th year in outdoor show business, Fred Beckmann, "grand old man of the midway world," as he's affectionately known, said, as the 1939 tour of Beckmann & Gerety Shows terminated: "This business is just beginning. Never in carnival history has this business had such opportunities as now exist nor such an absorbing relationship with the institution of public entertainment." He is chairman of the board of directors of the Amusement Corp. of America, which also operates Royal American Shows and Rubin & Cherry Exposition. All report outstanding business under the new order of operation. Photo by Jack Dadawell.

Spartanburg Fair Okeh for D. & B.

SPARTANBURG, S. C., Oct. 21.—Dodson & Baillie World's Fair Shows on the midway at Greater Spartanburg Fair here, October 10-14, created favorable impression with the fair board and local papers in their Sunday editions following the fair devoted space to complimentary notices on the cleanliness of the midway. Gross receipts were on a par with former years, despite wintry weather on Thursday and Saturday.

Ferris Wheels, in charge of Bill Burton, broke their previous records with an unbelievable gross for the week. Visitors (See SPARTANBURG FAIR on page 46)

Showmen Honor Memory of Con T. Kennedy Troupers

COLUMBUS, Ga., Oct. 21.—About 100 showmen assembled in Riverdale Cemetery here on October 19 to pay tribute to the memory of trouper on the Con T. Kennedy Shows who were killed in a wreck on the Central of Georgia Railroad on November 22, 1915. Headed by Fred Beckmann and Barney S. Gerety a motorcade of showmen left Chattanooga. (See SHOWMEN HONOR on page 46)

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

By STARR DeBELLE

High Pitch, Ala. Week ended October 21, 1939.

Dear Mixer: While playing the races in New Orleans General Agent Lem Trucklow was steered to this spot by a race-track tout. Ever willing to pick a winner as well as do a fellow man a favor, the tout whispered in Lem's ear that the spot was open and figured that it would pay six to one. After doing a stretch of thinking while deep-sea fishing in the Gulf of Mexico, our aggressive agent wired the Low Pitch Promotional Fair board for a contract. On the contract's arrival it was only a small matter to affix his signature and then wire the office. "Even with keen competition from our competitor, I was successful in swinging the contract your way. You boys should feel honored that your show was selected above all others."

R. & W. Tour Okeh; B. & G. Chalks 30% To Barn in Kansas Columbus, Ga., Fair

ARKANSAS CITY, Kan., Oct. 21.—Reynolds & Wells United Shows moved into winter quarters here last week after close of their season in Winfield, Kan., on October 13. Secretary W. J. Lindsay said that the 1939 tour resulted in fair business, with the latter part was about 25 per cent below par.

Showfolk left for various destinations at closing, while General Manager Reynolds, Secretary Lindsay and others of the staff went to Hot Springs, Ark., for a few days vacation.

J. R. Edwards '39 Trek Is a Success

WOOSTER, O., Oct. 21.—J. R. Edwards Shows' 1939 tour, which closed at Lodi (O.) Street Fair, was highly successful. Jesse R. Edwards, owner-manager, said this week. Shows opened here on May 20, played Central Ohio all season and made several new fair this year.

Repainting and reconditioning of rides and equipment is under way on Wayne County Fair grounds here under direction of Foreman William Bane. As in previous years, shows are stored in the exposition buildings. Owner Edwards said the organization would be enlarged for 1940 and that six or more rides, including the new Tilt-A-Whirl, which was added in the middle of the season, would be carried.

PCSA-Zeiger Show Helps Coast Club

TUCSON, Ariz., Oct. 21.—Members of Pacific Coast Showmen's Association, its Ladies' Auxiliary and C. F. Zeiger United Shows combined forces here on October 12 and staged a successful benefit performance in the Swing Time Revue tent, after the night show, for the PCSA's sick and relief fund.

Committee included Dime Wilson, emcee; Cleo La Juno, G. E. Montgomery, Margie Lindsey and Rosemary Loomis. Rita Brazier sold banners and Mrs. C. F. Zeiger handled the ticket sales. Performers included Helen Woods, Jimmy Hughes, Joe Davino, Halvor Morgan, W. H. Carson, Margie Lindsey, George Woods, Hugh Warren, G. E. Montgomery, Helen O'Brien, Cleo La Juno, Carl Lindsey, Volva Dixon, Bonnie Brink, Ed Hicks, Tony Chontos, Jack Lindsey, Lillian Wilson, W. O. Wilson and Rosemary Loomis.

Mrs. Dodson Buys Hotel, Tourist Camp in Savannah

SAVANNAH, Ga., Oct. 21.—Mrs. C. Guy Dodson, wife of the former co-owner and manager of Dodson's World's Fair Shows, has purchased a hotel and trailer camp opposite the fairgrounds here on Reynolds, it was learned this week.

Property, besides the hotel, includes 30 tourist cabins, cafe, bar and service station. C. Guy Dodson, who recently sold his half interest in Dodson's Shows to J. B. (Jack) Baillie, will manage the new enterprise.

COLUMBUS, Ga., Oct. 21.—Final check of Beckmann & Gerety Shows' midway receipts at Chattahoochee Valley Exposition, October 9-14, disclosed a 30 per cent increase over 1938, the reported previous high midway gross here. Perfect weather prevailed and date marked the second successive week and second successive fair where the shows have created a new midway mark. Fair's general manager, Peter Kortz, reported he was pleasantly surprised at the way fair patrons took to the shows. Newspapers and radio gave organization much time and space, and midway was crowded nightly in addition to receiving heavy play on Tuesday, Wednesday and Saturday afternoons. Rides and shows received the heaviest play, with the big five among shows being Nancy Lee, Miller's Gay Parade, Peter Kortz's Side Show, George Vogstead's Secrets, Earl Chambers' Monkeytown and Jess Shoats' Jitterbug Revue.

Heavy play on rides went to Tom Lee, Aust Grooter, Albert Edwards, Merry-Go-Round, J. E. Gregory's Boom. (See B. & G. CHALKS on page 46)

Nominating Committee Is Named by Showmen's League

CHICAGO, Oct. 21.—In accordance with its by-laws the Showmen's League of America in regular meeting Thursday night named the nominating committee to select candidates for officers for 1940. Members selected from the board of governors are L. Clifton Kelley, Sam J. Levy, H. A. (Whitely) Lehrter and Jack Benjamin; from the membership at large, James Campbell, A. R. Cohn and John O'Shea.

Selections of the committee will be announced at the league's next meeting.

Dodson & Baillie Benefit Adds \$223 To SLA Home Fund

SPARTANBURG, S. C., Oct. 21.—Dodson & Baillie World's Fair Shows' benefit performance at Spartanburg Fair here last week for the showmen's home fund of the Showmen's League of America proved a success. Staged in the Gay Parade tent. (See DODSON & BAILLIE on page 46)

Jones NSA Benefit Show Brings \$340

NEW YORK, Oct. 21.—Benefit performance for the National Showmen's Association's cemetery and hospital fund on Johnny J. Jones Exposition this week in Greensboro, N. C., netted \$340, according to NSA President George A. Hamid. Sale of lunch boxes prepared by members of the auxiliary accounted for \$115, while sale of tickets to the minstrel show brought in \$225.

Hamid said members of the show evidenced keen enthusiasm in the NSA and he expects several new members to be drawn from the ranks before the season close. Six auxiliary members were obtained at the jamboree. Visitors included Art Lewis, John W. Wilson and J. C. (Jimmie) Simpson.

Happyland Starts Fair in Detroit Carnival Revival

DETROIT, Oct. 21.—This city witnessed a return of carnival business last week when Dumas & Reid's Happyland Shows came in for a stand in Lincoln Park under veterans' post auspices. Shows are first to play near here in about two months, aside from the Beckmann & Gerety Shows' stand at State Fair.

Business was reported fair, although uncertain weather made total returns problematical. Opening was preceded by a record heat wave.

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ST. LOUIS, Oct. 21.—Missouri Show Women's Club will hold its first meeting of the season here in its clubrooms on October 26. President Anna Jane Peterson announced today.

CLUB ACTIVITIES

Showmen's League of America



165 W. Madison St.,
Chicago, Ill.



Palace Theater Building,
New York.

CHICAGO, Oct. 21.—Past President G. R. Fisher was greeted by a good attendance as he called Thursday night's meeting to order. With him at the table were Secretary Joe Streibich and League Counsel Morris A. Haft. Membership committee presented applications of J. P. (Irish) Moran and (Lucky) Smith, proposed by Past President Sam J. Levy and Brother Nate Miller.

Press committee announced it has started its publicity campaign on the banquet and ball to be held December 5. Brother S. T. Jessop, badges and registration chairman, appointed Neil Webb, new Keller, Jack (Doc) Wilson, J. C. (Tommy) Thomas, Jack Fuffield, Sunny Bernet, L. W. O'Keefe, Harry Mamech, Louis Claver, Robert E. Hickey, Walter Hale, Charles H. Hall, H. A. Lehrer, George W. Johnson and James Campbell as his assistants.

Brother Bill Carsky left on a business trip, but duties of the President's Party Committee will be carried on by Lew Keller and Jack Benjamin. Brother Mamech reports that Brother Hadji Delano has two fingers severed in a recent accident. Brother Ben Beno is in town in poor health and arrangements are being made to see that he gets to the Pacific Coast. Brothers Dave Picard, John Bulry, Earl Taylor and E. L. Schooley attended their first meeting in a long time. Brother Jack Lydick advises he may have to enter American Hospital. Beckmann & Grety Shows sent in a check for \$371.50, proceeds of their Atlanta benefit, and Brother Mel Dodson and Jack Dodson & Billie Shows, sent in \$223, receipts from their benefit. Brother Edward A. Hook, Imperial Shows, also sent a check covering their recent benefit.

Response to the call for dues has been good, but perhaps you have overlooked yours. Notices have been sent out, so please give them attention as soon as you receive them. Chairman Al Roseman asks for an early response to his request for ads in the Banquet and Ball program. Roseman will be handling the same as last year, as an outdoor amusement world directory, and the price for space is \$10. Members were grieved to note the illness of Brother F. Purcell. Relief committee reports Darby W. Adams is expected to leave the hospital and head south. Harry Paul, B. F. Trevellick and Harry Cloe are still confined there. Jack Lydick, Colonel Owens, Tom Rankine and Tom Volmer are still ill at their homes.

Michigan Showmen's Association

DETROIT, Oct. 21.—Monday night's meeting was presided over by President Harry Stahl. Also at the officers' table were Treasurer Pop Baker, Third Vice-President Hymie Stone and Bernard Robbins, newly appointed secretary, who will replace George Brown, secretary for the past three years. Several interesting subjects concerning the annual New Year's ball were discussed. Meeting was well attended and all seemed pleased with the decorations in the clubrooms. Past President Louis Margolin is expected soon. Several new membership cards were issued and several applications presented to the board of directors for balloting. A number of members came in for the winter and the bridge and billiard tables are getting a good play. Johnnie Quinn is expected soon and White Tate and Frank Condon arrived recently. Dock Plack, of the North-western Shows, was in town last week, and Pop Baker's shop is busy applying bingo equipment. Stanford Baker is still on the road but is expected soon. Happyland Shows closed Sunday at Lincoln Park. Frank Allen, bingo operator on the show, stated business was off 10 per cent this season.

NEW YORK, Oct. 21.—Club's first regular meeting in the clubrooms on October 18 was well attended. In the absence of President George A. Hamid season was presided over by Secretary Jack Rosenthal. Board of governors convened earlier in the committee rooms, with the following in attendance: Jack Rosenthal, chairman; Jack Greenpaul, treasurer; Sam Rothstein, assistant treasurer; Dr. Jacob Cohen, Herbert H. Levess, C. P. A.; William J. Block, Arthur E. Campfield, Mack Harris, Arthur L. Hill, Jack Lichter, Joseph McKee, Fred Phillips, Irving Rosenthal, George W. Traver and Irving Edowitz.

Plans for the banquet were discussed and several new ideas outlined for the coming season and arrangements for all committees to have everything in readiness for the October 30 meeting, at which time President Hamid will preside. Meeting was given over to open-floor discussion of ideas and plans for the season and was practically a pep meeting for the cemetery and hospital drive, the banquet and the boosting of the sales for the coupon award books.

It was also announced that the next meeting, originally scheduled for October 27 would be postponed until October 30 and notices are being mailed accordingly. Change was necessitated because changes in Southern fair dates prevented President Hamid from being in New York until that date.

More than 150 NSA members, acts and prominent figures in show business attended the burial services October 18 of Homer W. Sibley, the NSA poet, Ferrellist Cemetery, Ardley-on-Hudson, N. Y. It was the first burial in the recently purchased club plot. For details see Final Curtain, this issue.

Banquet committee selected the following sub-committees for the banquet: Entertainment: Jesse Kay, chairman; Joseph Basile, Allen Corelli, Edward M. Fay, Sam Grisman, Jack Rosenthal, Billy Rose, Herman Blumenfeld, Alexander Pinn, Joseph H. Hughes, Fred Phillips, Frank Wirtz and Andre Dumont. Publicity: Bert Kevins, chairman; Elias E. Sugarman, Johnny J. Kline, Doc Morris, Roger Littlefield Jr., Leonard Traube, A. C. Hartmann, Clem White and Joseph Ceida.

Program: Jack Lichter, chairman; Gerald Smellens, Adolph Schwartz, Nathan Weinberg, Harry Rosen, Bernard Wren, Joseph Landy, Aaron Haines, Mack Harris, Jack Feldberg, Dave Epstein, David Blum, George Diefenbach, Bill Block and Lou Lang. Tickets: Joseph McKee, chairman; Joseph Laures, Alfred McKee, Jerry Pishkin, Frank Miller and Sam Wagner. Distinguished guests and speakers: Thomas Brady, chairman; Max Hofmann, Dr. Jacob Cohen, George Bernert, Charles Bernert, Ben Bernert. Publicity committee, has called a special meeting of its committee for next Monday night, when he will deliver campaign plans.

George Bernert, who has just returned from the Eastern States Exposition, where he has held the position of concession manager for the past 20 years, is rounding up his drill formations for the Ladies' Auxiliary, which is to be one of the features of the second annual banquet. Special drill meetings will be set next week. New costumes also are being made. Call schedule will be posted on the bulletin board in the Ladies' Auxiliary rooms. Upon his late arrival Brother Bernert was notified that he also was added to the executive banquet committee.

Jack Lichter, program committee chairman, reports that he is in receipt of more than \$700 in advertising contracts for the program and year book. Among the many accounts are the World of Mirth

Shows, Palladium Amusement Park, George A. Hamid, Carnival Novelty Co., Triangle Poster Co., Cotlin Wilson Shows, Frank Peit, Baker-Lockwood, Arthur Goldberg, Doctor Rahn, Jack Greenpaul, William Block, Phil Schrage, Dave Lodge and William Benton.

Happy birthdays to Joseph A. McKee, James Davis, John Greenwood, Dick Bennett, October 21; Joseph H. Hughes, James M. Hurd, William P. Kern, October 22; Michael Buck, October 23; William Goldsch, October 24, and Hamda Benn, October 25.

Ladies' Auxiliary

First meeting of the season on October 21. Next meeting will be October 30, when plans for winter activity will be discussed. Donations to the Bess Hamid Sunshine Fund have been received from Dorothy Packman, Emma Fink and Lola Chalfonte. Fannie Linderman proposed Marie Simpson and Marie Antoni for membership.

Catherine Hanneford is at home recuperating from a broken arm. Irene Greene was injured in a taxi accident Sunday afternoon. Her neck is swollen and is confined in her home. Flowers were sent by the club. Send all rummage to the clubrooms for the forthcoming rummage sale.



Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Mo., Oct. 21.—With several of the Midwest shows in quarters, members again are making the club their headquarters, and bridge parties are held nightly. First regular meeting will be held October 27 and all members are asked to attend if possible. Gay Way and Midwest shows are wintering here, and the Don & Ray Shows are in quarters at Belton, Mo. Brother Lester Howell and wife are here for the winter, as are Brother Bert Cummings and wife, Brother and Mrs. R. E. Haney and son, Connie, tended several members of the Gay Way Shows a dinner at the closing date. Among those present were Mr. and Mrs. Bob Terry, Darrell Michael and Brother Harry Duncan and wife.

Brother W. Frank Delmaine, who was severely injured several weeks ago, is recuperating in Chapman, Kan., quarters of the J. L. Landes Show. Brother Lloyd Anderson was acting secretary of the shows during Delmaine's absence. Anderson arrived recently and brought in a live petition for membership. Brother Harry Altshuler obtained two more petitions and Brother Cig Adams one. Mr. and Mrs. Ray Martin, of the Landes Shows, visited briefly while en route home. President Mellor is in New York on business and Brother Jimmy Mortisey returned from his swing thru Missouri and Illinois. Brother Milford Smith is in the South and Brother Frank Capp reports he visited the Harley-Sadler Show at Mineral Springs, Tex., on his return from the Coast. Capp, entertainment committee chairman, also states that reservations for the Annual Banquet and Ball, which will be held as usual on New Year's Eve, are coming in daily. Brother Henry (Pat) Duncan, who had been confined in his room at the Reid Hotel with a severe cold, has recovered. Members are showing more interest in club activities this year than in several years past and Secretary G. C. McGinnis reports that the dues are coming in better than ever.

Ladies' Auxiliary

Ruth Ann Levin, first vice-president, with her husband, Chester Levin, left this week for an extended vacation, which is to include a visit to fairs and friends en route. Mr. and Mrs. Charles Nathan had Frank H. Walden, formerly of Kansas City, who reported a pleasant season on the James E. Strates Show, as a dinner guest. African books have been received from Mrs. Maude Bay-singer and Mrs. Rose Hennies. New members are Adean Thatcher and Mrs. Rose Goldstone.

Redecorating of clubrooms is about

completed and plans for an early meeting are going forward. Mrs. Ruth Martone reports a number of new entertainment activities for the winter. Splendid co-operation has been forthcoming from those with African books, there being only eight outstanding. Please send in yours. Dues are payable now.



Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, Oct. 21.—Unwinding of Pop Ludwig's art collection marked Monday night's regular meeting. Art adorns the walls of the Assembly Room, and Brother Lou Berg, of Honolulu, financed the frames. Ludwig and Berg were given a note of thanks. Attendance totaled 101. Officers on hand were President Harry Harrava, First Vice-President Joe Glacy, Second Vice-President Pat Armstrong, Third Vice-President John R. Ward, Treasurer Ross E. Davis and Secretaries Dobbert and Johnson.

Following opening formalities secretary report revealed that 41 new cards were issued during the week. Nine new members and reinstatement applications were approved and five were presented during the meeting. Treasurer Davis' (See PACIFIC COAST on page 46)

YOUR BEST MONEY MAKER



THE 7-CAR PORTABLE TILT-A-WHIRL

The popular idol of America's Midway Public Consistent Winner in Elst Bridge Co. Annual July 4th Grand Receipts Contest. More Quality—More Style—More Labor-Saving. Festivals Year after Year keep the TILT-A-WHIRL in the front rank of popularity and profit. A most efficient ride at a reasonable price to you.

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Manufacturers Since 1920
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SPECIAL NOTICE 1940—

Chevrolet Truck—Immediate Delivery
Write CHAS. T. GOSS
WITH STANDARD CHEVROLET CO.,
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CONCESSION TENTS CARNIVAL TENTS

Our Specialty for Over 48 Years
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Carnivals, Parks, Concessioners

CLEM SCHMITZ Radio City, New York

Midway Confab

By THE MIXER

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

HIGH grosses? Dixie delivers!

EDDIE MURPHY cards that he has signed with Bennie Sumner's bingo for remainder of the season.

MR. AND MRS. DAMARIN joined Golden States Shows in Fayette, Miss., with frozen custard.

FORMER carnival and circus press agent Kid Morrison is now associated with a firm of automobile dealers in Miami, Fla.

MR. AND MRS. W. M. ZIMMERMAN pen from Frederick, Md., that they are still with Harry J. Myers and have had a profitable season.

"I'M SUPPOSED to be located first in."

FERYC M. JONES, who closed with Garman Bros.' Carnival, will winter in Kansas City and it is rumored he will take out his own carnival next season.

ery on a new Lincoln car while the shows were in Brookhaven, Miss.

ERNEST A. SHILTON cards from United States Veterans' Hospital, Marion, Ind., that he is recovering from injuries sustained in a recent accident.

RABBIT REID, who closed recently with "Zechnin Bros." Circus Shows in Bellair, O., cards that he has leased a tourist camp near Tampa, Fla., where he will winter.

HAVING closed with Wallace Bros. Shows, Mr. and Mrs. Paul Varun went into Gary, Ind., where they will spend the winter while their daughter attends school.

ARCADE eavesdropping (in sudden shower): "Look at all of the deathheads rushing in here to get out of the rain!"

GRADY B. (PAT) LYNN, vet showman, who has been in U. S. Veterans' Hospital, Augusta, Ga., reports that he's been doing nicely and would like to read letters from friends.

AFTER closing a successful season as assistant manager of the Ten-in-One on Elite Exposition Shows, Capt. Eddie Kaye, lito headed for the North, where he plans to remain temporarily.



MANY YEARS a personal friend of outstanding carnival executives, Pete Kortis has earned the title of top-flight freak show producer of the Amusement Corp. of America in the latter's initial season. His attraction, traveling with the Beckmann & Gerety Shows, was 20 per cent ahead of any previous season's business, he relates. A veteran in the field, Kortis is widely known to midway showmen. Photo by Jack Dadswell.

FREDDIE VALENTINE'S Sensational Flyers are free attraction with Bremer Tri-State Shows and not Flying Valentine, as was reported in a recent issue.

OPERATOR of the cookhouse on Blue Ridge Shows, Jack Gallup, inks that business so far has been satisfactory. He recently added a delicatessen stand.

EATON SISTERS pin they recently concluded a successful 30-week season with Keystone Modern Shows and have completed a 1940 booking tour.

"HEY, BOSS! Watch the ticket sellers while I go back and make the annex opening."

W. S. CURL SHOWS went into quarters in London, O., on October 21 after 24 weeks of fair business, reports M. McCumber.

MRS. J. A. GENTSCH returned to Golden States Shows, of which her husband is manager, in Fayette, Miss., after a visit with her mother and children.

OFFICIAL announcer for Crystal Exposition Shows for the past few weeks, Marcus Wheeler left for Stockton, Calif., and a visit with his daughter and son.

SIGNING their ball game and hoop-les with Galler's Golden States Shows, Mr. and Mrs. R. C. Mills and Mr. and Mrs. C. H. Burg joined in Fayette, Miss.

LEGAL adjuster on the Cafe S-Banner Shows has as much work to do on the back end as the front end—Colonel Patch.

MANAGER of Joe Galler's Golden States Shows, J. A. Gentsch, took deliv-



W. J. (HIGH POCKETS) LINDSAY, who recently rounded out his third season as secretary of Reynolds & Wells Shows, and has seen the shows grow from a Merry-Go-Round and Ferris Wheel to a unit which now comprises 9 rides and 10 shows. Following a few days' vacation in Hot Springs, Ark., he and General Manager Reynolds will start on a booking tour for next year.

EDDIE KILKER, who closed with Bill Carr's Wild West Show on Western States Shows, is handling front of the Giant Monster Show with Doc Lang's Famous Shows.

MEL H. VAUGHT, of State Fair Shows, is recuperating in St. Luke's Hospital, Kansas City, Mo., from two operations and is expected to be able to leave the hospital in two weeks.

ASKED how the crowds were turning, Dime Jan Johnson remarked, "My openings drip off their ears like water off a duck's back."

MRS. TONEY (RUTH) MARTONE celebrated her birthday anniversary on October 17 and received many gifts from members of the Ladies' Auxiliary of the Heart of America Showmen's Club.

TIE DALTONS' free attraction, have been signed by Campbell-Fairbanks Expositions, Inc., Boston, for sportmen's shows in 1940 in Boston, New York, Detroit, Indianapolis and Buffalo, N. Y.

DYER'S GREATER SHOWS were subjected to some favorable publicity in the October 12 issue of The Bookend (Miss.) Banner agent cleanliness of the midway at Prentiss County Fair, Live-stock and Horse Show there.

"AFTER a successful season in the

North shows made a big move into Georgia and are now playing their third date in the Southern State," letters Edie Waltz, secretary of Penn State Shows, "Business thus far has been satisfactory."

THAT proverbial rainy day usually arrives in summer. How about a grouch bag for winter snow and ice?—Muggin' Machbe Mazie.

L. E. ROTH, general manager of Blue Ribbon Shows, underwent a serious operation on October 17 at the Mayo Clinic and was reported doing as well as could be expected. Mrs. Roth wired from Rochester, Minn., on October 18.

WHEN Marks Shows played Monroe, N. C., Owner John H. Marks, accompanied by Bert Britt and Harry Ramish, motored to Spartanburg, S. C., and visited with friends on Dodson & Ballie World's Fair Shows there.

WHILE Imperial Shows were playing Rock Falls, Ill., Mrs. Alex Gramsk and Mrs. Mills visited the grave of Jackie Rice, who drowned while Sol's Liberty Shows were playing there in 1938. They placed a floral piece on his grave.

ADD Arcade Arguments: "Why didn't you read the sign? It says to put in two cents for snappy cards."

GALLER'S GOLDEN STATES SHOWS notes by Harry Hisco: Mrs. Tommie Hiller has been on the sick list for the last few days. Tate Roberts was forced to make a flying trip from Fayette to Jackson, Miss., where his wife is seriously ill. Mrs. Alf Conner also is ill.

E. W. WEAVER SR., of F. E. Gooding Amusement Co., letters from Columbus, O., asking that anyone knowing whereabouts of his son, E. W. Weaver Jr., please inform him that his uncle, Walter P. Weaver, died on October 14 in Springfield, O.

MOXIE HANLEY, Kansas City, Mo., visited Hennes Bros. Shows in Joplin, Mo., and again showed motion pictures of Orville W. Hennes' funeral to the showfolks present. Pictures all are in natural colors, depicting the many floral pieces in their natural beauty.

A SHOWMAN who only fed his help declared: "When they once sit down at my table and nibble at the cottage cheese they are sunk."

PIONEER Ferris Wheel operator Joe Gann was rushed to a Florence, Tex., hospital to undergo an emergency appendectomy while Valley Shows were playing there. Ed Strich, manager, info that he's doing nicely but will be forced to remain there some time.

WELL-KNOWN vet showman, Clark Coley, is reported in a critical condition in Duke Hospital, Durham, N. C., following complications from a fractured skull which he suffered about a year ago. Mrs. Coley pens that he's anxious to read letters from friends.

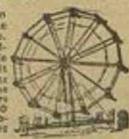
CAPT. SOL SOLOMON, who has been presenting his water acts on Barney Tassell Unit Shows almost all season, will leave soon to fulfill a 12-week contract in South America. Doc Kyle, high fire diver as free act, will replace him on the shows.

THOSE movies that depict every outdoor showman as a baddie are about as right as those that show every newspaper man as a drunk.

JACK MOON, prominent concessioner, now in Kansas City, Mo., for the winter, celebrated his 50th birthday anniversary on October 16. George Ross, Sam Ben-jamin and C. McMillan, all of whom worked with Moon at American Royal Stock Show, Kansas City, helped him celebrate the natal day.

"DOUBLE BIG ELI DUTY"

Put in a Park or on the Midway, and the "DOUBLE BIG ELI" is always a dependable money-maker. Take it to 500-year spots at the end of the Park and City. Life-long profits. 40 years before the public has quit "going strong."



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PENNY PITCH GAMES
Size 48x46", 25¢
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Size 18x18", 10¢
With 100-1000
Size 18x18", with 5 Jack Pots, \$40.00

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

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75-Player Complete \$5.00
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SEND FOR CATALOGUE.
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Forecast and Analysis, 8 1/2 x 14, with Blue Cover, Each, .25
Samples of the 4 Readings, Four for 25c.
No. 1, 24-Page, Gold and Silver Covers, Each
Wall Charts, Heavy Paper, Size 28x38, Each 1.00
Gazing Crystals, Ovals, Beads, Planets, Etc.

NEW DREAM BOOK
120 Pages, 2 Sets Numbers, Clearing and Pot. by 1200 Dreams. Bound in Heavy Gold Paper Covers, Gold Leaf, Sample \$0.15
HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet, Beautifully Bound. Sample 25c.
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Ordnology Charts, 9x17, Sam. 5c, Per 1,000 \$2.00
MENTAL TELEPATHY. Booklet, 21 P., 35c
"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P., 35c. Contains all 12 Analyses. Very Well Written, Per Doz. 50c Sample 10c.
Shipments Made to Your Customers Under Your Label. No checks accepted. O. O. O., 25¢ Deposit. Our name or ads do not appear in any merchandise.

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0-10330-10340-10350-10360-10370-10380-10390-10400-10410-10420-10430-10440-10450-10460-10470-10480-10490-10500-10510-10520-10530-10540-10550-10560-10570-10580-10590-10600-10610-10620-10630-10640-10650-10660-10670-10680-10690-10700-10710-10720-10730-10740-10750-10760-10770-10780-10790-10800-10810-10820-10830-10840-10850-10860-10870-10880-10890-10900-10910-10920-10930-10940-10950-10960-10970-10980-10990-11000-11010-11020-11030-11040-11050-11060-11070-11080-11090-11100-11110-11120-11130-11140-11150-11160-11170-11180-11190-11200-11210-11220-11230-11240-11250-11260-11270-11280-11290-11300-11310-11320-11330-11340-11350-11360-11370-11380-11390-11400-11410-11420-11430-11440-11450-11460-11470-11480-11490-11500-11510-11520-11530-11540-11550-11560-11570-11580-11590-11600-11610-11620-11630-11640-11650-11660-11670-11680-11690-11700-11710-11720-11730-11740-11750-11760-11770-11780-11790-11800-11810-11820-11830-11840-11850-11860-11870-11880-11890-11900-11910-11920-11930-11940-11950-11960-11970-11980-11990-12000-12010-12020-12030-12040-12050-12060-12070-12080-12090-12100-12110-12120-12130-12140-12150-12160-12170-12180-12190-12200-12210-12220-12230-12240-12250-12260-12270-12280-12290-12300-12310-12320-12330-12340-12350-12360-12370-12380-12390-12400-12410-12420-12430-12440-12450-12460-12470-12480-12490-12500-12510-12520-12530-12540-12550-12560-12570-12580-12590-12600-12610-12620-12630-12640-12650-12660-12670-12680-12690-12700-12710-12720-12730-12740-12750-12760-12770-12780-12790-12800-12810-12820-12830-12840-12850-12860-12870-12880-12890-12900-12910-12920-12930-12940-12950-12960-12970-12980-12990-13000-13010-13020-13030-13040-13050-13060-13070-13080-13090-13100-13110-13120-13130-13140-13150-13160-13170-13180-13190-13200-1321

AFTER a season at Revere Beach, Mass., Morris Fred Kaplan played fairs, finishing at North Carolina State Fair, Raleigh. He then hopped to New York, found it too cold and was scheduled to go south again, this time to Florida to play winter circuits. Operated scales and age-guessing stands.

EDDIE BARR, in his *Rebels* Remblings column of a Dallas newspaper, recently devoted much space to the career of Rubin & Cherry Exposition. He celebrated his 77th birthday anniversary on October 23 and his total stretch in show business embraces 45 years.

AN AD read, "Salaries out of the office," but it didn't mean a thing to me. I know that office—Lixie Schmidt, native blond Hawaiian.

JIM AND SARAH BULEY and Clyde Welch and son, Jerry, of Great Superior Shows, narrowly escaped death when one of the tires on their car blew out while en route from Corinth to Ripley, Miss. Again, their car and trailer were hurtling toward a ditch, but the safety chain kept the car from going into the ditch after the trailer overturned.

WHILE Art Lewis Shows were playing Petersburg (Va.) Fair, Mr. and Mrs. F. Percy Morency were guests of Jimmie Green's father at a dinner in his home there. It was a sort of home-coming for the Morencys, as they were married in Petersburg nine years ago while William Chick's Ideal Exposition Shows were wintering there.

TWO COMMUNICATIONS hit the carnival desk last week which bore no date lines to tell from where or when they were sent and both started with, "We are here this week," etc. Being unable to determine where they were, we were forced to discard them. One of the writers didn't even mention with what show he was connected.

C. A. of the Great Pin Head Shows says he has been asked only by two writers are working because "if there wasn't any money there they wouldn't be there."

MANY years with F. E. Gooding Amusement Co., John P. Enright and wife left for the South for a visit with friends after Circleville and Pumpkin Show. Later they will go to Ruskin, Fla. where they have wintered several years. Early this season Enright handled several Columbus, O. locations for one of the Gooding ride units and later played several fairs and celebrations with novelties.

"WHILE playing Pelahatchee, Miss., with Rogers & Powell Shows, I visited Royal American Shows in Jackson, Miss., and renewed acquaintances with Dave Frank and wife, Gene and daughter, Lou Louette Davis. Also met my old friend Billy Logsdon, who has the annex attraction with Dick Best's Side Show. All reported they are getting ready to go fishing."

AMONG shareholders elected directors of the Guaranty Bank and Trust Co., Huntington, W. Va., which opened its



GUESS WHO? He says his ambition once was to be a matinee idol but his plans were thwarted years ago by Mrs. L., now Roy E. Ludington is a full-fledged carnival executive. The general manager of Griffin 39 Big Shows was "done" by Caricaturist Doc Blake at the recent Pomona (Calif.) Fair and sent on "in case The Billboard is tired of running other and dignified pictures of carnival executives."

doors for the first time on October 11, was F. H. Bee Jr., owner-manager of the shows bearing his name. Forced to close his shows on September 30 because of illness, he plans to enter the Mayo Clinic, Rochester, Minn., soon for a physical check-up.

DISPLAYING merchants' banners on the front entrance as I believe, are obsolete as ad pointed on the front curtain of a modern theater.—Smackover Slim.

ADNER K. KLINE, of Eyerly Aircraft Corp., reports the firm recently sold a Rolloplane to Mrs. Ethel Baillie, of James E. Strates Shows. She now operates two of the rides. Three other organizations Beckmann & Gerety Shows, Rubin & Cherry Exposition and World of Mirths Shows, now operate twin Rolloplanes, and a number of shows are contemplating installation of double units in 1940, said Kline.

AFTER hearing several pieces of our new swing band a smart-cracking jerk said, "When you fellows get all tuned up play us a tune."—Cousin Peleg.

SINCE closing as manager of the Expose Show on Hennies Bros' Shows, George L. Crowder has become associated with Leo Seltzer's Roller Derby and is in Mexico City arranging for one of the units to open there about November 1 in the Palace of Sports. He will remain about six weeks before returning to San Antonio, Georgia, as special agent with Beckmann & Gerety Shows in 1937-38.

HAP PALMER, general agent of Panhandle Co. of donkey baseball and basket ball notes, letters from Rockford, Ill.: "Closed our baseball season successfully in New Berlin, Ill., after opening on May 16 and playing Oklahoma, Kansas, Missouri, Illinois, Indiana, Wisconsin and Michigan. Best spots were in Illinois, Kansas and Michigan. Opened the basket-ball season in Chadwick, Ill. on October 16."

THE guy who coined the word "roughneck" as part of midway jargon should have copyrighted it and sold exclusive rights. Terms that belittles the backbone of a show.

IT OCCURS To The Mixer that enough good news goes to waste each week with carnivals to fill several pages of the outdoor section with short, newsy items. Why let it sit in by those directly concerned or others with the various organizations? Don't leave it all up to the press agents or other show-letter writers, because they usually must use a great deal of their space in writing of their organizations as a whole.

NOTES from Smith Bros. Associated with Mrs. Frank Smith: Organization is playing what the natives call the Death Valley of Oklahoma but it has been far from such, as shows change five bands from the route. Stand at Soper, Okla. was oked. Shows will remain out until Thanksgiving if weather permits. Billy Adams' cookhouse is clicking, as is

Tuffy Barnett's Athletic Show, Mrs. J. C. Adams, formerly with Groves Greater Shows, joined recently.

I'D LIKE to see a census of the "Boy Wonders" that the talkers on every show on the lot brag about. Seems as the every midway in the country boasts an unlimited number of 'em.—Mr. Ushaw.

DOING torture acts on Dick Miller's Side Show with Mighty Monarch Shows is Duke Alvaro. Roster also includes Haba Haba, glass dancer and fire eater; Roxanna, annex; Major Fox, midget; Pat Alvarado, escape artist; Edith Greystone, half and half; Helen Miller, bally and annex; Bombay, strong man; Princess Ann, midget; Jolly Jack, fat man; Betty Ann Miller, mascot; Earl Mullins, tickets, and Dick Miller, talker. Alvarado also does inside lecturing.

POPULAR PHOTOGRAPHY in its November issue devotes several pages to an interesting study of Jack Dadswell's portable photo laboratory on Royal American Shows. Story is accompanied by several pictures, one of which shows Jack surrounded by display work which he made on the road, while the others depict equipment and processing departments. Said to be one of the most complete laboratories of its kind in the country, wagon and equipment represent an investment estimated at \$12,000.

NOW that the Big Show has successfully pulled six-cylinder tops, these carnival writers who have been telling about having the innovation since last spring should come out with copy about it stronger than ever.—John Onceyear.

JACK AND MERCEDES HAMILTON, of the Hall of Oddities, and Knoll, free act, closed on October 21 and moved south. They probably will winter in Fort Springs, Ark. With the show are Earl Carroll, pin cushion and fire; Marie Raymond and Rose Kelley, tattooed ladies; Johnny Love, the "Ubangi Boy," and Napoleon, smallest entertainer. All will go south with the Hamiltons. Rose Johns, Mrs. Hamilton's sister, will go to Houston, Tex., remaining until later in the winter.

WITH Tracey Bros' Side Show on Gold Medal Shows are Mr. and Mrs. A. Mel-Roi, who report the shows have been encountering cool weather at night in Arkansas. Side-show line up has Jack (Old Red) Lang, talker and tickets; Gilbert Tracey, sword swallower and inside lecturer; Capt. Monroe Tracey, midget iron eyelid; Mo and Ko, midget boxers; Slap Happy, human pin cushion; Betty Frenchett, blade box, and Mary, electric chair. The Mel-Rois are doing their mentalist act. Unit is operated by Gilbert, Arthur and Leonard Tracey.

A CHERY "Good Morning" from the big boss to the man who wears overalls on the midway is a big factor toward building up the morale of any show.—Egbert Ironbender, modernistic blacksmith.

AFTER close of his stand with Pryor Shows in Stamping Grounds, Ky., Ford Munger Jr. left for Florida in the hope of playing several spots on the way down with his Portrait Parlor. However, after visiting Keystone Shows in Murphy, N. C.; Cody Fleming Shows in Jasper, Ga.; L. J. Heth shows, Marietta, Ga.; Funland Shows, Villa Rica, Ga.; Cumberland Valley Shows, Carrollton, Ga., and Beckmann & Gerety Shows, Atlanta, he decided to play still dates and cards in his left hand. This every crossroad has either had a photo gallery or one has just left.

STAGE MANAGER on Swingland Revue with Mighty Monarch Shows, Homer Lee Bowen, letters from Chertaw, S. C.: "The outfit has had successful season. Roster also includes George Dennis, talker; Slim Jones, bass drum and comic; Elma Wheeler, band leader and sax; Buster Brown, guitar; Edward Eady and Bob Yeoman, trumpet; Red Dennis, trombone; Buddy Yeoman, sax; James

Galimer, drummer, and David Shaw, emcee. Chorus has Bessie Dennis, Pearl Bowen, Wilma Wheeler, Clara McCoy, Emma Galimer, Sarah Yeoman and Fluffy Moore.

MEANEST showman in the world is he who hires inexperienced town gals who know nothing of the business or its hardships, and being what they are and knowing nothing of the value of such seasonal labor, pays them a measly nightly tip and often fires them miles away from home without means to return. "Oh, well! She was stage-struck and just a dumb broad. What does it matter?"

IT LOOKED as tho someone had declared war on Wilson, N. C., recently while Cetlin & Wilson Shows were playing Wilson County Fair there when three cannons pulled on the lot, reports Show Secretary George Hirschberg. First to arrive was Edmondo Zaccchini with Vittorio, who is booked this season with the shows. Then came Hugo Zaccchini with the repeating cannon. He was accompanied by Mario and Bruno Zaccchini. Last to arrive was the Great Wilno, who recently closed his season in Washington, N. C. After a brief visit all except Edmondo left for winter quarters.

WHILE playing Ely, Nev., personnel of Hilderbrand's United Shows took in the unique sights of the countryside and visited the great copper mines and excavations at Ruby, Nev., some six miles distant. Some of those making visits were Mr. and Mrs. Doc Johnson, Stacey Johnson, Harry Chernow, Mr. and Mrs. Eppie, Emmett Carrin, Mr. and Mrs. Leahy; Mr. and Mrs. Pickard and daughter, June; Hazel Fisher, Verna Seeborg, Jimmy Heller, Mr. and Mrs. Claude Beate, Mr. and Mrs. Carl McKinley, Mr. and Mrs. Art Anderson, Mr. and Mrs. Utzke, Jack Knight, Carl York, Harold Weedon and Doreen Summers.

JOE PEARL, who chose to retain his position as bartender in a Rochester, N. Y., hotel (where he has spent the past five winters) in favor of returning to outdoor show business this season, took a week's vacation recently and visited the New York World's Fair, He (See MIDWAY CONFAB on page 46)

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Old Great-Heart

IF I HAD \$1,000,000 I'd probably give it all to charity and then have to struggle thru life like any other poor man. Giving too freely has always been one of my greatest weaknesses. The name, Big-Hearted Johnson, by which many showmen know me, will follow me to my grave. Just yesterday I had the opportunity to repay a good deed done me years ago. In 1928 when the show closed and I found up stony broke, the party that I am telling about, seeing my predicament, gave me a ten spot to get home on.

Yesterday that man, his wife and four little kids plow onto the lot broke, hungry and with no place to sleep. The benefactor, while I was walking in the cold mud, crying at every step. Seeing me, he rushed over and asked if I still remembered that favor of years ago. So after paying their story I told them, "My troubles and worries are over. Take these six passes and enjoy all the shows and rides. Take in the entire midway and drown your sorrows in mirth and joy."

I can still see the tears of gratitude popping out of their eyes as I quickly walked away.—DIME JAM JOHNSON.

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OCTOPUS

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Oct. 21.—Plans for the sixth annual meeting of the association are being formulated and, altho the programs of the affiliated bodies which will meet in Chicago simultaneously with our association have not been fully announced, our meeting will be held in the Hotel Sherman, starting on December 4 and continuing nightly until business has been disposed of.

In accordance with practice of the past few years, meetings will begin at 11 p.m. so as to give each member and others interested an opportunity to be present without neglecting other interests. Such matters as are not disposed of Monday night will be completed at the second session on Tuesday and, if necessary, sessions will be held Wednesday and Thursday nights.

Detailed program will be in accordance with by-laws of the association adopted in 1936 and will be announced later. In accordance with the by-laws, official notice of the annual meeting will be mailed to members at least 15 days in advance of December 4. Altho notice of the annual meeting is confined to membership only, sessions have always been open to all who are interested in attending. All sessions will be held at the Hotel Sherman, Chicago. We would appreciate suggestions from members regarding the meeting.

B. & G. CHALKS

(Continued from page 42)

erang, J. A. Wagner's Bolloplane, Felix Charneski's Heyday, Fred Baker's Caterpillar and Jack Dillin's Peet's Wheels. Date marked shows' last stand of the season, and word to tear down for the last time was given at 12:30 a.m. Saturday by Barney Gerety and show train pulled out for quarters in Atlanta at 9 a.m.

Showfolk Scatter

Tony Ybanes, secretary-treasurer, and Glen Buck, auditor, remained until late to pay members their final salaries and arrears. About 200 went to Room 100 with others scattering to various parts of the country. Only a few will be kept at quarters as Managers Beckmann and Gerety don't plan on any work or re-building until January 1. Here are where some of the Beckmann & Gerety folks will spend the winter. Mr. and Mrs. Fred Beckmann, Chicago and then Texas; Mr. and Mrs. Barney S. Gerety, Chicago, then Mexico City; Mr. and Mrs. Pete Korthe and family, Miami, Fla., then north; Dave and Nancy Miller, Tampa, Fla.; Zeke and Virginia Shumway, Gibsonville, Fla.; Mr. and Mrs. Jess Shosts and son, Bartlett, Houston; Mr. and Mrs. H. D. Harwood, Atlanta; Earl Chambers, Atlanta, then to Texas; Buddy and Betty Moon, Columbus, Ga.; Tiny and Mrs. Weston, Conway, Ark.; Felix Charneski, Shreveport, then to San Antonio, Tex.; George Hellman, New Orleans; Glen Buck, Springfield, Ill.; Tony and Myrtle Ybanes, Atlanta; Walter White, Quincy, Ill.; Harry Bert, Chicago, and J. E. Gregory, Atlanta.

Charles and Madge McDougall, Tampa,

Fla., then back to Atlanta; Mr. and Mrs. Del Ward, Oklahoma City; Paul Eastus, Dallas; Edgar T. Neville, Atlanta; Whitey Weiss, Passaic, N. J.; Sam Feinberg, New York; Van Buren Jones, Van Buren, Ark.; John Giles, Atlanta; H. H. Bradford, West Plains, Mo.; R. D. Harris, H. C. Landecker and family, Jack Dillin, Ralph Bailey and Mr. and Mrs. Mike Bodenschopf, Atlanta; Dave Graham, Englewood, Fla.; Johnny Cissel, St. Louis; A. E. Tripp, Houston; Mrs. W. D. Sullivan, San Antonio; Florence Cameron, Minneapolis, and Bertha Shubb, Houston.

Mr. and Mrs. Guy West, Dallas; H. L. Wagoner, Wichita, Kan.; Tom Ellis, Gibsonville, Fla.; J. A. Logan, Tampa, Fla.; Jack Murray, Valdosta, Ga.; Ted and Dorothy Webb, Atlanta; R. H. Byers, Shreveport; Gil Mayman, Atlanta; Ralph (Pop Corn) Anderson, Springfield, Ill.; Al Reeve, New York; Roy and Helen Hewitt, Atlanta; Dr. Paul Myers, Rockville, Ind.; Ben Jacobs, Denver; Bill Robinson, Kansas City; Ralph (Radio) Anderson, Lindsborg, Kan.; Sam Appel and Arnold Berman, Denver; Leo J. Cox, Ava, Mo.; R. H. Hukill, La Harpe, Kan.; George Fogelstad, Bonita, Fla.; Mike Jones, Shreveport; James E. Limbaugh, Mishawaka, Ind.; Sam Aldrich, San Antonio; D. W. Clements, Bonham, Tex.; Percy Martin, Etewa, Wis.; William Salisbury, Mrs. Charles M. McKelvey, Oklahoma City; N. C.; Darlene Mongson, Rolette, N. D.; Charles DeKreke, Louisville; A. J. Weiss, St. Petersburg, Fla.; Fred Baker, Meehan, Miss.; S. G. Jurica, Hope, Ark., and Albert Edwards, Birmingham, Ala., feature closing day was the special farewell dinner served in the cookhouse by Charles McDougall, steward, to officials and executives of the show, as well as workmen.

SHOWMEN HONOR

(Continued from page 42)

hoochee Valley Exposition grounds at 10:15 a.m. Dr. Frederick S. Porter, pastor of the First Baptist Church, presided at the memorial services. One of his predecessors, Dr. L. R. Christie, officiated at the public funeral on November 25, 1915, of victims of the wreck at the First Baptist Church.

Charles Beckmann and Frank Julian, members of the Kennedy Shows who escaped injuries in the wreck, attended the services. Both are with Beckmann & Gerety Shows. Floral offerings were sent by Chattahoochee Valley Exposition, Felix Jenkins, general manager, and employees of the Beckmann & Gerety Shows.

SPARTANBURG FAIR

(Continued from page 42)

Included Peary Hoffman and Isadore (Murphy) Piresides; Jack Shafer, Harry Biggs and Harry Ramish, John H. Marks Shows; J. C. (Tommy) Thomas, Johnny Jones Exposition; R. C. Henry, Sherman House and Red Brady, Henry Shows; J. A. Mitchell and party, Anderson (S. C.) Fair; J. P. Moon, Newberry Fair; Paul Moore, State Fair, Columbia; E. B. Henderson, Greenwood County Fair; Ralph Hinkley, Jimmy Victor, and Bill Tucker and Jack Stone, Eady Bros. Shows. Mel Dodson, J. B. (Jack) Bailie and Carl Barlow were honored by a call from Governor Mayfield, who extended them an invitation to share his private box at the race Thursday afternoon. The

governor's party later made a brief inspection tour of the midway.

DODSON & BAILIE

(Continued from page 42)

with tickets priced at 50 cents, event netted the club's fund \$223. Jimmy Victor, who handled grand-stand attraction of the fair, co-operated with the committee leading Al Morrison as emcee and several other acts.

Show was in charge of Carl Barlow and Roy B. Jones and entertainment lasted until early morning. Participating were: King the clown, his dog act, Mae Britt, singer; Charles LeRoy, magician; members of Guy Paree; Oja Sid, mentalist; Reeve Sisters, singers; Soapy and Anabelle, comedy team; Rita Ellis, soloist with Victor's Band, and Texas Jim's Long Side Rattle. Morrison handed the emcee chores in capable style.

BALLYHOO

(Continued from page 42)

not to be disturbed. Hunting up the president of the fair, the boss was informed that he was out of town, making a pay day writing sheet, inquiring as to the whereabouts of the fair manager, it was learned he had been out of town. Orleans who had given Truckload the tip, immediately a wire was sent to the tout asking for co-operation. Long before night the fair see opened his eyes, saying: "If you are worrying about who to pay the guarantee to send it to me. Have tip on horse."

Realizing that nothing could be done with the fair board, the office decided to carry on and sent our sound car out to advertise the event. By opening time the fair president arrived and took up his post selling gate tickets at 50 cents a copy. The fair see opened his eyes, and everyone was on his own. Some 80 patrons showed up but never got past the chuck game. The morning paper carried quite a story on the 50 per cent increase over the previous year.

Tuesday afternoon all attractions opened, but not a soul came on the lot. The evening newspaper carried a big fair story featuring the show's staff physician and the cookhouse operator relative to whom had the exclusive on asperin. Each claimed all rights and swore out a warrant for the other.

Saturday night the banner crowd of the week arrived but went directly to the grand stand, which was making a 10-cent jam. The grand-stand show was held up until 9:30 waiting for more customers due to the acts having signed a no-work no-pay contract. The fair see decided to buy the house and put the people on the midway. After a close check of grand-stand patrons, including passes, the bosses handed the fair see \$250, and the show was called off. The crowd, thinking the event was over, rushed out of the front gate.

The office just received a wire from Trevelyan stating: "Local police advise that show should work further east. She is now going into a seance to locate spot."

MAJOR PRIVILEGE.

STEVENS' ODDITIES

(Continued from page 42)

entree, legal adjuster; Jack A. Ryan, press and radio; Irving W. (Happy) Atwood, assisted by Harry Brown, commissary department; Ekeke, Jack Wallace, assisted by Joe E. Baker and Arthur Mellor; dining department, Clarence Walters, steward; Charles Denby, chef; Joe Stricker and John Earl, writers, and George Baker, dishwasher; Fred and Arthur Firth, agents; V. O. McBeth, lithographer; Frank Bellows, billposter; Hank Lynch, banners; Willie Kirk and Ben Peterson, programmers, and Col. W. H. Green, advertiser.

Attractions include Christine Holley, crocodile girl; Ray Harter, knife act; Lloyd Fowler, frog boy; Roy Chapman, Scotch bagpiper; Madu, iron tongue; Robo, mechanical man; Zep, pig headed; Diamond Bay, tattooing; Millicent, girl of mystery; Madame Zeeba, mentalist, assisted by Mr. King; Yveta Betty, fat girl; Jean-Jeanette, snakes; Wilbur Fumbler, unproof man; Determinate Eddie, handless marvel; Captain Nelson, sword swallower. Irene Farrell is in the annex, assisted by Miss Slater.

CRAFTS CLOSÉS

(Continued from page 42)

is in the quarters parking area in North Hollywood. The club's officials and members gave the following as their winter destinations: Owner O. N. Crafts and Manager Roy E. Ludington left in the former's plane for a hunting trip in Mexico and will return to quarters for

the winter. John Alexander Pollitt, general agent, will winter at Hotel Padre, Hollywood; Harold Perry, special agent, San Francisco; H. Mook, auditor, quarters; Mrs. and Mrs. Fred Gillick, Mace Dorman and George E. Bryant, North Hollywood; Mr. and Mrs. Elmer Hanscom, Los Angeles; Alph Maler, electrician, Stockholm, Sweden; Side Show members, including Jay Ridenour, Lady Ellen and Tony Tomblin, will join a winter cruise in Texas. Others will go to the Pikes, Long Beach.

Athletic Show members including Ed Kanthe, Bill Brooks and George Yuseff will winter in Los Angeles and Joe Nallen, Pop Swagerty and Bill King, of the Animal Show, will remain near quarters, while Karl Miller, owner of the follies, retires to his restaurant in Culver City, Calif. Virginia McKay, Ruth (Peewee) Elam and June Snyack plan to enter movie studies near Los Angeles. Concessioners: Mr. and Mrs. John Ragland will go to San Bernardino, Calif.; Mr. and Mrs. Louis Korte, Waco, Tex.; Emmet Hartmann, San Francisco; A. C. (Teetop) Young, Sacramento; E. R. Stetson, Los Angeles; Fred Miller; Al Zolban, Fresno; Mrs. Phil Williams, Los Angeles; Mr. and Mrs. William Delmar, North Hollywood; Mr. and Mrs. E. J. Fitzgerald, Oakland, and William Traher, San Diego.

Mr. and Mrs. Roy Scott went to Monterey, Calif.; Floyd Ebbe, Los Angeles; Mr. and Mrs. Hank Arnold, Mexico City; George Nolan, Van Nuys, Calif.; Phil Terry, Burbank; P. M. Cornelius, P. V. Macglashan, Long Beach; Mr. and Mrs. Charles Miller, Ontario, Calif.; Frank Stone, San Bernardino; Harry Miller, Oakland; Mr. and Mrs. C. Smith, New York; Louis Cechini, Glendale, Calif.; H. S. Peevy, New Albany, Ind.; Mr. and Mrs. William MacMahon, Shreveport, La. James Lynch left for home in San Francisco. Tommy Camp, Fresno; Tommy Ross, Santa Maria; Mr. and Mrs. Frank Johnson, Rieling Sun, Ind.; Charles Johnson, Goodnight, Tex.; Charles Schultz, Los Angeles; Pop Johnson, San Diego; Louis Pettinari, North Beach; Bill and Mrs. Frank Johnson, Ind. and family, Columbus, O. Many of the ride boys plan to go to San Francisco to assist in dismantling rides at Treasure Island. Those announcing destinations were: Hershey Taylor to Hollywood; Joe and Mrs. Frank Johnson, Ind.; Jack Schell, San Diego; Duncan Walters, Venice, Calif.; C. L. Turner, Porterville, Calif.; S. C. McCormack, Fresno; H. Vanslike, Inglewood; J. B. Vanslike, Patton; Wesley Cooper, Honolulu; Carl Cook, San Francisco; Sam Cannon, Campbell, Wats, Calif.; Johnny Gilliland, Birmingham; J. Beck, Altadena, Calif.; Gene O'Neil, Fort Worth, Tex.; Joe Duran, Jackson Hole, Wyo., and Ella Hendry, Palm Springs.

PACIFIC COAST

(Continued from page 42)

The financial statement showed that the club's net assets for 1939 are well above the average for this time of the year. President Hargrave announced that pictorial postcards, illustrating club facilities, were available in the office. Sick committee reported a plan to progress for Pat Shank's Club. Jack Lyon is out again and Charles Chubman is about to return a hospital for another operation.

Some little mix-up has occurred in the delivery of mail and wires to the club and members are requested to call above the average for this time of the year.

MIDWAY CONFAB

(Continued from page 45)

reports an enjoyable time and says he visited with Bob Burch, Hazel Miller and Mr. and Mrs. Weakes at Jessel's Little Old New York. Larry Davis and Joe Lewis, with Brother Ludwig and John William Bush, Bart Fisher's friend.

TAILORS
THE NEW PORTABLE RIDE SENSATION!
★ PERMANENT IF DESIRED ★
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FOR FOUR MORE ALABAMA FAIRS
American Legion Fair, West Blocton, Ala., October 30th-November 4th.
Butler County Legion Fair, Greenville, Ala., Nov. 6th-11th. Main Street location right up town.
Maneese County Fair and Hog Festival, Monroeville, Ala., Nov. 13th-18th. First event of this kind ever held. Bands, Parades, Floats, Contests.
Want Manager and Acts for Sideshow, new framework. Furnish framework for Big Snake or any Money-Catching Show. Book shows and all kinds of new and unusual. Has a Snake, Snake, Rollo-Plane or Octopus. All Legitimate Speculations, come on! will place you at reasonable rates.
All Replies to J. F. SPARKS, Eutaw, Ala., all this week.

FULL-DATE CARNIVAL SHOW LETTERS

John H. Marks
(Baggage cars and trucks)

Monroe, N. C. Week ended October 14. Union County Fair. Weather, cool. Business, excellent.
Variable weather prevailed here. One of the largest Kids' Days of the season was chucked up on Tuesday and patrons spent freely. Governor John E. Hooty, of North Carolina, was guest of honor Tuesday afternoon and visited the midway as the guest of Owner John H. Marks. A street downtown parade preceded the arrival of the Governor. The parade was a prominent part in the pageant, Human Ballet and John Robinson's Elephants were the free circus attractions. Merry-Go-Round, under Foreman James (Shorty) Anderson, chalked its best week of the season here. Business Manager James M. Rafferty learned that his daughter, Mrs. Olivia Turner, of Wilmington, N. C., had given birth to a six-pound daughter, Tom Puschback, well known to the fair. Local hospital, Dutch Leisters crew on the Whip. Fred Sawyer, talker on the Club Chocolate Minstrel revue, renewed numerous acquaintances here, as this is his home town. Mrs. Bud Turner underwent medical treatment at local hospital. Visitors included Jack Wilson, Celin & Wilson Shows; Secretary T. W. Huey, Rock Hill (N. C.) Fair, and Jake Shapiro, Triangle Print Co. Lee Wyatt joined with Princess Marguerite, single mother and baby attraction, and Bob Edwards booked his International Casino Polka. H. W. Jones, bingo impresario, visited with Ralph Flanagan, manager of his unit, here.

WALTER D. NEALAND.

Dee Lang's
(Motorized)

Lufkin, Tex. Week ended October 14. Forest Park Fair. Weather, fair. Business, excellent.
Organization was set up with a view to big business, as was experienced last year, and all shows and rides were clicking early Monday after a successful 200-mile jump from Denton, Tex. One of the largest Kids' Days here prevailed when school buses from all near-by counties poured children on the midway early in the morning. A Colored Day was successful, but Saturday was the big day. Some 400 Sprinklers hit the midway on that day after a long parade thru the city. Free acts proved popular. Festival association, under direction of Mr. Abernathy, co-operated. Leonard McDaniel, with six new concessions, landed as did E. Steinberg, with two Cecil Sanders, two, and J. Lemon, George Jones, E. Gahart, E. N. Gahart, E. N. Fortney, R. Morrow and Delbert Norton, with one each. Plans for a new side show were made and a new side show for next season are in the making. Charles A. Lenz was among visitors.

West Bros.
(Motorized)

Lawrenceburg, Tenn. Week ended October 7. Weather, good. Business, fair.
Midway crowds the last three days surpassed any other marks set up here, but with a few failures, spending was at a minimum on Kids' Day, with the banner one of the week, with the Skooter setting up a new mark for the season, while the Octopus, Tilt-a-Whirl and Rolloplane reported good play. Shows, John Howard's Peeking Show, John Howard's Hollywood Museum, Sampson's Athletic Show and Speedy Wood's Motordrome chalking the best play. Mrs. Virginia Laughlin, wife of C. W. Laughlin, owner, was stricken ill on Monday afternoon at a local hospital. By Saturday there was some improvement, but her chances of rejoining the show for the remainder of the season are very slim. Dr. Braly and Gene Stockard co-operated.

Grady Bros.
(Motorized)

West Point, Miss. Week ended October 14. Claiborne County Fair. Weather, fair. Business, fair.
Show arrived here in time for opening on Monday morning after its shortest jump of the season from Starkville, Miss. Monday isn't considered much of a fair

day here, but Tuesday saw improved attendance. City, however, is located in the middle of the seven counties which lost their crops from rains last spring and never got a comeback this summer. Committee and local business men co-operated. Local politicians do try to get out of hand, but all local opposition was overcome by the management without having to stand the usual fees charged and collected in the past from other shows. Children's Day, Wednesday, drew a large crowd, but light spending. Thursday, Colored Folks' Day, drew a crowd but on Friday and Saturday it was too cold. Kelly Grady was stricken ill here and placed in a hospital at Amory, Miss. Members sent flowers and good wishes.

Endy Bros.

Washington, N. C. Week ended October 14. Aspsieca, Beaufort County Fair. Weather, good. Business, good.
Spot was much better than last season with strong participation by exhibitors. Several productions were put on successfully and all departments reported a good week. F. T. McDevitt, fair secretary, co-operated. A big frolic was held Wednesday night after closing in State Armory, with dancing and barbecue feed for personal shows and friends of fair officials. More than 250 attended the event, which was financed by sick and disability fund surplus. Mr. and Mrs. David H. Endy left at the end of the week to pick up their daughter in Pottsville, Pa., before going South for the winter. Shows opened here coincident with reopening of the tobacco markets and plenty of spending resulted.

Kaus Expo
(Baggage cars)

Chase City, Va. Week ended October 14. Aspsieca, Mecklenburg County Fair. Weather, good. Business, good.
Fair opened Tuesday to good attendance, but Wednesday, Children's Day, was marred by late afternoon showers. Thursday, colored day, drew well. Fair closed Friday with attendance and business holding up about the same as former years. Ralph Pendlly and son, Harvey, joined the staff of Motordrome riders. Lee McDaniel is talker on the drome. Monkey Circus continues popular. Mrs. James Burns put an air cream stand here. Barney Tusnell visited and Mr. and Mrs. Dick Traylor left here for their home in Petersburg, Va.

Warrenton, N. C. Week ended October 7. Aspsieca, Warren County Fair. Weather, too dark. Business, fair.
Rain started Sunday as show was moving on lot and continued until Monday morning. Cool weather followed and not until Friday was there good weather again. Children's Day, and Wednesday, Colored Children's Day, were hurt by the weather. Remainder of week, however, registered good attendance, but it was not sufficient to make up for the first part. James Plouff, show artist, joined the ranks of concessioners who scale and guess-younger-age stores. Pauline Frazer is his agent. I. K. Wallace has new scenery on his kiddie auto ride. Harold Smith purchased a trailer. New concessioners here were Mr. and Mrs. S. J. Sisk and W. H. Meyers pitch and ball game. LESTER KERN.

J. J. Page

Lawrenceville, Ga. Week ended October 14. Aspsieca, Osnethett County Fair. Weather, fair and warm. Business, excellent.
What had the appearances of another one of those things turned out on the right side to the surprise of all. Business started slow Monday but beginning Tuesday good grosses were registered, especially on Thursday. Citizenship and Children's Day, with free admission for adults until 2 p.m., Children and their teachers were admitted free until 8 p.m. And they came in droves. Rides, shows and concessions reported a swell business until midnight. A score of prisoners from a near-by prison camp enjoyed adults until 2 p.m. Children and their teachers were admitted free in getting the grounds and buildings in shape. P. V. Kelly, secretary and local business man, co-operated. Twin Ferris Wheels got top

money during the day, while the Merry-Go-Round and Tilt-a-Whirl led the night grosses. Minstrel Show topped shows, with Hollyhock and Side Show also getting money. Jack King's Monkey Show did well too. Many members visited Atlanta on Sunday, while others visited that city during the week. L. J. Heth Shows played a short distance from here and Matts were employed. Other visitors included Mr. and Mrs. Ray Marion, Joe Mason, Berney Shapiro and Jerry Kohn. Sensational Royals were signed as the free act here.

Hilderbrand's
(Motorized)

Ely, Nev., October 10-14. Aspsieca, VEV Post. Location, Circus grounds, East Ely. Weather, cold at night. Business, poor. Pay gate, 10 cents.
Shows jumped 400 miles into this city with thousands of miners on the pay rolls, but cold weather kept most of the natives at home, resulting in poor receipts for the organization. Country-side was well billed by Special Agents George and Ruby Morgan and newspaper men were generous with space. Sound car under J. Emerson Mote, also traversed wide territory daily. Reggie Marion, of the Hollywood Skyrockets, made a flying trip to Los Angeles, on business and returned prior to opening here. Doreen Summers joined the Skyrockets staff here. Owner O. H. Hilderbrand left on an inspection trip to his No. 2 Unit. Howard Clifford, old-time trouper, visited from Los Angeles, on business celebrating birthday anniversaries here were Margaret Balcom, Grover Melton and Hazel Faber. Mr. and Mrs. Mickey Goldberg left for a brief visit to New York City. Jack Arnott, Postage Show led grand shows and Karl McKinley's Side Show topped the big ones. Joe De Mouchelle turned over his interest in the side show to McKinley and left for Los Angeles. Manager Pickles Frankard is lining up personnel and equipment for his winter show.

Crystal Expo
(Motorized)

Gadsden, S. C. Week ended October 14. Kershaw County Fair. Weather, excellent. Business, very good.
Shows' fifth year here, with record attendance, far surpassed any previous year. Weather helped considerably and Jess C. Gandy and Schlozner co-operated. Saturday the colored population appeared en masse and spent lavishly. Mary Webb, Ten-in-One operator, left here, and Doc Marcus, of the Olive Oop Show, took over and did a swell job of reorganizing the side show. Personnel is eagerly awaiting the close of the season, when most of them will trek to Crystal River, Fla. for the winter.

World of Mirth
(Railroad)

Raleigh, N. C. Week ended October 14. North Carolina State Fair. Weather, fair.
After a year's absence shows returned to top of their previous stands here. Laid out in horseshoe fashion, organization used every available inch of midway space. Silver Streak nosed out Karl Walker's Gay New Yorkers for top money. Business is spending in construction and Tiny Day on the Hammond electric organ continues popular. Russell Judy's Harlem Casino and Cliff Kern's Night in Hawaii reported good weeks. Thursday, considered the biggest of the week, was marred somewhat by rain which began early in the morning and thoroughly drenched the grounds, necessitating additional tons of sawdust on the midway. Contracting Agent Gerald Snellens did his usual efficient job in handling this detail. Grandstand insurance opened up for the midway. A huge National Showmen's Association benefit, under direction of General Manager Max Linderman, was held Wednesday night and proceeds from this and a previous bene-

fit ran a little over \$1,000. A drive for members has been started by L. Harvey Cann, general agent. JIM McHUGH.

Buckeye State
(Motorized)

Marks, Miss. Week ended October 14. Aspsieca, American Legion Post. Fair Association. Location, fairgrounds. Weather, fair and cold. Business, good.
Date marked shows' first stand here and business was good despite a cold spell which hit this section. Children's Day crowd was small because of the weather, but the usual night crowd turned out on that day. Mrs. Bill Brown joined from Galloway's Golden State Shows with her diggers and Mrs. Allen took charge of the Ten-in-One Side Show. A new band replaced Pee Wee and band, which remained in a Yaxoo City night club. Mr. and Mrs. Raymond Hillard visited relatives and Mrs. Allen, George and Helen George and daughter, Marnie, who is recovering from a fractured skull, arrived Friday.

L. J. Heth
(Motorized)

Monroe, Ga. Week ended October 14. Aspsieca, Washington County Fair Association. Location, fairgrounds. Weather, clear and cool. Business, good.
This date, a typical Georgia fair, proved the surprise of the season. Two children's days, Thursday for white and Saturday for colored, brought out capacity crowds. Friday also was very good. Outside Thursday, Friday and Saturday, however, only a night business was done. Location, which was only two blocks from town, was the only asset, but shows chalked up a swell week's business. Visitors included fair officials from Covington, Hawkinsville and Americus. Paul Conway, Macon attorney, and party Jake Shapiro and Henry Glass; members of the J. J. Page Shows, and Dr. and Mrs. E. R. Harris, of Winder, Ga. Many members of the Heth organization visited. Beckmann & Greety Shows as Southeastern Fair, Atlanta. George Kelly reported his largest single week's gross on his diggers, as did Paul Roy-

3000 BINGO

Heavyweight cards, Mack on white. Wood marks six printed top sides. No duplicate cards. Put up 100 cards, \$1.00. 200 cards, \$2.00. 500 cards, \$4.00. 750 cards, \$6.00. 1000 cards, \$8.00. 1250 cards, \$10.00. 1500 cards, \$12.50. 2000 cards, \$16.67. 2500 cards, \$20.83. 3000 cards, \$25.00. Remaining cards, \$5.00 per 100.
No. 140 - Extra Heavy Green Both Sides. Per 100, \$8.50.

3000 KENO

Made in 20 sets or 100 cards each. Played in 3 rows across the cards—no top and down. Light-weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS

Mack on white, postal card thickness. Can be re-used or discarded. 2,500, size 6x7, per 100, \$1.25. In bulk of 1,000, \$1 Per 100. Calling markers, extra, 50c.
Autolite Bingo Cards. Real Class A. \$12.50. 9,000 Jax Pat Slips (strip of 7 numbers), per 1,000, \$1.00.
Light-weight cards, \$1.15 per 100. 3,000 Small Thin "Bingo" Slips, \$1.00. 7 card FFA set of 100, \$1.00. 3,000 Featherweight "Bingo" Slips, 5 1/2 x 7 1/2. Light, \$1.25 per 100. Stamped in pairs of 20, \$2.00. 1000 cards, \$1.00.
Vintage cards in three sizes: \$1.00, \$1.25, \$1.50. Dice boards and pads, wardrobe checks, costume books, subscription books, mime, show, cut and handle cards, etc. You pay any C. D. fees. See personal checks supplied. Instant delivery.

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With forty paid attractions that will prove a revelation to the outdoor amusement field—a midway of unbelievable magnitude with more modernized and streamlined innovations than any other show on tour—the new partnership with new ideas will rise to the highest heights in the outdoor amusement realm—the year of 1940 will see this big show take its rightful place among the leaders—Miles of "Neon"—all new tented attractions with massive modernized fronts—all rides illuminated with new creative ideas in lighting—our own light plants—big thrill circus presented free on midway—fifteen-piece American Legion Concert Band—name attractions from stage, screen, radio and larger one-day circuses—it will be one of the mightiest midways on earth.

1940 SHOWMEN 1940

Correspondence invited from reliable and proven showmen, especially New York and Golden Gate World's Fair exhibitors—nothing too big for us to finance if you have an attraction that is outstanding and conforming to the standards of our "Midway of Tomorrow."

All Advertisements

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as per route

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GOLD MEDAL PRODUCTS CO., 133 E. Pearl St., Cincinnati, O.

olds, ride superintendent, for his Twin Ferris Wheels, Dock Bauldorf, cookhouse operator, also reported swell business. George and Betty Spradue took delivery on a new Ford car here.

H. B. SHIVE

Legal Adjuster Buddy Braden returned from Atlanta after visiting the Beckmann & Gerety Shows. Mrs. Ernest Evans has returned from her home in Alabama.

BUS COLE

Mighty Monarch

Bennettsville, S. C. Week ended October 14. Marlboro County Fair. Auspices, American Legion Post. Weather, fine. Business, excellent.

Shows broke attendance records the first five nights of the week here, but cold weather on Saturday resulted in light crowds. Caterpillar continued to top rides, with Minstrel Show leading that department. Committee, under Commander Covington, co-operated, as did county officials. Shows are arranging for their benefit performance for the Showmen's League of America when they play the Bamberg (S. C.) County Fair.

Bayboro, N. C. Week ended October 7. Pamlico County Fair. Auspices, American Legion Post. Weather, good. Business, excellent.

Date was the surprise of the year as it was the first fair held here in 14 years, and all rides, shows and concessions chalked good results. Colored and white schools co-operated, as did sponsors, headed by Al Ingram. Tilt-a-Whirl and Caterpillar vied for top honors. Because of the tobacco situation, Manager N. P. Roland changed the shows' route.

Windsor, N. C. Week ended September 30. Bertie County Fair. Auspices, Fire Department. Weather, rain and cold. Business, fair.

City was not up to expectations because of the tobacco situation, but on the whole shows had a fair week. Tilt-a-Whirl and Ferris Wheel got top ride money and Minstrel Show led shows. Concessions also did well.

W. TERRY MARTIN.

Funland

(Bespoke cars and trucks)
Milledgeville, Ga. Week ended October 14. Middle Georgia Fair. Location, fairgrounds. Weather, fine. Business, fair.

This fair gave the show, rides and concessions only fair grosses. Mr. and Mrs. W. R. Harris reported an enjoyable visit with friends on the shows during the week. Mrs. Matilda Beth's rides and concessions did well. Ben F. Tush, lot superintendent, and assistant manager, was busy lining up footages, etc., for the following stand. Two musicians were added to Prof. Joe M. March's Concert Band and Jammie Graves took on two more concessions. Charles Miller's six stock cars did okay, as did Mr. Bentley's Midway Cafe.

TED C. TAYLOR.

Golden State

(Motorized)
Fresno, Calif. Week ended October 7. Aupices, Italian Park Committee. Weather, rain and cloudy. Business, fair.

Everything was ready on schedule, after a 300-mile jump here, the longest move of the season. Only trouble on the hop was four blowouts and a broken drive shaft. Business the first three days was all, because of rain. Saturday and Sunday were away under show's last appearance here. Scooter got top money among rides, while the side show and girl revue led shows. O. N. Crafts visited for two days and Manager Bill Hobday tendered him one of his special dishes, ham with scalloped potatoes baked in milk. Mrs. Jewel Hobday left for a short trip to Los Angeles. Roy Shephard returned from Pomona (Calif.) Fair. Fred Soley, sound technician, left to check over Crafts 20 Big Shows' sound equipment.

ROGER WARREN.

Keystone Modern

(Motorized)
Cherokee, N. C. Week ended October 7. Cherokee Indian Fair. Weather, clear; cold nights. Business, good.

Jump from Murphy thru the Smoky Mountains was made without mishap and shows and rides ready for Tuesday's opening. Clyde M. Blair, president, and J. L. Walters, secretary, reported more interest was shown by both Indians and whites in this annual than ever before. Indian exhibits, both agricultural and craft, surpassed exhibits seen by this writer at other fairs. Event draws visitors from various points, who appear on the midway as early as 9 a.m. Owner Hartzberg reported shows and rides did as well as in previous years here. General and truck loads of goods were sent to Georgia. Harry Agne's bingo was popular. Frank's Diving Troupe was said to be the first free act to play here. Mr. and Mrs. James Richard, members of the Eaton Troupe, are sporting a new car and truck. Roy Shephard, who left Bob Jones' wife returned from a visit to her mother's home at Dalton, Ga.

HERBERT L. SWIFT.

St. Louis

ST. LOUIS, Oct. 21.—International Association of Showmen will hold its first fall meeting on the night of November 2, when a number of showmen will be here for the winter. They are beginning to arrive daily now. Fairly & Little Shows pulled into quarters in East St. Louis recently and several other shows are slated to winter here. Ike Lewis, concessioner, passed thru the city on route from Wisconsin to the South and reported a fair season. He advises he will winter in the South and visit friends. Mr. and Mrs. Noble C. Fairly, of Fairly & Little Shows, after seeing that their equipment was safely stored, left for the fairs in Dallas and Shreveport.

J. O. (Buster) Shannon, Fairly & Little Shows, and wife left today for Hot Springs, Ark., where they will vacation for several weeks. Eddie Vaughan returned after being at the New York World's Fair all summer. He reported that Mrs. Vaughan and his granddaughter, Betty McKee, would winter in Providence, where Miss McKee is attending school.

Eric Casares, general agent Imperial Shows, is here in search of quarters. Sam Benjamin, agent Fairly & Little Shows, after several days here left for Kansas City, where he plans to winter. L. Clifton Kelley, general agent Amusement Corp. of America, passed thru the city en route from the South to Chicago. Earl Shipley, clown, all season with Jimmie Lynch's Death Dodgers, is visiting relatives here while on a two-week vacation. He will rejoice Lynch at his final Southern fairs. Francis L. Deane, Fulton

Bag and Cotton Mills, returned from a two-weeks trip thru the South.

Charles T. Ooss returned from a trip south on which he succeeded in selling several special movie and sound trucks. Matt Dawson, of Acme Premium Supply Corp., is visiting shows thru the South. Joe Scott, magician, was among other visitors to The Billboard. He's playing neighborhood houses.

Marvin R. South, concessioner, is visiting relatives and friends here, and Joe S. Scholibo cards that he and wife are located for the winter in Houston. Mrs. Tom W. Allen, who underwent an operation several weeks ago at St. Luke's Hospital, was released last week and is rapidly recovering.

Los Angeles

LOS ANGELES, Oct. 21.—George Wiler had the concessions for the Italian Picnic, Streamland Park, on October 17. Another heat wave considerably helped business at Venice, Ocean Park, Santa Monica piers. Col. Ed Nagle and wife, Bertha, with a new housecar, are touring in the big trees and lakes sectors. Mr. and Mrs. Eric Thomsvaldsen came in from New York and will make the Golden Gate Exposition, San Francisco. Bill Nelson returned from a trip to New Orleans and will be a Coast Defender. Mr. and Mrs. Elmer Hanscom and Elmer's mother are wintering at the Bristol Hotel. Roy Z. Ludington plans another two-weeks stay in California, putting Crafts 20 Big Shows away has been completed. He says he'll visit Laurel, Ind., and Cincinnati. Harold (Pop) Ludwig came in from Virginia Park, where he reports business is holding up well. E. W. (Doc) Hall, who has been ill for two months, has been released from General Hospital and arrangements are being made for him at a rest home near here. Charley Guberman has recovered sufficiently to be up and about. John S. Lyons' condition remains about the same. St. Luke's and Harry Booth motored in from the East and will winter here.

Pierre Ouellette, general agent Hilderbrand's United Shows, came in and reported the No. 1 and No. 2 units have had a fair season. Bill Linder, of Monte Young Shows, will winter at Bell Gardens. Floyd Gilligan came in to join the Coast Defenders, Jimmy Lynch, who had the cookhouse on Crafts 20 Big Shows, came in after putting his layout out for the winter. He was accompanied by Louis Pettinari. Charley Johnson, chef for Lynch, also came in this week. Steffen's Shows have been signed for the Business Men's Fiesta at Adams and Crenshaw boulevards. Paul Hill, director-manager of the Annual Fair at Santa Anita, will winter at National Military Home, Sawtelle, Calif., for a physical check-up, was with Ted Metz on the Monte Young Shows.

Frank W. Babcock Shows had one of their best spots of the season at Belmont Shore, Cal. Frank is promoting industrial shows in East and South Los Angeles. Skip and Bob Ferdyce, after an absence of two years, have returned, will locate near Pomona, Calif. Waldo G. Tupper and Earl Hall have several propositions under way.

Clyde and Tony Gooding came in from the E. O. Douglas Shows and reported a successful season. Roy Barnett drove his new car here from the Conklin Shows and reported a good season, as did Art Campbell, back in town from Harlan's Blive Shows. Roy E. Smith will winter in Southern California, are headed this way and have set Armistice Day as the close of the season. Dr. Ralph E. Smith returned from a two-week business and pleasure trip in the North.

Ross D. Deane states that business at the city parks, where he has rides, is holding up okay. Roy E. Ludington, manager of Crafts 20 Big Shows, states that business at the Los Angeles County Fair, Pomona, was off October 23. Crafts 20 Big Shows on Crafts midway included Duke Lee and son, Mr. and Mrs. Ed F. Walsh, J. F. Mann, Bill Nelson, Mr. and Mrs. W. G. Smith, Mr. and Mrs. Ed Sherman, Mr. and Mrs. Bill Helien, Jack and Lillian Euston, Capt. Arthur Masek, Mr. and Mrs. Mark Kirkendall, S. L. Cronin, George and Betty Coe, Moe Levine, Earl Hall, W. G. Tupper, Nina Rogers, Leo J. Haggerty, Frank J. Downie, George Silmonds, Mr. and Mrs. Jack Beach, Harry M. Brown, Mr. and Mrs. W. H. Shinn, Charles Nelson, G. Curry and Margaret Bernard, Harry Gargrave, Will Wright, Ross R. Davis and Lew Berg visited Archie Clark's Greater Shows at Santa Paula.

Tom's Amusement

(Motorized)

Camilla, Ga. Week ended October 7. Auspices, American Legion Post. Weather, perfect. Business, good.

Midway was located at grand-stand entrance on the new rac track and all were ready for opening Monday night, and good crowd prevailed and continued thru the week. Committee co-operated and exhibits overflowed the 300-foot tops, but Owner Tom Rich provided another tent pronto. Children's Day, with 23 busloads of kids, was the best day. Fair committee from Fort Gaines, Ga., was entertained by Owner Rich Friday night. The Guthries, free act, left to fill other contracts and Professor Odar joined with his two best attractions.

DR. L. E. BROWN.

I. J. Clark

Dallas, Ga. Week ended October 7. Paulding County Fair. Weather, good. Business, good.

Several concessions joined here, as did three shows. Athletic Show, operated by Bob Martin, got top money here and Dale Parrish's girl show also did well. Mr. and Mrs. Marvin Smith, bingo operators, reported the best week of the season so far. Concessions owned and operated by Mrs. I. J. Clark did well. Photo gallery operators, Mr. and Mrs. Shinn, also had their best week of the season. Owner-Manager I. J. Clark returned from a booking tour in Georgia.

Eviction Is Lawful

By LEO T. PARKER, Attorney at Law

IN MANY instances owners and employees of amusement places are confronted with the question: When and under what circumstances may a patron be evicted from the premises or assaulted without liability on the part of the owner of the place of amusement?

The answer to this broadly is: A patron may be evicted from the premises when his conduct is boisterous or otherwise objectionable to other patrons to the extent that he either is disorderly or violates reasonable rules and regulations of the owner of the place of amusement. And he may be assaulted if necessary to evict him, after he has been requested to leave quietly and he refuses to go, or if such assault is necessary to protect the owner or employee, or other patrons, from injury.

Special Police Officer

While the above-mentioned rules broadly are correct, yet so many distinctions and variations of the law are apparent that, to impart dependable and authentic legal information, it is necessary to review the higher courts' decisions involving various phases of the law.

For example, it may be stated that the owner of a place of amusement or his employees may, without any legal liability, eject a disorderly or undesirable patron from the premises provided and no express or implied authority to do so. On the other hand, the law may be stated to the effect that the owner of a place of amusement is liable if unnecessary or undue force is used by an employee in ejecting a patron who is boisterous or disorderly. This law is applicable only when the employee is authorized to eject the patron, or such employee is placed in such position that the court could imply that he had authority to eject disorderly or undesirable patrons.

For illustration, it has been held that an usher implicitly is authorized to maintain order and eject disorderly patrons. However, other higher courts have held that the owner of a place of amusement is not liable for injuries or injuries effected by disorderly patrons by a person employed to erect circus seats or to clean premises. In other words, a proprietor never is liable for injuries acts accomplished by an employee who used no express or implied authority to eject a disorderly patron, unless the owner or his manager wilfully permits the unauthorized employee to effect the injury.

Then again the rights and liabilities of a proprietor of a place of amusement differ materially if the injurious acts are performed by an employee instead of authorized police officers. These distinctions are important and will, therefore, be illustrated.

For example, the owner of a place of amusement is liable in damages for the unlawful injurious acts of a special police officer if the injury is effected to protect the proprietor's property, but he is not liable if the conduct of the injured disorderly person was such that it was the duty of the police officer, by virtue of his police powers, to eject and arrest the patron for apprehension and punishment by the law.

Other higher courts have held that if the owner of a place of amusement employs and pays a police officer who is under the employment of the State, county or city, then the proprietor is liable in damages for unlawful and injurious acts done when such officer because, under these circumstances, the officer was the agent of the proprietor's police officer when the injury was effected.

Of course, as above indicated, the proprietor of a place of amusement never is liable for an injury committed by an employee, officer or other person not authorized to maintain order and eject disorderly patrons, particularly if the injurious acts are performed without knowledge or assistance of the proprietor. But, on the other hand, the proprietor of a place of amusement always assumes risks when he authorizes a city, county or State police officer to come upon the premises for maintaining order. This is so because, while the owner of a place of amusement is not liable for the injurious acts of either a special or regular police officer inflicted while the officer is arresting a person who has violated the law, yet the proprietor may be liable if the patron is injured while the officer is protecting the proprietor or employee or endeavoring to make the premises suitable and satisfactory to

other patrons. The same law is applicable to part-time police officers. As seen in *Huttenlocher Amusement Co., 130 Atl. 571*, in which it was shown that a man was appointed by city officials to act as a special policeman at a place of amusement. His wages were paid by the proprietor. The man did odd jobs and during certain hours also acted as a police officer.

One night he clubbed a patron who sued for damages. Since the testimony proved that when the patron was clubbed he was not performing any act which was in violation of the law, and the police officer was not attempting to arrest him, the higher court held the proprietor of the amusement company liable in damages and said:

"A more difficult question would be whether the plaintiff (patron) committed an offense against the law for which he could be arrested or detained for a longer time than was necessary to eject him from the place of amusement. . . . If Benson (policeman) was at the time of the assault making an arrest for the commission of a crime, he was acting as a police officer, and the defendant (proprietor) would not be responsible, altho he used excessive force in so doing."

More Than Necessary Force

Various higher courts have held that if any man strikes another and inflicts an injury to another, and can show a lawful cause for it, he is not liable in damages. It is also a principle of law that mere words are never sufficient or lawful excuse for assault or battery. It does not matter how insulting or opprobrious the language may be, the law

at this point of law is *Klaming v. Orleans Theaters Co., 117 So. 132*, in which it was disclosed that a patron of a place of amusement was attempting to assist another patron who was sick. An employee, authorized to maintain order, used force in ejecting or assisting patron from the premises believing that he was creating a disturbance. It is interesting to know that the higher court held the patron entitled to recover heavy damages. This court said:

"Whenever such managers or those charged with the duty of maintaining order have reason to believe one in the audience guilty of improper conduct, calculated to alarm or disturb the audience, they are justified in taking such reasonable steps as will be necessary to put an end to the disturbance, even to the extent of ejecting the offenders. On the other hand, people who visit such places of amusement and entertainment are entitled to full protection at the hands of the managers in the enjoyment of the privilege for which they have paid their money. And where, as in this case, a patron is insulted, maltreated and caused to leave by the employee without just, reasonable, or probable cause, such proprietor will be held liable in damages."

Who Is Authorized Employee?

As above explained the owner of a place of amusement is responsible in damages when an employee, authorized to maintain order, unlawfully ejects a patron from the premises. Therefore, in many cases, the outcome of the litigation hinges on the answer to the question: Was the employee legally authorized to

Every Employer and Employee Should Know When Eviction Is Lawful

Reprints of this article for display in various parts of an amusement place can be had for the asking. They will be in much larger type than is used here. All that is required is 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.

does not recognize that words are sufficient provocation to justify an assault. While this law may appear unreasonable, nevertheless it is universal law. The result of a person who is insulted by abusive language is suit against the other but never assault.

Moreover, neither the proprietor nor employee of a place of amusement may strike or assault a patron altho he is making a disturbance violating reasonable rules or acting disorderly. See the leading case of *Shramak v. Walker, 149 S. E. 331*, in which it was disclosed that the owner of a place of amusement struck a patron who refused to leave the premises when the proprietor demanded that he leave at once. Altho the testimony proved that the patron was acting disorderly the higher court held the proprietor liable in damages and stated important law, as follows:

"If one goes to a place of amusement on a lawful mission, and he so conducts himself as to become offensive to the proprietor of that establishment, the proprietor has the right to eject. Now how must he eject him? He must proceed, first, by ordering him to leave the premises. If he declines to go, and does not go, he must first use gentle means and lay his hands upon him gently. If he resents and refuses to go, the proprietor of the establishment may use whatever force is necessary to eject the trespasser, but he must not use more force than is necessary."

Mistaken Offense

Another important point of law is that proprietors, managers, police officers and employees should, before attempting to eject a patron, be certain that the patron is disturbing other patrons or otherwise acting in a disorderly manner. Failure to make certain of this fact will result in the proprietor being liable altho he, or his employee, acted reasonably when ejecting the patron.

The leading higher court case involv-

ing this point of law is *Klaming v. Orleans Theaters Co., 117 So. 132*, in which it was disclosed that a patron of a place of amusement was attempting to assist another patron who was sick. An employee, authorized to maintain order, used force in ejecting or assisting patron from the premises believing that he was creating a disturbance. It is interesting to know that the higher court held the patron entitled to recover heavy damages. This court said:

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"If . . . the act was fairly and naturally incident to the business then being performed for his principal, and with a view to further the principal's interest, then the act was within the scope of his employment."

Now, therefore, it is quite apparent that proprietors of various places of amusement, which include circuses, carnivals and other traveling shows, concessions, amusement parks and the like, should exercise the utmost care in selecting employees intended to maintain good order on the premises.

Furthermore, irrespective of the classification of such employees, the owner of

(See **WHEN EVICTION** on page 51)

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CONVENTIONS

ALABAMA Birmingham—Assn. of Southern Agri. Workers, Feb. 7-9. P. E. Miller, Box 2281, Birmingham, Ala.

ARIZONA Nogales—State Cattle Raisers' Assn. Feb. 1. Mrs. J. M. Keith, Phoenix. Phoenix—State Farm Bureau Fed. Nov. 17-18. D. E. Edwards, Mesa, Ariz.

ARKANSAS Little Rock—State Farm Bureau Fed. Nov. —, W. Frasier. California Oakland—National Inventors' Congress, Dec. 3. San Diego—State Farm Bureau Fed. Nov. 6-8. F. Lindley. San Francisco—American Rabbit & Cavy Breeders Assn. Nov. 9-9. Mrs. Dorothy Bayliss, Box 504, Hayward, Calif.

CONNECTICUT Danvers—P. of H. State Grange, Jan. 18-19. Rudolph Johnson, Boulder, Colo. Denver—Amer. Natl. Live-Stock Assn. Jan. 11-15. J. C. Meelin, 315 Cooper Bldg., Wash. D. C.

DISTRICT OF COLUMBIA Washington—Order of Odd Fellows, Jan. 24-28. H. Anderson, 1017 9th st., N. W.

ILLINOIS Hartford—P. of H. & Masons, Feb. 7. W. Buck. Millers—State Geological Soc. & Fruit Show, Dec. —, H. C. Miles. New Haven—N. W. England Amling & Tent City Assn. Nov. 14-14. H. J. Boardley, 112 N. Washington st., Boston.

INDIANA Dover—P. of H. State Grange, Dec. 12-13. H. C. Johnson, Smyrna, Ind. Wilmington—Order of Odd Fellows, Nov. 13. D. W. Dyer.

DISTRICT OF COLUMBIA Washington—Order of Red Men, Feb. 12-13. Washington—National Order of Elks, N. W. Washington—Knights of Pythias, Feb. 13. W. A. Kimmel, 1017 9th st., N. W.

MISSOURI Tampa—Tin Can Tourists of the World, Feb. 15-24. L. F. Cleveland, Florence, Wis.

MASSACHUSETTS Macon—P. of H. & Masons, Oct. 31. F. F. Baker, Haverhill Assn. Gs. Agr. Fair, Jan. —. E. R. Jordan, Box 729.

MASSACHUSETTS Idaho Falls—P. of H. State Grange, Oct. 24-26. P. G. Harshbarger, Box 211, Caldwell, Ida.

ILLINOIS Chicago—American Farm Bureau Fed. Dec. 4-7. R. W. Blackburn, 48 E. Washington st. Chicago—International Fair & Stock Expo, Dec. —. Frank H. Kingman, Brockton, Mass.

INDIANA Chicago—Sovereigns League Banquet & Ball, Dec. 10. J. Streiblich, 166 W. Madison st. Chicago—Cotton Machine Mfrs. Assn. Jan. 19-19. James A. Gilmore, Hotel Sherman, 15 N. Dearborn St. Chicago—State Nurseries Assn. Hotel Sherman, Jan. 19-19. M. W. Bryant, Box 23, Princeton, Ind.

INDIANA Chicago—National Grange, Nov. 15-24. Harry A. Caton, Coatesboro, O. Sterling—P. of H. State Grange, Oct. 11-13. C. W. Knecker, 211 Harrison, Mt. Richmond, Ill.

INDIANA Indianapolis—State Bureau, Feb. 27. Mrs. L. D. Boat, Clayton, Ind. La Fayette—State Hort. Soc. Jan. 9-11. R. L. Windmiller, Iowa.

IOWA Des Moines—State Horticultural Soc. Nov. 17-17. R. C. Herzig, State House. Des Moines—Natl. Farm Institute, Feb. 23-24. J. D. Adams. Des Moines—State Adjutants Conf. Post Commanders, Am. Legion, Feb. 18-19. R. J. Leick. Des Moines—State Farm Bureau Fed. Jan. 15-20. V. B. Hamilton. Des Moines—State Farmers Grain Dealers Assn., Jan. 29-29. D. E. Edison, Box 686, Ft. Dodge.

KANSAS Manhattan—State Farm Bureau, Nov. 6-8. Mrs. J. K. Smith, Box 302. Neodesha—P. of H. State Grange, Dec. 11-13. R. M. Porter, Ochs, Texarkana.

KANSAS Topeka—A. F. & A. Masons, Feb. 14-15. E. P. Byrum, Masonic Grand Lodge Bldg. Topeka—Natl. Breeder's Assn. Jan. 4-8. J. B. Coody. Topeka—State Board of Agriculture, Jan. 16-17. J. C. Mohler, State House, Topeka.

KANSAS Topeka—State Fair Assn. Jan. 9-10. H. M. Sawhill, Glascow, Kan. Topeka—Farmers' Exch. & Co-Op. Union, Oct. 23-23. Pauline Cowser, Box 39, Salina. Topeka—Hort. Soc. Dec. 7. G. W. Richard, Topeka.

KENTUCKY Louisville—State Farm Bureau Fed. Jan. 19-19. H. B. Kilgore. Louisville—Knights Templar, Feb. 14. C. M. Rytton, Minden, La.

LOUISIANA New Orleans—P. of H. & Masons, Feb. 12-14. H. B. Brantley, 211 Monroe Temple. New Orleans—A. F. & A. Masons, Feb. 12-14. L. W. Harris, Box 604, Alexandria, La.

New Orleans—Southern Florist Assn. Nov. 6-8. R. E. Mapes, Box 114, Knoxville, Tenn. New Orleans—Junior Order, Oct. 28. H. Alcantara.

MARYLAND Baltimore—State Farm Bureau Fed. Jan. 9-13. J. E. Brody, Laning. Boston—State Hort. Soc. Dec. 12-15. T. P. Mann, Newark, Md.

MAINE Portland—State Pottery Assn. Dec. 15-15. G. T. Adams, Kennebunkport, Me. Portland—P. of H. State Grange, Dec. 4-6. F. A. Richardson, Strong, Me.

MASSACHUSETTS Boston—State Veterin. Odd Fellows Assn. Oct. 31. G. J. Daloff, Winchester. Boston—State Hort. Soc. Nov. 9-11. E. Partridge, 309 Massachusetts ave. Pittsfield—P. of H. State Grange, Dec. 12-13. E. W. Wood, Auburn, Mass.

MASSACHUSETTS Springfield—State Agri. Fairs Assn. Jan. 18-19. A. W. Lombard, State House, Boston. Worcester—Federation of Poultry Assns. Jan. 2. H. A. Whalen, Worcester.

MICHIGAN E. Lansing—State Farm Bureau Fed. Nov. 10-11. C. J. Brody, Lansing. Grand Rapids—State Hort. Soc. Dec. 5-7. H. D. Hoodman, E. Lansing. Grand Rapids—State Nurseries Assn. Dec. 12-14. R. E. Larsen, 653 O'Neill st., S. E., Grand Rapids.

MICHIGAN Leland—Farm City Assn. Nov. 19-19. H. E. Hunsaker, Yanket, St. Niles, Mich. Traverse City—P. of H. State Grange, Oct. 26-27. C. H. Herberich, Lansing.

MINNESOTA Minneapolis—State Hort. Soc. Nov. 14-16. R. E. Macdonald, Univ. Farm, St. Paul. St. Paul—State Nurseries Assn. Dec. —. H. N. Ruedinger, 2929 Colfax ave., S. Minneapolis.

MINNESOTA St. Paul—American Legion Post Commanders and Adjutants of Minn. Nov. 3-4. C. A. Zander. St. Paul—A. F. & A. Masons, Jan. 17. H. Anderson.

MISSOURI St. Paul—Farmers & Home-makers' Week, Jan. 15-17. L. A. Churchill, Univ. Farm, St. Paul. St. Paul—State Farm Bureau Fed. Jan. 15-17. J. S. Jones, Olohe, Mo.

MISSOURI Jackson—State Dairy Products Assn. Jan. 25-26. H. P. McWilliams, Box 1039, Harrisonville, Mo.

MISSOURI Meriden—State Farm Bureau Fed. Nov. —. R. E. Aldrich, Jackson. Excelsior Springs—State Farm Bureau Fed. Nov. 15-15. M. Chas. Schuttler, Box 694, Jefferson, Mo.

MISSOURI Kansas City—Western Assn. of Nurseriesmen, Jan. 3-5. G. W. Holzinger, R. 2, Kansas City. Kansas City—Order of Odd Fellows, Nov. 24-25. A. E. Lister, 1811 Westport road, 22. O. Olenoff, Springfield, Oct. 24-26. C. W. Evans, Cairo, Mo.

MISSOURI St. Louis—State Outdoor Agr. Assn. Oct. 26-28. O. Olenoff, Springfield. St. Louis—State Fraternal Congress, Oct. 19-23. Miss Anna Kampanas, 4 N. 8th st. St. Louis—N. W. Bruns, 1000 N. 10th st.

MISSOURI Boonville—State Farm Bureau Fed. Nov. —. Mrs. P. Wyatt. Nebraska Omaha—E. & S. M. & R. A. Masons, Dec. 5-6. L. E. Smith, 461 Masonic Temple. Omaha—Patrons Educational & Co-Op. State Union, Feb. 14. E. L. Shumaker, 28th and Leavenworth st.

NEBRASKA Lincoln—State Assn. of Fair Managers, Jan. 23-23. G. G. Marshall, Box 25, Arlington, Neb. New Hampshire Manchester—P. of H. State Grange, Dec. 12-14. J. A. Hammond, Lacombe, N. H.

NEW JERSEY Atlantic City—State Farm Bureau, Dec. 8-8. A. H. Agans, Three Bridges, N. J. Atlantic City—State Hort. Soc. Dec. 4-7. A. J. Farley, New Brunswick. Trenton—Agr. Week and State Farm Show, Jan. 29-29. W. C. Lynn. Trenton—State Farm Bureau, Jan. —. H. E. Taylor. Trenton—State Poultry Assn. Jan. —. L. M. Black, College of Agriculture, New Brunswick.

NEW YORK Albany—State Agricultural Accl. Societies, Feb. 20. O. W. Harrison, 121 N. Pine ave. Albany—State Agr. Soc. Jan. 17. P. M. McLaughlin, Albany. Albany—State Hort. Soc. Feb. 1-1. D. R. Joyce. New York—National Home Show Assn. Nov. 4-11. J. S. Wise, 120 Broadway. New York—N. Y. State Amusement Parks, Pools and Beaches, Dec. 4-4. R. A. Rodge, 201 N. Wells Bldg., Chicago.

NEW YORK New York—State Hort. Soc. Jan. 9-12. R. P. McPherson, R. D. 2, Le Roy, N. Y. Syracuse—P. of H. State Grange, Dec. 12-15. Harold Stanley, Skaneateles, N. Y.

NORTH DAKOTA Bismarck—State Farmers Grain Dir. Assn. Probably Feb. 7-9. C. H. Couway, 4 1/2 E. Broadway, Fargo.

OHIO Cleveland—State Nurseries Assn. Jan. —. H. B. Brantley, 211 Monroe Temple. Columbus—State Bro. of Magistans, Jan. 26-27. S. W. Reilly, 37 E. Long st.

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Columbus—State Fair Managers' Assn. Jan. 10-11. Mrs. Don A. DeRitz, Holland Theater Bldg., Bellefontaine, O. Columbus—State Farm Bureau Assn. Jan. 11-12. J. E. Larsen, 693 O'Neill st., S. E., Grand Rapids, Mich. Columbus—State Farm Bureau Fed. Nov. 23-24. L. Lind. Columbus—P. of H. State Grange, Dec. 13-13. W. F. Kirk. Columbus—Farmers Grain Dir. Assn. Feb. 21-22. G. B. Latchaw, Box 123, Fort-Clarka, O.

OKLAHOMA Chickasha—P. of H. State Grange, Dec. 7-8. M. E. Stober. Guthrie—A. F. & A. Masons, Feb. 13-13. C. A. Sturgeon, Masonic Temple. Oklahoma City—State Livestock Assn. Nov. 17. C. Robert, 1000 N. 13th. Oklahoma City—Knights Templar, Nov. —. J. Sinez. Oklahoma City—State Farmers Exch. & Co-Op. Union, Jan. —. T. Cheek.

OREGON Hood River—State Hort. Soc. Dec. 6-7. O. T. McWhorter, Oregon College, Corvallis, Ore. Chamberburg—P. of H. State Grange, Dec. 12-13. K. Bagshaw, Hollidaysburg, Pa. Harrisburg—State Outdoor Agr. Assn. Jan. 18-19. C. Yecker, Box 13, Lancaster. Philadelphia—National Pigeon Assn. Jan. 18-21. H. P. Baldwin, Box 592, Kansas City, Mo.

PENNSYLVANIA Pittsburgh—State Fraternal Congress, Nov. 2-3. H. H. Michol, 1239 Arch st., Philadelphia. Pittsburgh—Order of Red Men, Oct. 23. James Monroe, 175 Althea st., Providence. Philadelphia—National Pigeon Assn. Dec. 12-14. F. J. Kennedy, Greene, R. 1.

PENNSYLVANIA Richmond—R. A. Masons, Oct. 24-25. Richmond—A. F. & A. Masons, Feb. 13-13. J. M. Cliff, Masonic Temple. Winchester—P. of H. State Grange, Oct. 27-27. M. Turner, Winchester, Va.

WISCONSIN Madison—Farm and Home Week, Jan. 20-Feb. 3. W. W. Clark, College of Agr., Madison. CANADA Edmonton—Alta—Un. Farmers of Alta, Jan. 23. Eileen Hird, 1000 10th St., Calgary. Regina—Bank-Dairy Assn. of Bank, Feb. 6-7. P. Reid, Legislative Bldg., Regina, Sask. Toronto—Order of Odd Fellows, Feb. 21-22. H. H. Hattman, 39 Drake st.

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A COMPLETE OFFERING OF REBUILT 5c Selective Candy Bar Machines and Hershey Machines. **ADAIR COMPANY, 733 S. Euclid Ave., Oak Park, Ill.**

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A-1 BARGAINS IN WURLITZER PHONO-graphs—All models; Wurlitzer Scales, Peanut Machines, Automatic Psycho Novelty Games and Consoles. Write us just exactly what machines you need. All our machines guaranteed. **ROYAL DISTRIBUTORS, INC., 409 N. Broad St., Elizabeth, N. J.**

AIRWAYS, BALLY RESERVES, FLEETS, SKI HI, Bobs, Jungles, Dix, Carnival, Marvel, Cargo, Bambinos, Vogue, Electros and Gaytimes, 36.00; Fiesta, Handicap and Snappy, \$5.00; World's Play, Regatta, St. Morris, Peachy, Zeta, Odd Ball and Palm Springs, \$12.50; Spinner, Midway, Double Treasure, Side Kick, Keeney Hit, P., \$15.00; Rink, F. P.; Stop and Go, F. P.; Bubbles, F. P.; \$25.00; Majors, F. P., \$40.00. **WESTERN SALES CO., 925 E. Second St., Little Rock, Ark.**

ATTRACTIVE RACKS FOR BAGGED NUTS and other merchandise. Also Vending Machines. **VEDOR SERVICE, 9301 S. Broadway, St. Louis, Mo.**

BARGAINS—1c SKILL GAMES: BINGO, Criss Cross, A.B.T., Big Game Hunter Targets, \$7.50 each; Basket Ball, \$10.00. **ROBBINS CO., 11418 DeKalb Ave., Brooklyn, N. Y.**

COUNTER GAMES—PENNY SMOKES, 54.50; Groetchen Zephyr, \$5.50; Kauter King, \$9.50; Deuces Wild, \$6.50; Skill Draw, \$6.50; Penny Packs, \$6.50; Exhibit 36 Game, \$4.50; Exhibit Rotary Merchandise Escalator Model, \$44.50; Blue Front Slots, \$29.50; Cherry Balls, \$39.50; Melon Bells, \$49.50; Mills Flashers, \$24.50. **VEDOR SERVICE, 9301 S. Broadway, St. Louis, Mo.**

EIGHTY MACHINES—LIKE NEW, USED THIS summer. Mills Brown Fronts, Blue Fronts, Wurlitzer Rot-A-Tops, Five, ten and twenty-five cent play; as low as \$35.00. Also Paces Races, Evans Dominoes, Rotolots at lowest prices. **BOX C-298, care Billboard, Cincinnati, O.**

EXHIBIT CLAWS AND ROTOMATIC MER-chandises—A-1 condition. From \$40.00 up. **BOX C-298, care Billboard, Cincinnati, O.**

FOR SALE—ELECTRIC EYE, \$15.00; RADIO Rifle, \$65.00, and Western Bait Ball, \$45.00. **3157 W. 25th St., New York, N. Y.**

FOR SALE CHEAP—5 1937 ROCK-OLA PHONO-graphs, A-1 condition, and one Mills Vest Pocket. **GO. MILANOVICH, Paris, Ill.**

GREAT SAVINGS—ALL MAKES TIME-TESTED Slot Machine Parts; also Nickel, Dime, Quarter Slotmachines, \$7.50 up. **COLEMAN NOVELTY, Rockford, Ill.**

LIKE NEW—6 BINGO, 4 CRISS CROSS, \$6.00 each; the lot \$50.00. **W. L. GROOVER, 1896E Madison St., N. W., Atlanta, Ga.**

MAJORS, \$35.00; FLEET, \$12.50; CHIEF, \$22.50; Carnival, \$9.50; Jitterbug, \$14.50; Rink, \$12.50; Regatta, \$15.00; Review, \$12.50; Bally Royal, \$24.50; Pot Shot, \$35.00; Softtop, \$30.00; Stop and Go, \$22.50; Jungle, \$12.50; Rink Free Play, Circus, Stop and Go, \$25.00; Rink Club Free Play, \$25.00. **Enrico Crane, 221 Play, 225 Midway, \$22.50; Side Kick, \$21.50; Up and Up, \$39.50; 5th Inning, \$15.00; Victory, \$64.50; Pig Game, \$64.50; Chevrolet, \$35.00; Cowboy, \$49.50; Champion, \$64.50; Bangs, \$59.50; Hillite, \$49.50. Send deposit with order. **LEIGH SPECIALTY CO., 24 and Green, Philadelphia, Pa.****

SPECIAL SALE—ROCK-OLAS NO. 2, \$32.50; No. 3, \$49.50; Seeburg A, \$35.00; Mills De Luxe, \$37.50; Swing King, \$32.50; Wurlitzers \$15.00-17.50; \$37.50-50.00; \$1.50-12, 312, 554. **Good deposit, balance C. O. D. F. A. B. AMUSEMENT COMPANY, Pensacola, Fla.**

TRADE 30 BUMPER NOVELTY GAMES FOR 100 Tables, only \$5.00 each. Write Mutual Service Co., 1211 E. Third St., Dayton, O.

WANT PENNY, NICKEL NORTHWESTERN Peanut Machines—Standard type. Give details and lowest price. **BOX 7, care Billboard, 1264 Broadway, New York.**

WANT TO BUY—FREE GAME MARBLE Tables. Send kind, price first letter. **AMUSEMENT CO., Oklahoma City, Okla.**

WANT FOR CASH—MOTOSCOPE PHO-tomatics. Please state quantity and condition. Write quick. **SAM SEMEL, 109 Grand St., Brooklyn, N. Y.**

WANT LATE TYPE FREE PLAY MACHINES—in good condition. **L. C. AMUSEMENT CO., 1415 Ridge, Niagara Falls, N. Y.**

WANTED FOR CASH—ALL TYPES OF USED Vending Machines. State lowest price, condition and quantity. **ASCO, 383 Hawthorne Ave., Newark, N. J.**

WANTED—LATE MODEL SLOTS AND other machines in good condition. Will pay cash or trade for good 12-Record Seeburg Wurlitzers and Rock-Olas. Also have 5 almost new telescopes (1c picture machines) with stands. **ROYAL DISTRIBUTORS, 409 N. Broad St., Elizabeth, N. J.**

YOUR CHOICE, \$10.00—ODD BALL, J. P., \$100s, Regatta, Review, Thunderbolt, Lightening, Fiesta, etc. **PASTIME AMUSEMENT, 100 Bolton, Dayton, O.**

5 1/2" BALL CUM, FACTORY FRESH, 12c BOX; Ball, Stick, Midget, Chicks, every Vending. **AMERICAN CHEWING, Mt. Pleasant, Newark, N. J.**

56 CANDY BAR MACHINES, \$10.00; 1c Cigarettes, \$7.50; Snipe, \$3.00. Our new catalog is ready. Send for free copy. **EASTERN, 350 Mulberry, Newark, N. J.**

60 MILLS BELLS—BROWN FRONT, FIVE, ten and twenty-five cent, like new, \$47.50; fifty cent, \$60.00; Blue Fronts, Single Jack, \$10.00; Double Jack, \$22.00; Cherry Bells, 10c, \$35.00; Blue Front, fifty-cent, \$50.00; 10c Extraordinaries, \$27.00; OT's, \$23.00; Columbus 10c, \$23.00; War Eagle with Area Gen. \$23.00. **W. J. DEW, Columbus, O.**

180 USED ARCADE MACHINES FOR \$1,000.00, or piece meal at give-away prices. We are retiring from business. Take advantage now of this unusual offer, as the long winter months will give you time to make them look like new. Also 20-Foot Shooting Gallery for \$550.00. Come with your truck and haul them away. **DETROIT AUTOMATIC, 70 Monroe, Detroit, Mich.**

200 LIKE NEW TWO-COLUMN 1c VENDERS, \$7.50 each. Formerly \$18.50 each. **BUREL & CO., INC., 629 Orleans, Chicago, Ill.**

500 1c SNACKS THREE COMPARTMENT VEN-ders, like new, equipped with areas Gen. just for merchandise compartment, \$11.95 each; 25 or more, \$10.95 each. **BUREL & CO., INC., 629 Orleans, Chicago, Ill.**

COSTUMES, UNIFORMS, WARDROBE

A-1 EVENING GOWNS, WRAPS, \$2.00; SHOES, 50c up; Furs, Costumes, Mixed Bundles, \$1.00. Street wear. **CONLEY, 310 W. 47th, New York.**

ORCHESTRA COATS—JACKETS, \$2.00; Tuxedos, Overalls, Fur Coats, \$10.00; Casual Cycle, \$35.00; Chorus Costumes; Velvet Cycle. **WALLACE, 2416 N. Halsted, Chicago.**

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EXPERT ANALYSIS, RESEARCH, INDUSTRIAL Development, Newest Guaranteed Formulas. Biggest catalog free. Nominal prices. **GILSON LABORATORY, Chemists, BH-1142 Sunningdale, Chicago.**

THAXLY FORMULAS FOR PERFECT PRO-ducts. Accurate analysis assured. Resultful research. Catalog free. **Y. THAXLY CO., Washington, D. C.**

FOR SALE—SECOND-HAND GOODS

CHEVROLET BUS—ELEVEN PASSENGER, FINE condition. Going out of business. Will sell at good price. Address **BOX C-310, Billboard, Cincinnati.**

CORN POPPERS—FEARLESS, ALL ELECTRIC, giant geared popping kettles, caterers' equipment. Get our prices first. **NORTHSIDE CO., 1001 N. E. St., Indiana, Ia.**

LORD'S PRAYER PENNY MACHINE—IN guaranteed excellent condition, for sale to the highest bidder. **GUS HAPPEL, P. O. Box 171, Quincy, Ill.**

PORTABLE SKATING RINK—FIFTY BY ONE hundred twenty feet, new Tent, \$2,500. **C. T. MOORE, D. Post, Arlington, Tex.**

3 WURLITZER ORGAN—LIKE NEW, OR trade for Sander, Skate Rider, Skates or what have you? **MARION GUIDOS, Millisboro, Pa.**

FOR SALE—SECOND-HAND SHOW PROPERTY

PEEPHOLE REDUCING LENSES—GIVES GOOD full vision in small space. Measure 5 1/2 inches. Covers a wide angle of view. Only \$1.00 each. Hurry. **CHICAGO SALVAGE STORE STORES, 509 S. State St., Chicago, Ill.**

THEATRE SEATS CHEAP—OR EXCHANGE. Need rooms. Act quick. What have you? **B. C. PERRY, Box 416, Highlands, N. J.**

TWENTY-FOUR SEAT ADULT CHAIR PLANE—Complete. Motor, Fence, Ticket Box, Wurlitzer Organ 157. **CALVIN CRUNER, Pinckneyville, Ill.**

TWENTY WAX FIGURES—75 YARDS RED Velvet, Amplifier complete. Stored \$2.00. Sell cheap for cash. Also **PAUL E. HIBBERT, 240 Hollywood Ave., Hillside, N. J.**

HELP WANTED

BACK TUMBLER FOR STANDARD TROUPE — Good wages, taken care during layoff. Age not over 24; weight not over 150; height not over 5'7". **BOX 995, care Billboard, 1564 Broadway, New York.**

BOOKER WITH CAR FOR JAMBOREE RADIO — Show steady work, good proposition. **TOMMY SUTTON, W.B.C., Indianapolis, Ind.**

BELLEQUE — HULA, CHORUS AND SHOW — Girls. Free to travel. Send details and small picture. **L. MURPHY, care Billboard, Cincinnati, O.**

EXPERIENCED MECHANIC — TO SERVICE automatic photographs and all types pin games. Get in touch with **WALTER H. THIE-MAN, Jasper, Ind., immediately.**

GIRL MUSICIANS—ALL INSTRUMENTS, GIRL Singers. Also organized Girl Band wanted by club owner for steady location work. Send photos. Also want Male Musicians doubling one or more instruments and good Male Band. **P. O. BOX 2031, Wichita, Kan.** oc28

ORCHESTRA LEADER, SONGWRITER, COM-POSER wants capable Business Agent to contact Music Publishers; also book and route or-chestra. **JAY GROBEY, 46 Walden, Buffalo, N.Y.**

PIANO AND VOCAL TEAMS — MAN AND Woman or two Girls for night club work with excellent contracts or Specialty Teams. Must have good wardrobe. **DOMINO CLUB, 2811 E. Broadway, Alton, Ill.** Phone 2000.

WANT TO HEAR FROM GIRL HILLBILLY EN-tertainers—Write immediately. State all. **MACK LUNSFORD, care Radio Station, Decatur, Ill.**

WIRE WALKERS WANTED—BOY AND GIRL. Amateurs considered. Girl to do wit, traps or loop. Send photo. **BOX C-312, Billboard, Cincinnati.**

YOUNG MAN—SINGLE, NOT OVER 28; 5, 8, for Acrobatic International Novelty. Nice personality essential. Tumbling, handbalancing unnecessary. Apply at once. **M. ENDLER, 250 E. 30th, New York.**

MAGICAL APPARATUS

CATALOGUE OF MINDREADING — MENTAL-ism, Spirit Effects, Horoscopes, Forecasts, Buddis, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts. Wholesale prices. World's largest stock. New 156-page illus-trated catalogue, 35c. **NELSON ENTERPRISES, Nelson Bldg., Columbus, O.** no4

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN, 220 W. 42d St., New York City.** no4x

PINKY—STRICTLY PROFESSIONAL PUPPETS, Ventriloquist Figures, Punch and Judy and Marionettes. **PINKY, 1261 North Wells St., Chicago.** Illustrated folder free.

MISCELLANEOUS

WOW — NEW VEST POCKET SIZE CARTOON Books. They're colossal, 3 sample books, 25c each. **WINKLERS, 331 14th St., Brooklyn, N.Y.**

M. P. ACCESSORIES & FILMS

NOTICE

News and display advertisements of in-terest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

A COMPLETE ASSORTMENT OF ATTRACTIONS New Prints, priced from .00 to \$20.00. 35MM. Talks only. **BUSSA FILM EXCHANGE, Friendship, O.** no4

AT LIBERTY ACROBATS

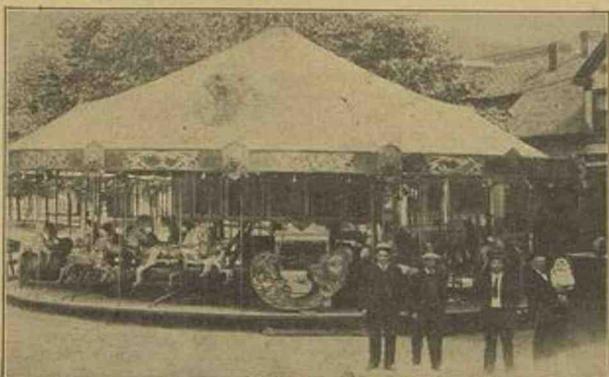
AERIALIST — DOUBLE OR SINGLE TRAPEZE, Rings, Web Ladders. Weight 103 lbs. Work high or low. **KAY POWELL, 1932 Bancroft Ave., San Leandro, Calif.**

AT LIBERTY AGENTS AND MANAGERS

AGENT, BOOKER, Contractor, Publicity Director "Twenty years" theatrical, musical comedy, variety, circus. Oust to great experience. Pleas-ure attractions only. Expert contractor. High-ly priced music. Slide salary. **JOHN W. BORDICE, 1811, 180 N. Winder, Adrian, Mich.** no4

RELIABLE AND CAPABLE MANAGER for large circuses or any large high-class attraction. Available immediately. Years of experi-ence. Oust to great salary received. **THOMAS, BOX C-308, Billboard, Cincinnati, O.**

Show Family Album



THIS PHOTO was taken on the lot of the St. Louis Amusement Co., managed by Elmer W. Weaver and W. O. Brown, in 1914. At the left is shown W. O. Brown and at the extreme right is W. G. Wren, of Wren Bros.' Texas Stock Co. In his arms is his granddaughter, Juanita, now Mrs. Carl Fontaine, granddaughter of Mrs. Annie Wren and daughter of Mr. and Mrs. Leo Carrell, the father having the Monkey Circus on the Cotlin & Wilson Shows.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

BARGAINS IN USED PROJECTION MACHINES, Opera Chairs, Screens, Spotlights, Stereoscopes, etc. Projectors repaired. Catalogue 5 free. **MOVIE SUPPLY CO., LTD., 1318 S. Washburn, Chicago.** no11x

EXHIBITORS — NEW 500-WATT STEREOPICTURE machines having Long and Short Throw Lenses. Color Wheel \$25.00. Catalogue. **GROBERG STEREOPICTURE WORKS, Sycamore, Ill.**

FLASH! WAR IN EUROPE! — 8 16MM. FILMS. See actual bombing scenes, land-sea-sky. Thousands other subjects. Silent-Sound Films rented everywhere. Bargains in equipment. Trades accepted. Free illustrated catalogue (with sample art film, 10c). **GARDEN EX-CHANGE, 317 W. 50th, New York.** x

FOR SALE — BRAND NEW PRINT OF PICTURE "Protect Your Daughters," with 3 Trailers, 100 One Sheets, plenty other advertising. Real roadshow attraction. \$200.00. **GOODWIN FILM EXCHANGE, Box 364, Poplar Bluff, Mo.**

LARGE NEW STOCK OF 35MM. PRINTS FOR Sale or Rent—Roadshow Attractions. **SPEER FILMS, 2937 College, Ft. Worth, Tex.**

NEW LIST OF 35MM. PICTURES FOR SALE — Very low prices. First-class prints. Stamp per list. **BOX 163, Hasting, Mich.**

WANT OLD MOVIES—KEYSTONE COMEDIES, etc.; also Wax Figures and Slots. **GEORGE LITTLE, 159 Lee St., West Haven, Conn.**

WESTERN, SPECIALS, ROADSHOWS—SELL OR Rent. Circuit rates. Projectors for sale. Complete Tent Outfit. **LONE STAR FILM COMPANY, Dallas, Tex.**

WRITE TODAY FOR BARGAIN LIST—16MM, Projectors and Film. **J. MAHMARIAN, 619 15th St., Union City, N. J.**

35MM PORTABLE, PROFESSIONAL TALKIE Outfits Cheap—Send for 100-page catalogue. World's largest house. **S. O. S. CINEMA SUPPLY CORP., New York.** x

35MM. SOUND ON FILM — WESTERN, AC-tion, War, Gangsters and Medical. Write **APOLLO EXCHANGE, 117 S. 9th St., Newark, N. J.** no4

MUSICAL INSTRUMENTS, ACCESSORIES

SEND FOR INFORMATION ON OUR \$1,000 Roller Portable Rink Organ. Two manual and pedal. **COZART ORGAN CO., Danville, Ill.**

PARTNERS WANTED

AMUSEMENT PROMOTER AND WIFE PART-nership—New Idea "Bingo." Money-maker. Wonderful possibilities. **"PEAKER," 1108 1/2 16th St., Wichita Falls, Tex.**

GIRL AERIALIST OR ATHLETIC GIRL TO Learn Novelty Act. Good opportunity. Long season. **BOX 999, care Billboard, 1564 Broadway, New York.**

PHOTO SUPPLIES AND DEVELOPING

ACT NOW — 4-FOR-A-DIME OPERATORS. Send today for information on the new Photo-Flash outfit using only six 20-watt lamps. Takes pictures size 1 1/2 x 2. **MARKS & FULLER, Inc., Dept. BC-11, Rochester, N. Y.** oc28x

ALL 4 FOR 10c OPERATORS—CUT PRICE ON all Machines and Supplies. Full Length Cameras. **WABASH PHOTO SUPPLY, Terre Haute, Ind.** oc28

BUILD YOUR OWN PHOTO MACHINE — Camera, \$10.00; Center Panel with Camera, Lens and Light Cabinet, all wired and connected, \$65.00. Plans for building cabinet free with either order. Enlarger making 3x5 and 5x7 enlargements, \$10.00; new Hi-Speed Enlarger, \$20.00; same Hi-Speed Machine now only \$100.00. **OLSON SALES CO., 313 9th, Des Moines, Ia.** x

ROLLS DEVELOPED — TWO PRINTS EACH and two Free Enlargement Coupons, 25c. Residuals 2c each; 100 or more, 1c. **SUMMERS STUDIO, Unionville, Mo.** no18x

SAVE MONEY—DEEP CUT PRICES ON 4 FOR 10c Photo Supplies. Eastman Direct Positive Paper, 1 1/2 inch x 2 5/8 in., \$4.75 per roll. All sizes carried in stock. Glass Frames, Folders, Chemicals and all supplies at deep cut prices. Write for catalog. **HANLEY PHOTO COMPANY, 205 E. 12th, Kansas City, Mo.** no4

SALESMEN WANTED

CHRISTMAS 21-PIECE HOLIDAY BOX ASSORT-ments as low as 28c! Holiday Goods, Calendars, Wreaths, Wrappings, etc. Big profits! Catalog free! **ELRKO, 440 N. Wells, Chicago.** no28x

SALESMEN — AMERICA'S FINEST SIDELINE, 40% commission daily. 725 fast-selling re-peat items. Every business uses and must buy. No investment. Sales portfolio free. **DAVID LIONEL PRESS, 312 S. Hamilton, Dept. KC, Chicago.** x

SCENERY AND BANNERS

BEST CARNIVAL AND SIDE-SHOW BANNERS on Earth. Positively no disappointments. **NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago, Ill.** oc28

DYE DROPS — LIKE NEW OVER 300 DE-signs. 10c to \$25. complete. Special designs. **SCHLEL SCENIC STUDIOS, Columbus, O.**

THEATRICAL PRINTING

WINDOW CARDS—14x22, ONE COLOR, 100, \$2.50. 50% deposit. balance C. O. D. plus shipping charges. **THE BILL PRESS, Winton, Penna.**

WINDOW CARDS — 100 14x22" WHITE, cream-binding, 2 colors ink, \$2.95. World's best. Handbills, Bumperettes, Distinctive Sta-tionery. **SOLLIDAYS, Since 1897, Knox, Ind.**

6x9 HERALDS—55c PER THOUSAND, IN FIVE thousand lots. 1c disposal. Special designs. Quick service. **AMUSEMENT, 643 Washington, Atlanta, Ga.**

100 14x22 WINDOW CARDS, \$2.50; 5,000 3x9 Dodgers, \$1.00; 500 Letterboards or Envelopes, \$1.85. **CRESSMAN SERVICE, Washington, D.C.** no28

250 8 1/2 x 11 3/8-LB. WATERMARKED BOND Letterheads, \$1.00; 250 6 1/2 x 2 1/8-Lb. Envelopes, \$1.00; both for \$1.75. **VICK'S PRINT, Exeter, N. H.**

WANTED TO BUY

PORTABLE ROLLER RINK FLOOR AND ABOUT 200 Pairs Skates. **BOX C-313, care The Bill-board, Cincinnati, O.**

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2c a Word—FIRST LINE IN THIS STYLE TYPE

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Minimum 25c

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AT LIBERTY BANDS AND ORCHESTRAS

AVAILABLE FOR ALL ENGAGEMENTS IN OR near Washington, D. C.—Buddies Girl Dance Band. Write or wire **GRACE SIMPSON, 25 Sec-ond St., N. E., Washington, D. C.** oc28

FIVE-PIECE BAND WANTS LOCATION — Doubles, Novelties, Vocals. Full equipment. Can leave at once. **WALLY PASKE, Wells, Minn.** oc28

CID BRODRICK ORCHESTRA—SIX OR SEVEN union men, plus Girl Vocalist. Travel any-where. Sweet dance music in special arrange-ments. Good organized band. Permanent ad-dress: **CID BRODRICK, Troywood, O.**

WELL-KNOWN TEN-PIECE ORCHESTRA — Available for location. Immediately. Prefer Florida. Girl Singer. Fine equipment. Union. For information contact **LEADER, Apt. 238, Tivoli Hotel, Chicago.**

AFTER NOV. 1.—Fast Six-Piece Dilettante Band. Versatile, entertaining, plus every essential, including thorough responsibility and organization. Available for immediate study. Locate Middle West or South. **BOX C-305, Billboard, Cincinnati.** no4

AVAILABLE—Experienced Ft. Orchestra for the finest music available. Also Bring Quartet Com-pletion for hotel, concert and State. References exchanged. **RALPH GARCIA, 708 E. 86th St., Chicago.** oc28

AVAILABLE NOVEMBER 15TH — Eight-Piece Orchestra. Union. Contact at once. **FLEEN, 625 E. 4th St., Brooklyn, N. Y.**

FIVE-PIECE DANCE COMBINATION — Piano, Trumpet, Tenor Sax, Clarinet. Contact **LEADER, P. O. Box 1, Kensington Station, Brooklyn, N. Y.**

FIVE TO EIGHT MEN—Open for either location or State. Write and cite **CUMMINS, 629 E. Third St., Brooklyn, N. Y.**

GIRL ORCHESTRA That Sings and Sings—Per-fectly trained. Four pieces or more, organized. Solicits, personally of experience, with fine, literary. Travel anywhere, prefer West. Write **WINGBETTER, General Delivery, Minneapolis, Minn.**

NOV. 1st — Make Combination. Many styles. Try in several. Write for details. **ALAN, Box 100, New York 10.** Also good where it and it have played before. **MUSICIAN, Box 1171, Miami, S. D.** no4

TRIO OF MUSICIANS for Your Night Booth—A Sweet Swing Combination. Piano, very modern, plus saxophone, bass, drums, and vocal. Also has good Violin and Clarinet. Next appearance, above reliable, dancing and singing. Also has good work. Available for advertising states. Please allow work before. Write me **EVERETT SWANER, Oak-leville, Charfield, Cal., Pa.**

AT LIBERTY BILLPOSTERS

AT LIBERTY—Billposter or what you want to call it. Twenty years' experience. Write or air mail. A. C. NICHOLSON, 722 1/2 W. 4th, Tulsa, Okla.

AT LIBERTY

CIRCUS AND CARNIVAL

AT LIBERTY—SIX LION ACT. ALL PROPS and transportation. BOX C-301, The Billboard, Cincinnati, O. **0c28**

AVAILABLE FOR THEATERS AND STORES—Comedy Stock Wire and Tramp Juggling Act. **CECIL WOODS**, Poplar Bluff, Mo. **no18**

EDDIE REECE—ALLOWS AUTO TO PASS OVER body. At liberty soon. Salary or salary and concession privileges. General Delivery, Corvallis, Tex. **no4**

CAPABLE CARNIVAL OR CIRCUS SECRETARY and Treasurer wants winter assignment. Can join at once. Salary reasonable. Also handle press back with show. **SECRETARY**, 117 N. 13th St., Richmond, Ind. **0c28**

COMEDY MAGIC—Punch and Judy, Electric Act, Circus class. Name-Cling Mental Act. Can do with money. **CORLEAND WINSTON**, 80 1/2 Ave. Brooklyn, N. Y.

FAMOUS WHITESIDE TROUPE at Liberty for Circus, Shows, Amusement, Night, Day, Air Act. Loop Trapes, Act. Web Act, Herring, Ring, Single Trapes, Rings, Clowns. **THOS. P. WHITESIDE**, Cincinnati, O. **no4**

RIDICULOUS TRIO—Three Regular Clowns, best of show. Four acts. Go anywhere. Address care of The Billboard, Chicago, Ill.

SECRETARY—Dependable man, age 31. Fair, honest, loyal. Good bookkeeper. Can do double star. Salary or commission. **BOX 21, Berkeley, Calif.**

SEX ATTRACTION for Musicians, Shows, etc.—Youth, appearance and ability. Beautiful wardrobe and flash. Exposure if desired. Photos to agents at once. **DAVID RIGGAN**, 1243 W. 17th St., New York, and vicinity. **ED ROBERTS**, 222 1/2 Ave. Paul La Paque, 835 N. Duway, Baltimore, Md.

AT LIBERTY

COLORED PEOPLE

FAST TWELVE-PIECE COLORED ORCHESTRA—Available four nights per week for one night only. **DAVID RIGGAN**, 1243 W. 17th St., New York City. **no4**

AT LIBERTY

DRAMATIC ARTISTS

GENERAL BUSINESS OR AS CAST—Specialties, double Piano. All essentials. Experienced, reliable. State all, salary your limit. Join at once. **DAVID RIGGAN**, 1243 W. 17th St., Richmond, Va.

AT LIBERTY—Helen Gentry and Walter X. Pryor. Helen, age 28, A-1 Piano, Piano Accordion, General Business or Characters. Walter, age 28, all-around Comedian, Harp in orchestra, single or double circuit. Have car. Gladstone Hotel, Kansas City, Mo.

AT LIBERTY

MISCELLANEOUS

PUNCH AND JUDY—(Strictly first class). First and last in entertainment for special advertising, exhibitions, functions, balls, cabarets, parties, etc. **CALVEIT**, Billboard, New York. **no18**

AT LIBERTY

M. P. OPERATORS

ATTENTION, SHOWMEN—Expert Projectionist. All types machines, including 16MM. Full knowledge free show approved by small town exhibitors. Concluded three successful seasons with large company operating Eastern Illinois and Western Indiana. Seven years' experience. Write for winter. **WILLIAM SAUNDERS**, Newman, Ill. **no4**

EXHIBITORS—Expert projection men increased exhibition. Expert Projectionist, capable of repairing, adjusting, or repairing any sound projection and amplifying systems, waste steady job in small town. Excellent references. **ALFRED WEHMAN**, 1275 W. 54th St., Cleveland, O. **0c28**

AT LIBERTY

MUSICIANS

ALTO SAX—CLARINET—Can join immediately. Read, ride. Plenty experience in large and small bands. All offers considered. All mail answered promptly. **JIMMY ELLISON**, Box 225, Denison, Tex.

FAST TRUMPET—DIXIE—land style, good reader and fine tone. Write or wire to **YOD THORP**, General Delivery, Thornton, Tex.

TROMBONE—TEN YEARS'

experience. (D) Range, tone, Dabland good clean habits, congenial. All-around man, cut no or notice. **RAY BELLE**, General Delivery, Taft, Calif. **no4**

VIOLINIST, TROMBONIST,

Arranger, Composer—Experienced from symphony to swing. Conservatory trained. Reliable, neat, sober. 21. Non-union, will join. **MUSICIAN**, Box 123, East Brady, Pa. **0c28**

A-1 TROMBONE AND TRUMPET TEAM—Trombone, Vocalist; Trumpet, Arranger, Novelties, and a specialty. Write or wire **JOHNNY STRONZ**, Pardee St., Wadsworth, Ill.

ALTO SAX—DOUBLING CLARINET, VIOLIN—Union. **LEO JOHNSON**, 512 N. 13th St., Milwaukee, Wis.

AT LIBERTY—MODERN RHYTHM GUITAR, double on Violin. Also Sing, Read or Write. Prefer small combo. Must be in South. Write **ARTHUR FRISBEE**, General Delivery, Jacksonville, Fla. **no4**

BANDMASTER—TEACHER BAND AND ORCHESTRA INSTRUMENTS. Sign Painter. **BOX C-109**, Cincinnati, O. **no4**

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DRUMMER—EXPERIENCED, SOBER, RELIABLE, single. **LAURENCE FAUBEL**, Wisner, Neb. **no4**

DRUMMER—VIOLIN, VOCALS, ALSO GUITAR. Vocalist. Good wardrobe. No panics. South ok. **862 3d St., Beloit, Wis.**

GOOD TROMBONIST—YOUNG, SINGLE, City, La. Can cut. **CHARLIE DEMOS**, Morgan City, La.

GUITAR—SOLID RHYTHM, MODERN TAKE-OFF. Read or fake. Sober, experienced and reliable. Go anywhere. Panics, etc. lay off. Absolutely can cut. **WALLY SPANGLER**, Santa Rita, Mont.

TROMBONE AND ARRANGER—READ, FAKE, transpose any parts. Good tone, high range. Sing some. Name band experience. Can cut it. Write or wire **FRANK MUSICIAN**, 705 4th St., C. N. E. Childress, Tex. **0c28**

TROMBONE—AGE 27, UNION, EXPERIENCED. No one niters. **CARL SCHULTZ**, Mt. Vernon, Ohio.

TRUMPET PLAYER—DOUBLE STRING BASS. Swing man. Cut shows and playing arrangements. Dependable answers, please. Non-union. **DICK DAVIS**, 326 1st St., Greenfield, Ohio. **0c28**

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A-1 SWING DRUMMER—Age 21, single, good looking, well appearing. No touring. Instrumental, read, sing. Theater, radio, floor show experience. Can play with rhythm. Like funk, four beat, Dixie, Flat, Jazz, ballad and swing. Gene Kemp, pearl drums and toms. All offers considered. Write or wire **FRANK MUSICIAN**, 705 4th St., C. N. E. Childress, Tex. **0c28**

ALTO SAX, CLARINET—Age 26. Have 1937 Chevrolet coupe and arrangements for large or small band. **DEWE SOUTH**, NAM HOWE, General Delivery, Box 102, Letts, Mo.

ALTO SAX-CLARINET—Doubling Trumpet and Flute. Eight years' experience all lines. Read and ride instruments. Address good tone. Age 25, union. Not misapprehending. Bands on location, write or wire mail detail. Address fine reliable proposition. **WILL BERG**, 4558 Oakland, St. Louis, Mo.

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DRUMMER—Well experienced in dance work. Able to read, solo. No touring. No violin. **MUSICIAN**, 3016 Pinkney St., Omaha, Neb.

EXPERIENCED TROMBONE—Will go anywhere with reliable orchestra. Write or wire **FRANCIS PAHL**, Olney Hotel, Jackson, Mich.

GIRL DRUMMER—Experienced in cafe, fair and dance work. Union, young, good reader. **P. J. JOY**, 1016 W. 12th St., New York, N. Y. **BOX 4254**, Billboard, Cincinnati, O. **no4**

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PROFESSIONAL DRUMMER—15 years' experience, young, reliable, cut it with anything. Like to read and fake shows. French, Spanish, Italian, and jazz. **JOHN JOY**, Write or wire, stating all details, to **BEN FAVISH**, 5210 Union St., Beloit, O. **no4**

REGULAR GUITARIST—Will consider any type of combination with future. Prefer orchestra or big band. Union, French, Spanish, Italian, and jazz. **JOHN JOY**, Write or wire, stating all details, to **BEN FAVISH**, 5210 Union St., Beloit, O. **no4**

TRUMPET—Will consider any type of combination with future. Prefer orchestra or big band. Union, French, Spanish, Italian, and jazz. **JOHN JOY**, Write or wire, stating all details, to **BEN FAVISH**, 5210 Union St., Beloit, O. **no4**

STRING BASS—Double Guit, sing, read, fake. **GEORGE RING**, Box 21, single, available. **LEONARD ZINGER**, R. H. J. Davidson, New York, N. Y.

TENOR, ALTO AND CLARINET—Read, transpose, play in any style. Write or wire **DAVE DODSON**, Hollywood, Pa. **no4**

TRUMPET—Read, fake, solo, good range. **DAVE DODSON**, Hollywood, Pa. **no4**

VIOLINIST—Violinist 1st Director, 16 years. **FRANK MUSICIAN**, General Delivery, 1243 W. 17th St., New York, N. Y. **no4**

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Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by **CLAUDE R. ELLIS**

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

New Mark Is Set By S. D. Corn Show

MITCHELL, S. D., Oct. 21.—In the face of a showstorm on opening day and cold weather for half the remaining week, Corn Show Festival here on September 25-30 had receipts of \$28,398, an increase of \$3,199 over the 1938 show, and an increase for the eighth successive year since inception in 1932, reports Charles S. Weller. Last year weather was fair and warm during the entire week.

Increase in receipts was attributed chiefly to booking of Paul Whiteman's Band, contracted by Wallace J. MacLean. Whiteman's program was broadcast Wednesday night over a national hook-up. Other attractions on the bill were Jean Edwards, Clark Dennis, Modernaires, Whitson Brothers, Three Olympians, Roscoe Ates and Hudson Wonders.

Credit for yearly increases in attendance and receipts is given a committee of local business men who direct the festival and give particular attention to the entertainment program. This year's group was headed by Dyer H. Campbell. In 1932 receipts were \$7,496; 1933, \$8,538; 1934, \$10,464; 1935, \$15,200; 1936, \$15,434, and 1937, \$18,239.

Fresno Show Pulls 34,000; Six Vaude Acts Are a Draw

FRESNO, Calif., Oct. 21.—Aided by presentation of a six-act vaude bill, National Home Show, under auspices of the Realty Board, drew 34,000 in Memorial Auditorium here on October 19-18, reports Chairman George Brown Hammond. There were 52 booths in operation, 60 per cent of which were re-signed for next year's show.

Show was produced by Federal Production Co. and directed by Edwin N. Williams. Stage bill included Oakki and Taiki, perch; Pina Tulo, ladders; Roman Troupe, foot juggling; Severance Revue and Jeffries, tight wire.

Mo. Jubilee Makes Profit

SIKESTON, Mo., Oct. 21.—Drawing power of Ray Hutson's Ork lifted the recent Southeast Missouri Jubilee here out of the red. Dance made a profit of about \$485, while remainder of the Jubilee broke even, said Conly Furell, general secretary. Receipts from other phases of the event were: Advance subscriptions, \$1,100; exhibit booths, \$538; ride, \$143; and concessions, \$127. Expenses included payment for tents, fire acts, prizes, advertising and visiting queens and bands.

Conn. Carnival Has Profit

ROCKY HILL, Conn., Oct. 21.—One of the most profitable carnivals in 15 years was staged by the Fire Department here on October 11-16, reports Carl A. Holmberg, general chairman. Weather was good. Profit is to be used for social and charitable activities. De Luxe Amusement Co. furnished rides under management of Joe Barry. Concessioners were Charles Andrews, shooting gallery, and Mrs. Charles Andrews, and C. Gold, pitcher-batter-win. Bingo was added attraction.

Wirth Readies in Paterson

NEW YORK, Oct. 21.—Frank Wirth's fourth straight circus for Paterson (N. J.) Elks is being readied for Paterson Army, the booker announced. Exalted Ruler Norman Tattersall has appointed ticket sales committee which went into action this week.

FOUR Midnight Sons, musical turn, and George Hesseberger's Tyrolean Ensemble were featured at the financially successful Monroe (Wis.) Swains on October 15 and 16 under auspices of the Chamber of Commerce, said Chairman H. C. Roth. Event was publicized by newspapers, radio and booster trips.

Western Air Circus Draws Big Crowds

SANTA ANA, Calif., Oct. 21.—Western Pacific Air Circus here on October 14 and 15 at Martin Airport drew fair business on Saturday and a big turnout on Sunday. Vic Hayes and O. L. Henderson promoted the event and associated with them were Bob and S. A. Fordyce. Downie Brothers supplied equipment. Other staff members were Leo Hagertry, tickets; Bob Downie and Steve and Scoop Henry, grand stand.

Among lunch and soft drink concessioners were Deep Sea, Dutch Thome, Bill Arnold, Eula Fordyce, Betty Kamman, George Boerster, Kenneth Henderson, Harry Waldorf, Skip Sherman, Hal Stearns, John Robinson, Les Richie, Tom Jordan, Sammy Tibbs, George Mead, Ben Earley, Jack Haverman, Bill Carmichael, Hugh Bell, Mrs. Frances Jennison, Myrtle Salyard, John Priesman, Jim Furnace, Henry Skillman, Minnie Walliser, Edna Veppard, Tom Ber, Pat Murphy and Harry Both.

Shorts

EIGHTH Annual Milwaukee Food Show under auspices of the Retail Grocers' Association on October 9-14 had attendance of 66,406. Stage shows twice daily

featured Alice Templeton and Red Skelton and included Forswick and Cook, cyclists; Armstrongs, acrobats; a dance chorus and Billy Baer's Orchestra. Admission was 25 cents to 5 p.m. and 35 cents thereafter.

ATTRACTIONS at Carroll County Fall Festival, Carroll, Mo., on October 4 and 5 were Darts-Devil Dault, acrobat; Christmas's Gate; Charles Lee's Kansas City Kiddies Revue, booked thru WHB Artists' Bureau; contests and parades.

CHAMBER of Commerce, East Liverpool, O., will sponsor a three-day fall festival on streets, featuring free acts and live stock, poultry, automobile, farm produce and machinery exhibits.

FEATURE attraction at 10-day South Texas Exposition in Sam Houston Coliseum, Houston, will be Hell's Half Acre, an Indian village and historical display directed by Rev. J. W. E. Airey.

PROFIT of \$762, to be used for erection of historical markers in the county, was made by a centennial celebration in connection with the 1939 Williamson County Fair, Herrin, Ill., reports Harris W. Jones.

ARABIA Shrine Temple, Houston, which staged an 80-act circus last year in Sam Houston Coliseum, Houston, will hold its show under canvas this year, reports Rev. J. W. E. Airey, director. During a recent visit of Ringling-Barnum circus in Houston the committee, headed by Cecil W. Sisson, visited the show, and some H-B acts may be booked.

CORRAL

(Continued from page 36)
Thompson and Mildred Mix Horner split first, second and third; Marge Parks and Violet Clement split fourth and fifth. Fifth day (three shows), Marge Greenough and Tad Lucas split first and sec-

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WANT FOR INDOOR CIRCUS

Cloves, Phone Men, Banner Men, Football, Circus Acts, Families doing 3 or more. Write or write to G. BOX 286, 7th Ward Civic Club, Quincy, Ill. Dec. 15-16, 1939.

ond; Claire Thompson; Alice Greenough and Violet Clement split fourth and fifth. Sixth day (three shows), Claire Thompson, Helen Kirkendall, Marge Greenough, Virginia Fletcher, Calif. Roping, Fourth day (three shows), Roy Lewis, T. J. Brannan, Buck Sorrella, Harry Hart, Toots Mansfield, Fifth day (three shows), Cecil Owsley, Jack Shaw; Carl Shepard and Clyde Burke split third and fourth; Everett Bowman, Sixth day (three shows), Bud Spilsberg, Sonny Hancock, Hub Whiteman, Juan Salinas, Everett Bowman.

Wild Cow Milking—Wednesday, Dick Truitt, E. Pardee, Buck Sorrella, Thursday afternoon, James Kenney, Irvy Mundy, Jack Shaw, Thursday night, Roy Lewis, Tony Salinas, Sonny Hancock, Friday, John Bowman, Clyde Burk, Juan Salinas, Saturday afternoon, Bob Crosby, Carl Shepard, Saturday, Buck Sorrella, Sunday afternoon, Irvy Mundy, James Kenney, Jack Shaw, Sunday, Roy Lewis, Bud Spilsberg, Sonny Hancock, Monday, Toots Mansfield, Everett Shaw, Tuesday, Carl Shepard, Bob Crosby, Ike Bude.

Wild Horse Race—Wednesday, Mitch Owens, Tommy Smith and Bill Greenough split second and third; best bucking horse, Larry Finley. Thursday afternoon, Carl Dossey, Hank Mills, Lyle Cottrell; best buckler, Cottrell. Thursday, George Mills, Bill Greenough, Pete Kerscher, best buckler, Tommy Smith, Friday, Hank Mills, Orville Stanton; best buckler, Joel Pangborn. Saturday afternoon, Pete Kerscher, Fritz Becker, George Mills; best buckler, Bill Greenough. Saturday, Lyle Cottrell, Hank Mills, Orville Stanton; best buckler, Hank Mills. Sunday afternoon, Pete Kerscher, Fritz Becker, Bill Greenough; best buckler, Larry Finley. Sunday, Hank Mills, Terry Lockyer, Orville Stanton; best buckler, Lockyer. Monday, George Mills, Bill Greenough, Pete Kerscher; best buckler, Hank Mills. Tuesday, Chip Munk, Kid Fletcher, Lyle Cottrell; best buckler, Orville Stanton.

Steer Riding—Third day (four shows), Buttons—Yonck; Paul Carney and Hoyt Hefner split second and third; Albert Sells, Joe Roberts and Mitch Owens split fifth. Fourth day (three shows), Dick Griffiths, Hoyt Hefner, Kid Fletcher; Frank Marion and Jim Whiteman split fourth and fifth. Fifth day (three shows), Zack McWiggins, Terry Lockyer, Jim Whiteman, Mitch Owens, Hank Mills. Day-Money Purses—Cowboys' Saddle Bronk Riding, \$920. Cowboys' Bareback Bronk Riding, \$850. Cowgirls' Bronk Riding, \$292.50. Calif. Roping, \$897.50. Steer Wrestling, \$1,182.50. Wild Cow Milking, \$75. Wild Horse Race, \$75, plus \$25 for best bucking horse. Steer Riding, \$442.50.

For first 15 days ended Wednesday (18) rodeo is running 10 per cent behind the corresponding period last year, according to Col. John Reed Kilpatrick, Garden president.

Virginia Fletcher sustained a fractured pelvis in bronk riding Tuesday night and was removed to Polyclinic Hospital, where it was reported she will remain for at least six weeks. Joe Fletcher received severe bruises on leap from his mount in bulldogging at Wednesday (18) performance and was informed by the physician that he could not continue in competition and was scheduled to leave for his home last week.

Representative top hands and novelties, including the rope-spinning McLaughlin youngsters, presented the annual performance at Bellevue Hospital last week and was recorded an enthusiastic reception.

OFFICIAL BALLOT

FAVORITE OUTDOOR PERFORMER CONTEST

Sponsor: The Billboard

DONORS: Circus Saints & Sinners Club of America (Dexter Fellows Tent), Circus Fans of America, National Showmen's Association and Hollywood Trophy Co.

Balloting is open to any person in, or entering to, show business, including show trade organizations and accredited fans holding paid-up membership cards. RULES AMENDED TO INCLUDE VOTING BY PERFORMERS, WHO MAY NOT VOTE FOR THEMSELVES, HOWEVER.

IMPORTANT

BALLOTS ARE VOID IF ALL 10 PLACES ARE NOT FILLED OUT WITH NAMES OF 10 DIFFERENT INDIVIDUALS OR TROUPES.

NAME OF UNIT, ARTIST OR TRAINER	TYPE OR CLASS
1. (10 Points)	
2. (9 ")	
3. (8 ")	
4. (7 ")	
5. (6 ")	
6. (5 ")	
7. (4 ")	
8. (3 ")	
9. (2 ")	
10. (1 Point)	

The Billboard is the final judge of all ballots, and decisions made by it are incontestable and cannot be appealed. Contest closes with ballot in issue of November 4, 1939.

Final ballot mailing must bear a postmark of not later than midnight of November 4.

Your Name.....
 Please Print
 Permanent Address.....
 City and State.....
 Occupation in Show Business or by Whom Employed.....
 Signature.....
 Ballots without signatures are void

CUT OUT PERFORMER CONTEST EDITOR
 AND MAIL TO The Billboard, 1564 Broadway, New York, N. Y.

Wholesale BINGO BUSINESS

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Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

Canadian Churches Continue Bingo Games To Raise Funds

St. John's receipts build recreational centers and improve parish schools

ST. JOHN, N. B., Oct. 21.—Bingo for prize merchandise on a weekly basis in parish halls and recreation centers continues to be the vital source of revenue for churches here.

Biggest financial winner among churches in St. John is St. Peter's Catholic Parish. There are accommodations for 900 people in a recreational center next to the church and often capacity is tested. Minimum attendance has been 200. The center, built in 1938 and financed with receipts from weekly parties which had been held in the church basement. The two-story brick center contains eight bowling alleys, shower baths and a gym. Redemptorist Fathers take charge of the games, aimed at providing needed revenue and a means of social contact. Money from bingo not only goes to the recreational center, but it has aided in erecting a playground for underprivileged children and also goes to a fund from which poor school children are given noon meals.

Games Draw Big

St. John the Baptist Catholic Parish has been sponsoring a weekly party for the past four years which is providing funds for erection and equipping of a recreational center and furnishing money for improvement of the parish school. Parties are held in the church basement, which has a capacity of 800.

Holy Trinity Catholic Parish has been sponsoring weekly bingo games for four years. Capacity is 900. Bingo has provided the means for acquisition and equipment of a new parish hall.

Cathedral of Immaculate Conception resumed weekly games in September after a summer lapse. Parties were started in 1938 as a means of financing a recreational center that was in debt. Capacity of the center is 900.

Parties Weekly

Stella Maris Parish offers a weekly party, established four years ago. Proceeds are the chief item in paying the building debt on this church.

Assumption Parish holds a weekly bingo in the parish hall and school building. Profits are used for charity.

St. Joachim's Parish offers parties irregularly, usually about once a month and in a hotel or the parish hall. Proceeds go toward church maintenance and charity.

Mater Misericordiae Home for Aged Catholics is the scene of a monthly bingo, profits of which go for maintenance. Attendance is usually capacity.

Other churches favoring bingo as a way of getting revenue are Danish Church and St. Anthony's.

Lucky Hall, once a store building that couldn't be rented satisfactorily, is now a bingo base. Every week night a sponsored bingo party is held there.

Social Security Items Improved

NEW YORK, Oct. 21.—The keeping of Social Security numbers is being made easier by introduction of new-style plates and round tokens on the market. While plates which fit into the wallet have been the rage, the token with key chain is now making great headway on the market and earning profits for pitchmen and novelty workers.

With the coin-shaped key chain item the Social Security number and name of the owner are printed on the coin. No address is given, which makes it necessary for the keys to be returned to the Social Security office to be delivered.

Christmas Cards, Signs on Market

NEW YORK, Oct. 21.—Christmas cards and signs are making an early bow on the market in view of an anticipated increase in business. Many new designs will be exploited, and the items are of every conceivable description and inscription to please any taste.

Among the first to announce cards and signs this year are Weideman's, which offers 20 cards and folders in a set; Comic Shop offers "the kind hard to get," and Charles H. Co., which has a special value box of 21 Christmas card and folder assortment. Ace Co. is offering Zeon-se signs with the usual yuletide greetings. Gem also carries a complete line of signs. The boys are taking advantage of low prices being offered at this time.



By BEN SMITH

The new date set for Thanksgiving has apparently upset some of the boys who give holiday deals a good play. They don't like the idea and make no bones about hiding their feelings. The switch from the last Thursday in November to the Thursday a week earlier will have adverse affect upon business, they believe. Other operators, however, are of another opinion. They're pleased with the change because in many communities plans are being made for observing Thanksgiving on both days, November 23 and November 30. The latter group of operators believe this double celebration date will make available an extra week in which to finish big-take deals that were started and not completed by the first date.

And talking of Thanksgiving, have you noticed that candy deals are going strong again. They always go well at this time of year, especially since manufacturers and distributors began to offer confections in beautiful containers which may be put to a useful purpose after the container is empty. One of the most popular of these containers is the two-tone, modernistic, mirror vanity dressers being offered currently by Zenith Sales Co.

Holiday seasons are a godsend to operators. During most of the year John Public needs a special job to get him to patronize a card, but when the holiday spirit hits him he is likely to go for almost anything. However, it is well to remember that he is in a spending mood, he will spend more if offered a chance on what he wants most. It shouldn't be too difficult to find out what items will prove to be the best bait. Visit local shops. See what is being displayed. Ask questions and before long you should have a good picture of what merchandise is receiving the greatest play. With this information as a guide it is less likely to make a mistake when selections are finally made.

One item is a sure bet for Thanksgiving. The turkey.

Gellman Bros. have just issued their new salesboard catalog. Firm reports it lists the season's newest salesboard and salesboard merchandise assortments. It's free for the asking.

Big Swine Novelty Gets Play in "Life"

NEW YORK, Oct. 21.—A new paper novelty, that of fidelity pictures of four pigs to make a dictator's picture, has taken New York by storm. The boys operating up and down Broadway did a rushing business at top prices.

The trick was so unique that magazine *Life* featured it in its October 16 issue. A half page of drawing was given to show how the novelty works. It was contributed by a London reader.

Business Good In Pa. Cities

PHILADELPHIA, Oct. 21.—Reports of improved conditions in Pennsylvania attributed to war activity continue to come from official State agencies and are of interest to pitchmen, bingo and salesboard ops and concessioners. Official figures for the month say that upwards of 65,000 people were hired in September and the consensus is that October will provide even a greater addition to the employment rolls.

At the Philadelphia Navy Yard officials said that personnel now numbers 9,649, an increase of 43 over the peak figure during the World War. President Roosevelt's navy program is said to account for the feverish activity. Long a center of shipbuilding industry, Philadelphia is expected to see an increase of 2,000 more workers will be added. Dull spot in Navy employment is the aircraft factory, which is still in the nature of an experimental factory. Only 1,965 are employed as against 3,556 during the late war.

Contributing the greatest increase in the State is the Pittsburgh district, which accounts for an increase of 31,500 workers.

Advices from the State Department of Commerce say that bituminous mines and coke ovens accounted for an increase of 3,150 to the pay rolls of Fayette last year's players return. Veterans took home pay envelopes that amounted to \$3,000,000 during September.



THIS YEAR'S CROP of bingo operators is an alert bunch. They're already trying new twists to bring in new customers and they're not overlooking the fact that these promotions are aimed to make last year's players return. Veterans realize that a lot of the oldies will return to their tables, but they go on getting new twists for the game to make it more interesting.

NOT LONG AGO we wrote something about rain falling to reduce crowds at last year's hand at a prominent carnival. Now comes a story from Bridgeport, Conn., which we quote in part to show that it takes a lot to keep players away from a bingo: "Not even failure of electric lights could halt the bingo games sponsored by St. Peter's Church last night. When lights went out candles were lit and the games resumed in the church basement."

THIS HAPPENED in Connecticut, where there are many dyed-in-the-wool bingo fans, but the case is typical of any section where bingo counselors are in charge of the men. The men have had to put on an attractive game. They work (See BINGO BUSINESS on page 61)

1939 Fair Items Pushed

Souve men in New York see bigger, better sales in 1940 world's fair months

NEW YORK, Oct. 21.—Altho the World's Fair is scheduled to close at the end of this month and novelty firms and workers have money tied up in WF souvenirs, the boys aren't worried, a survey reveals. They are unloading as much as possible of the items marked "World's Fair, 1939," but at the same time stocks are being replenished and plans made for a bigger and better fair in 1940.

St. Fingold, speaking for Expedition Souvenirs, Inc., which operates 84 stands on the fair grounds, reports that his firm is making extensive plans for next year. While they are heavily stocked at this time, fast-moving items are being constantly reordered. A concerted drive is being made to sell 1939 items, but there is no abnormal effort being expended to clear the shelves before closing day at Flushing. Of course, the workers are doing all the business possible, but the management is not worried over carrying the stock thru to next year.

Ed Ginsberg, of Ger-Gin Novelty Co., reports that his sale of World's Fair souvenirs has increased since Labor Day. "Of course, we have sold a lot of pins, ash trays and lamps. Our postcard sale has been fair, but we're off the beaten path for this item. As for 1939 items, we've had only one specific request for a dated novelty. A woman, evidently a visitor, wanted an item with 1939 on it. I had to get it out of the window, for it was the only one we had in stock. We're still reordering when necessary, but the amount of stock we have on hand isn't worrying us in the least."

Hedlo City Souvenir and Novelty Co. has tier upon tier of World's Fair items on display. Ed Cohen, manager, reports that he hasn't given much thought to a drive to sell 1939 items. While every effort is being exerted to sell all goods possible, there isn't much change in the sales talk pressure a few days before the fair's closing. The stand will remain open and display WF novelties through the winter.

While Broadway Magazine and Book Shop, of which Paul Kaplan is manager, hasn't reordered any 1939 items lately except in small quantities of fast-selling numbers, he is optimistic over the outlook. With this firm, pins and postcards have been ready sellers, ash trays and ash trays making bids as top items.

Pins Are Tops

Pins and postcards have been top items sold by Nat Louis Magic Co., James Herplick says. With one class of items still on hand, no reorders have been filed lately. Practically every item on hand is updated. Herplick also says that patrons at his stand have asked for WF items with no special emphasis on dates. Engraved pins and personal items were demanded. The entire postcard stock on hand is in a small rack in the corner of his concession.

Lords Jewellers, managed by Sam Harris, reports a few date items on hand. He plans to return 1939 items after the fair closes and obtain items that are either undated or marked for 1940. Gold novelties and necklaces lead the parade with this firm.

Every World's Fair souvenir and novelty worker in the vicinity of Times Square reports that sales have surpassed expectations. While business is moving along at a normal pace now, no thought is being given to the amount of items that will be carried until the fair opens next year. The men believe that by the end of the year their shelves will be pretty well emptied and they can stock up items for 1940 which they predict will be bigger and better than 1939.

MAGNETIC TRICKY PUPS



Cash-in While They're Hot!

Two Sooty Dogs mounted on bases of General Electric Atomic Magnet Motor. They will draw together when placed face to face or spin around when placed tail to tail. Also will perform many other tricks.

No. B1N30 Per Gross Sets \$15.00
Per Dozen Sets 1.35

Same as Above, But

ELEPHANT and DONKEY

No. B1N41 Per Gross Sets \$15.00
Per Dozen Sets 1.35

MEN OF WAR

Two Soldiers Fighting. Act Same as Dog.

No. B1N48—Per Gross Sets \$15.00
Per Dozen Sets 1.35

WE GUARANTEE OUR PRICES TO BE THE LOWEST, QUALITY CONSIDERED

N. SHURE CO.

200 W. Adams St., Chicago, Ill.

NEUTRALITY PINS

Cash In Now While They Are Hot

MADE'S FIRST AGAIN WITH A HOT ONE.

No. B41215—Yellow Gold Finish, Enamelled in Red, White and Blue. Everyone is a prospect for this one. Cut actual size. Individually carded. 12 on display.

Per Gross \$5.72
Per Dozen 7.50

No. B41216—Tag "Red", Yellow Finish, Enamelled in Natural Colors. Every collector will want one. Individually carded, 12 on display.

Per Gross \$5.72
Per Dozen 7.50

Sample Card of both, above postpaid for \$1.00. Ask for latest Catalog 305 with Big Holiday Line list of the news. Mention your business; we do not sell retail.

JOSEPH HAGN COMPANY

"The World's Bargain House"

217 & 233 W. MADISON ST., CHICAGO

SPECIAL-ELGIN & WALTHAM

AMERICAN MADE DUBHEE HAMPDEN WALTHAM ELGIN

126, 74 Elgin and Waltham Knife Edge Model. Case \$2.75, 124 Elgin \$2.25

14 Size, 74 Elgin of Each \$2.25

14 Size, New R. R. Model, Waltham of Each \$1.75

Elgin, 74 Lots of 8, Each \$2.25

Special Prices for Quantity Orders. Descriptions, Sizes, G.O.D. Sample 304 Extra. Send for Catalog.

N. SEIDMAN

130 W. 28th St., New York, N. Y.

REPEAT ORDERED BY OUR FUR COATS FREE CATALOG

Our latest and greatest catalog is now ready with the most complete list of Coats, Scarfs, Capes, Jackets (80 varied money makers), All GENUINE Furs of all styles, sizes. Our increasing business proves that our line has highest values. Guaranteed satisfaction or money refunded. In 3 days. Same day delivery. 25% Dep. Bal. C. O. D. LOWEST PRICES.

H.M.J. FUR CO.
150 W. 28th St., N.Y.C.

WATCHES

REBUILT ELGIN OR WALTHAM

GUARANTEED LIKE NEW

MEN'S WRIST AND POCKET WATCHES \$2.95

Also Complete Line of Men's and Ladies' Hamilton, Bulova and Green Pocket and Wrist Watches at Lowest Prices. 10% Deposit, Balance C. O. D.

JOSEPH BROS., Inc.

80 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.

Radio for the Den

Lafayette Model BB-27 is one of the latest radio offerings of Radio Wire Television, Inc., formerly Wholesale Radio Service Co. Designed especially for den or recreation room, the sturdy cabinet of modernized mission lines is 14 1/2 by 6 1/2 by 8 1/2 inches in size. No antenna is required but aerial terminals are supplied. Six buttons provide instant selection of any one of six stations. Other stations, including short waves, are tuned in by means of a conventional knob and slide-ruler calibrated dial with inset tuning eye. Tone control is variable and the built-in speaker is carefully matched. Circuit is superheterodyne, the audio portion of which may be used for phonograph or television sound reproduction by means of terminal and switch provided at the rear. Operates on either AC or DC. Set is priced to appeal to bingo and salesboard operators and concessioners, the firm reports.

Swing Mirror Vanities

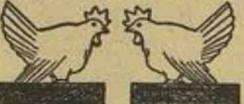
Goldwyn Co. announces an improved line of Swing Mirror Vanities which offers in addition to the mirrored chest a package of homemade assorted chocolates packed in an open-faced tray. Recently introduced to the market are the Swing Mirror Vanity, Swing Mirror Fan Chest, Gold and Silver Vanity, Honey-moon Special, Treasure Melody Chest (not musical) and the High Boy Vanity. These items, in two-tone combination of blue and silver, vary in height from 8 1/2 to 11 inches. The new creation for 1940 is priced to give prize users an opportunity to make money, the firm reports.

Smoker's Set

Great demand is being reported by prize users, especially bingo and salesboard operators and concessioners, who are displaying the new smoker set introduced by West Bend Amusement Co. Made of copper, set is handy for desk, writing table or near the radio. It includes an 8 1/4-inch electric glow lamp, adequate-sized ash tray and bottom

Magnetic Chicks

Joseph Hagn Co. reports it recently bought manufacturing rights from the originator of magnetic pigs and announces that its latest addition to the growing menagerie of magnetic toys are



chicks. Since introduction on the market during the past summer the sales trend for these novelties has been consistently upward, and the end is not yet in sight, the firm states. The toys are proving a fast seller for novelty and mouse workers everywhere. Addition of chicks to the elephant and donkey combination broadens the sales field, particularly for children who might not be interested in acquiring the donkey and elephant, which are popular with those interested in the two principal political parties of the country.

GLAMOROUS FUR COATS

Our 1940 Creations in Style and Value Unsurpassed Are Now Available.

ACT Immediately and make your selection of Sealines, Lapine, Otters, Caraculs, Marmosks, Kid Paw, Beaverkins, Mink, Fox, Sables, Pony, Skunk-Lin, S.P.P., Indiarobly Beaded, with attractive Fur Trim, R. E. in lots of 3 Each \$8.00

Also BOLEROES and SCARFS from a large range.

We also have the most sensational fast selling Sake Card Deal ever offered. WRITE today for Free Catalogue, Sample Sales Card and Price List without obligation.

S. ANGELL & CO.

Manufacturing Furriers,
236 West 27th St., New York City, N. Y.

SPECIAL VALUES ELGIN or WALTHAM

5 1/2 Jewel, Engraved Case. With English Leather Strap, P. Indiarobly Beaded, with attractive Fur Trim, R. E. in lots of 3 Each \$3.00

Same—12 Jewel. In lots \$3.75

50 Extra for Samples. All Watches Guaranteed. Large Assortment of all well-known brands. Send for Free Catalogue. 25% Dep. Bal. C. O. D.

KANE WATCH CO. New York, N. Y.

OUT NEXT WEEK!

GOLDWYN'S

Sensational new creations for 1940—The hottest premium items the Salesboard field has seen in a decade.

WRITE—WIRE

GOLDWYN CO.

Originator of the Famous Swing Mirror Vanity Chests.

440 So. Dearborn St., CHICAGO, ILL.

100% PROFIT

DESK MEMO PAD

- ★ Patented
- ★ Automatic
- ★ Steel
- ★ Constructed
- ★ Refilling

Agents Cleaning Up. Sell on sight. Every office, home, etc. will want one. Sell for \$1.00. Good premium item or Xmas gift. Sample only, 2 for the new \$1000. We pay postage. Furnished without tin. Currency or Money Order only. Refills, 10 rolls only 60c.

AUTO AND DESK MEMO PAD

1306 Granville Ave., Chicago

Extra Value!

\$2.25 EACH

5 for \$10.50

No. BB 999 — Ladies' Bracelet Watch. Exquisitely styled 12 1/2 L. Case in assorted engraved designs with beautiful link bracelet to match. Guaranteed jeweled movements. Each in attractive gift case. An amazingly big value and whirlwind premium item. Save money NOW by ordering the Watches for \$10.50.

DEALERS. Write for Catalog.

ROHDE-SPENCER CO.

223 W. Madison St., Dept. "B" Chicago

Plastic CHARMS

Odorless, tasteless, unbreakable charms of assorted subjects. Bright, clean colors. Real business getters. Low Cost. Send for samples and prices.

GITS MOLDING CORPORATION,
4608 Huron Street, Chicago, Ill.

A SUPER VALUE

"Charlie McCarthy" MAJESTIC RADIOS



At Sensational Savings!

NOW ONLY \$7.95 EA. NET

Here's one of the greatest radio values ever offered. 6-Tube AC, DC Superheterodyne with miniature "Charlie at speaker." Beautiful plastic cabinet. Walnut only. 6.75% W. or write.

EVANS NOVELTY COMPANY

800 Washington Blvd., CHICAGO

BIG PROFITS for Salesboard Operators

HANDLING OUR NEW CANDY ASSORTMENTS

COMPLETE DEAL OF 21 BOXES COSTS ONLY \$5.75

Brings the Dealer \$15.00

A Deposit of \$3.00 is Required on C. O. D. Orders

1 Doz. Knives on a Display Card. Photo Knives, New Pearl Knives, Rust. Color Knives, Midget Photo Knives, Midget New Pearl, Sportsman's Knives.

YOUR CHOICE PER DOZEN \$1.95

Quantity buyers' prices on request. Just the item for 10 to 300 units. 25% deposit with C. O. D. orders.

Send for complete list of Turkey Cards and new Salesboards when requesting a copy of our Catalog.

LEVIN BROTHERS

TERRE HAUTE, IND.

FURS! FURS! FURS!

Seidel Offers BIG VALUES

In Beautifully Illustrated Catalog, Showing All the Latest Styles in COATS, SEALINES, O.C.O. LETTERS. From \$8.00

STYLES, MINK, RATS, GENUINE, FOX, SKUNKS, CARACULS, PERSIANS, Etc. Also Scarfs and Jackets. Highest Quality—Lowest Prices. Start the Season Right. SEND FOR CATALOG TODAY.

SALECARDS \$8.00 Per 100

M. SEIDEL & SON
243 West 30th St., N. Y. O.

JUST OFF THE PRESS.

CATALOG NO 40. WRITE FOR YOUR COPY NOW. ALL PRICES REDUCED. BE SURE AND MENTION YOUR LINE OF BUSINESS.

MIDWEST MDSE. CO., 1010 BDWY., KANSAS CITY, MO.

BULOVA - GREEN - ELGIN - WALTHAM

ON HAND POSITIVELY LOWEST PRICES

3,500

Wrist & Pocket Watches FOR LADIES AND GENTS Reconditioned, Guaranteed Like New. 1940 Styles now available. Write for Free Catalogue.

NORMAN ROSEN

501 SANSON ST., Wholesale Jeweler PHILADELPHIA, PA.

**THREE WINNERS
NO PROFIT SALE!**
FOR 2 WEEKS ONLY—STOCK UP



FIND 5TH PIG

**4 PIGS PUZZLE
1000 PUZZLES** \$1.25
SPECIAL PRICE IN 5,000 LOTS



RED HOT

MAGNETIC TRICK DOGS

Genuine Alnico G. E. Magnets. Quality guaranteed. Large size dogs. Each set to box.

Doz., \$1.30—Gr., \$14.95

UNDERWOOD ELECTRIC DRY SHAVER

Ivory Case, Rubber Grippor, Overhide Pouch—\$15.00 tag and guarantee.

EACH 90c

Send for 1940 Hustler's Catalog. It's FREE.

BENGOR PRODUCTS CO.

676 BROADWAY, NEW YORK, N. Y.

CHESTERFIELD CANES



1 Gross Lots Per Gross \$7.40

\$7.20 (In 5 Gross Lots)

AMERICAN-MADE HEAVY MAPLE PARADE CANES, \$18.00 PER GROSS

LARGE STOCK OF BINGO MERCHANDISE, DOLLS, NOVELTIES, SLUM, ETC.

Terms: 25% Deposit, Balance C. O. D.

SEND FOR OUR NEW CATALOG.

B. & N. SALES

2030 Commerce, DALLAS, TEXAS.
707 Preston, HOUSTON, TEXAS.
310 W. 9th St., KANSAS CITY, MO.

GENUINE FUR CHUBBYS and FUR COATS

Latest style. Buy from well-known New York Firm. Placed Best Dried Gooney, black or brown colors, finest quality. Size 14-42. \$50.00 each. 1/2 Dep. Bal. O. O. D. Money returned within 3 days if not satisfactory.

GENERAL FUR MFG. CO.

152 West 24th St., New York, N. Y.

ELGIN, WALTHAM, BULOVA

Renowned Guaranteed. Largest Quantity of Watches at Lowest Wholesale Prices in the Country. MEN'S WRIST AND POCKET WATCHES. Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG. LOUIS BLOFF, 729 Walnut St., Philadelphia, Pa.

tray, 7 1/2 by 12 1/2 inches. Item comes equipped with silk cord 5 1/2 feet long. The item is priced to allow a large margin of profit, the firm reports.

Desk Memo Pad

Because the desk memo pad sells at eight agents are cleaning up, Auto and Desk Memo Pad Co. reports. The pad is also a good prize number and will make an excellent Christmas gift. Built sturdily of steel, the patented pad is one that is desired by men for their offices and women for the homes. Placed near a telephone it makes the job of taking messages much easier and housewives will find it unsurpassed in the kitchen for making memorandums of things needed from the store. The desk memo pad is priced right for quick sales and yet allows the boys a large margin of profit, the firm reports.

Transparent Canisters

Good profits await alert boys who will stock the transparent canisters recently introduced by Weinman Bros. The canisters, made of crystal-clear acetate, are light weight and easily cleaned. Transparency enables a housewife to see how near full the canister is without removing it from the shelf. Covers are of red or green metal. Requests for catalog and new price lists are invited, the firm reports.

Pen and Light Set

Price users are finding much demand for the Dawn Pen and Light Set, which gives outdoor light and is linked indoors with the smooth writing of a Sengbusch Pen. Item comes in mahogany-bronze plating, brass highlighted, bronze matelasse, old ivory matelasse, gold trimmed. Lamp is 10 1/2 inches high, and shade is 12 inches in diameter. Salesboard ops are finding it an ideal item in college towns as well as with business men and bingo operators and concessioners with men and women who have children of school age, the Sengbusch Co. reports.

Tourist's Clock

A Tourist Alarm Clock is now available and is claiming the attention of bingo operators and concessioners. While the item is designed for traveling, its maker, New Haven Clock Co., reports it may also be used in the office. It has genuine leather case with zipper closure in tan, brown and black and 30-hour temperature-compensated movement. The clock is 4 by 4 1/4 by 1 1/2



"LOVE PUPS"

(Made with Genuine G. E. Alnico Magnets)

DOZEN PAIRS...\$1.35 **GRASS PAIRS...\$15.00**

PREPARED! SEND M. O. IN FULL!

A. M. WALZER CO., Security Bldg., Minneapolis, Minn.

"AMERICA FIRST" METAL PLATE

For Auto, Window Display, etc. Big Demand!

\$1.00 Doz.—\$11.00 Gro. F. O. B. Kansas City.

Xmas Cards, Wreaths, Seals, Tags, Etc.

FREE Catalog sent to Women Men, Agents, Premium Workers, House Canvasers. 25% Deposit on O. O. D. Orders.

CHAMPION SPECIALTY CO., 814-A CENTRAL STREET, KANSAS CITY, MO.

Gasoline Protector

A new fast-seller that streetmen and agents are pushing is Vent-Tube, a patented tube about 20 inches long with specially adapted mouth that fits into the gasoline tank of a well-known automobile in the low-priced field, Palmair-Paul Co. reports. The Vent-Tube is designed to prevent gasoline splashing when the tank is being refilled, thereby eliminating waste and preventing damage to the car finish. The item, when installed on an automobile, is a safeguard against vandals who syphon gas tanks. It is moving fast and offers an

(See POPULAR ITEMS on page 61)

CANDY NOVELTIES

FOR SALESBOARD OPERATORS
BE "FIRST WITH THE LATEST"

DOLL DRESSER—14 inches high, filled with hand-dipped chocolates. Sample, \$2.25. 6 for \$11.50.

CHOCOLATE TURKEY—12 inches, weight 2 pounds. Sample, \$1.25. Per Dozen, \$11.50.

CHOCOLATE CHERRIES—Very flashy. Just the item for 1c to 39c deals. Case of 24 One-Pound Boxes, \$4.25. 50 Cases for \$20.00.

Also the very latest designs of Swing Mirror Vanity Cases and other outstanding Candy Novelties. PRICE LIST FREE.

Terms, 25% Dep., Bal. C. O. D.

STAR NOVELTY CANDIES

2653 Arlington St., CHICAGO, ILL.

ELGIN—WALTHAM

SMALL SIZE POCKET WATCHES

New Yellow Gold \$2.95
25% Deposit, Balance C. O. D.
Send for Free Catalog.

LOU MALTZ

204 S. 9th St., PHILA. Pa.
Wholesale Jeweler Since 1912.

TIES

Biggest sellers in the necktie field. Perfect Ties with 7 FEATURES. Stripes, plaids and figures, complete lines in all price ranges.

SATIN LINED

\$2.00 DOZ PER GROSS
VALUE FOR \$18.00 Gross

SAMPLE DOZ. \$1.75

25% Dep. Bal. C. O. D. F. O. B. New York.
Free Catalog and Swatches on Request.

WHY PAY MORE?

772 Vermont St., Brooklyn, N. Y.

A HIT!

35,000

Sold in 3 Months

PHOTO FRAME BOX

22 Long, 18 1/2 Wide

Gold Bevel Edge. Packed with 5 lbs. high-grade ass. Chocolates. OPERATORS CLEANING UP \$15 to \$20 a day.

\$1.88 In Dozen Lots or More. \$2.00 Each Case Lot (4 to Case)

Sample \$2.25

Deal No. 400—50-Hole Push-Cord (1c to 15c). Deal takes in \$4.95, or same deal can be had with 50-Hole Push-Cord, deal takes in \$6.45.

TERMS: 1/3 Deposit With Order, Balance C. O. D. BULOVA, BOSTON, ILLINOIS.

ORDER TODAY

CAPITOL SALES CO.

1233 East 53rd St., CHICAGO, ILL.

MAGIC PUPS

AT LOW PRICES



Same Large Size, Fully 4 Inch Long. Good Quality Dogs. 2 Samples, Postal, 30c.

No. 4094 DOZEN, \$1.65 Gr. \$18.90

ELEPHANTS AND MULES

No. 4014—Same Price as Above.

PATRIOTIC NEUTRALITY PINS

Gold-Finish Lapel Pins, Decorated in Red, White and Blue. 1/2 Inch. 100 Per Doz. \$0.75

Per Card (12)

WIS. DE LUXE CORP.

1802 N. 2nd, MILWAUKEE, WIS.

Latest Fur Coats

From Manufacturer
lowest popular prices

Big values in finest quality, smartest for models in Coats, Beards and Open. This season's merchandise is all sizes. Beautifully illustrated catalog of fur selling direct to you. Available styles: SEALINES, LAPINS, CONEYS, CARACULS, LANGRAN N & S, BEAVERETTES, SQUIRRELLETS, etc. Limited gross. Send for free illustrated catalog today.

J. ARKAS

Manufacturing Furrier,
122F West 27th St., New York

WALTHAM & ELGIN

POCKET WATCHES—Yellow Engraved Hunting Case, with Yellow Chain to Watch. \$2.95

NEW FALL LINE—Jewel Movement. In stock of 30. 20% Dep. Bal. C. O. D. SPECIAL PRICE FOR LARGE QUANTITIES. Send for Free Catalog.

PLYMOUTH JEWELRY CO.

163 Canal St., New York, N. Y.

START YOUR OWN BUSINESS!

Enjoy Big Profits Selling the outstanding line of popular priced ties. **NEW FALL LINE** features: Hand and Machine-made, 3-Stripe Muller, The and Kerchief Sets!

Multiple Tie and Jewelry Sets! NEW Slide-On Tie The Fall and Holiday trade is waiting for YOU. GET STARTED NOW!

EMPIRE CRAVATS

22 West 21st St., Dept. H-16, New York, N. Y.

JUNIOR TRAVELER

POCKET COMB

STYPTIC PENCIL

5 BLADES

RETAINER

Each at packed on a large counter card.

\$4.50 Per Gross
Fast Seller. 1/3 Deposit With Order. Sample, 10c Prepaid. Special price to quantity users.

S. GORDON

125 Fifth Ave., NEW YORK, N. Y.

HITLER

5 Pk Puzzle, 20c 100; 1.25 a 1,000. Hitler's Last Will, 20c doz; 2.50 a 100. What Hitler's Like, 20c a 100.

MAGNETIC

DOGS, Desk & Elephant, Hand, etc. Doz., 1.40. Real ALINCO. Box As Above, 2.00. Super Strong Action, 1.50 Doz.; 19.00 Gro.

COMIC XMAS CARDS & FOLDERS

No. 1, 17 ct. in 3 colors, 2.00 a 1,000. No. 2, 40 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 3, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 4, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 5, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 6, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 7, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 8, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 9, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 10, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 11, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 12, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 13, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 14, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 15, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 16, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 17, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 18, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 19, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 20, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 21, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 22, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 23, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 24, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 25, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 26, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 27, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 28, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 29, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 30, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 31, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 32, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 33, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 34, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 35, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 36, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 37, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 38, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 39, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 40, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 41, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 42, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 43, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 44, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 45, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 46, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 47, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 48, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 49, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 50, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 51, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 52, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 53, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 54, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 55, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 56, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 57, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 58, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 59, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 60, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 61, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 62, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 63, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 64, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 65, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 66, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 67, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 68, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 69, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 70, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 71, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 72, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 73, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 74, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 75, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 76, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 77, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 78, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 79, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 80, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 81, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 82, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 83, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 84, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 85, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 86, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 87, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 88, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 89, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 90, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 91, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 92, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 93, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 94, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 95, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 96, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 97, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 98, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 99, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000. No. 100, 50 ct. with stock in col., 5.00 M. Barons with 400-1.00 a 100 or 9.00 a 1,000.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS

MAKE OVER 500% PROFIT

SOCIAL SECURITY PLATES. This Plate 3-1/4" x 1", \$2.80 per 100 Single Cases. 1.00 per 100 Double Cases.

Overhead Cass. 1.75 per 100 Above sample, 10c. from 100. Also available in sizes, 2 1/2" x 1 1/2" and 2 1/4" x 1 1/4". Don't deny! **FRANK BONGOMO, 65 Central Ave., Dept. B-29, Brooklyn, N. Y.**

We Manufacture a Line of Fast Selling

FURS

at Lowest Possible Prices

Our line includes:

BEALINE SKIN SWAGGERS, STRIPED SKIN SWAGGERS and all types of Sealines (Rubberized).

Also V. shoes, Stayed and Unstayed and Piled Sealines.

Experienced Fur Men and those desiring to handle Furs will appreciate dealing in touch with us. We know exactly what you require.

TEITEL & KEREN
Mgt. Dept.
145 West 28th St.
NEW YORK CITY

Start in business for yourself

SOCIAL SECURITY

No. _____

For as little as \$6.00 we will give you a complete set of plates, including alphabet and numbers and 50 chains all for \$6.00. When you need more we will sell you 100 chains for \$2.50 and 100 chains for \$1.00. A reliable sales Co.

DEPT. B.W. 1133 Broadway, New York City

PHOTO MOUNTS DIRECT FROM THE FACTORY

Mountings from 1 1/2 x 2 up to the largest size. Sparkling new designs, surprisingly moderate prices and rush service. Write us for illustrated circular. Miniature samples 25 cents, postpaid.

THE GROSS PHOTO SUPPLY CO.
185-17 W. SANCROFT ST., TOLEDO, OHIO

XTRA XMAS MONEY

Special Value 21 Xmas Card and Folder Assortment, handily boxed. Env. with each card. Can be sold for 35c—now only 20 cents. \$2.50; 100 Boxes, \$11.00; sent express charges collect. Deposit of 1/3 amount of order to be sent with C. O. D. Balance with sent postpaid for 25c. List of many other fine assortments sent free. Be sure to push this Big Value for Extra Xmas Money.

CHAS. UTFER CO., In Business Since 1913
19 East 47th St., New York

ELGIN & WALTHAM—Second-Hand Watches at Low \$1.85

DIAMOND RINGS—Solid Gold Mountings at Low \$2.40

Send for Descriptive Circular

H. SPARBER & CO.
106 North 7th St., St. Louis, Mo.

ORIGINAL SLIP-NOT-TIES

New Fall Line, \$2.50
New, 100% WELLEN
Represents. Send for Sample Dozen and be convinced.

Free Catalogue

GILT-EDGE MFG. CO.
Original, Patented, 18 N. 13th St., Phila., Pa.

COMIC XMAS CARDS

OVER 20 CARDS and FOLDERS
All in 4 or 6 Colors

COST 2c; SELL FOR 10c.
Send 1c for Sample Cards and Folder.

WEIDEMAN'S
718 JAY ST., SACRAMENTO, CALIF.

Comic Xmas Greeting Cards

The kind hard to get. Sell like hot cakes at 10c. 50 colors. Flashy designs in two colors, with envelopes, 100, \$2.00; 200, \$10.00; 1,000, \$5.00; 20 Samples, \$1.00.

COMIC SHOP
2423-E Kensington Ave., PHILADELPHIA, Pa.

Fred Allen, George Thurman and Dick Du Cov.

BILL GRANT . . . is reported to be knocking them over with irons in Chicago.

ACCORDING to reports hitting the pipes deck, novelty men working the football stands throughout the country over the week-ends have been getting some big returns.

J. F. SULLIVAN . . . closed a 10-day engagement on South Michigan avenue, South Bend, Ind., with his wild life exhibit. F. J. England and A. Yerden are handling the subscription section.

HAROLD (TOMMY) THOMPSON . . . worked five forms in the exhibition hall at the Hagerstown, Md., Fair last week to fair results. He says the boys on the midway had a rough time because of cold weather.

JACK HENDRIX . . . has made the Canton, O., Fair for seven years and says he has the X on two spots every year. He reports that he did eek at the fair this year, too. "On the opening day," he writes, "five med men popped up, four of whom pulled out and one remained. It was Jockey Ross, of liniment fame, who held on."

"**WHETHER A NEW MAN** . . . or not, we are all out to make a living and to help each other," reasons E. A. Pine from Augusta, Ga. "There is one thing certain, the so-called J. C. L. will accept advice, while most of the older ones refuse to accept it. My partner, Jack Hendrix, bought a new trailer and paid half in cash in territory that some of the boys piped in as n. g. He has put many boys in the polish business and still gets more money than any other one I know. I am still selling jaw wrenches, graters, juicers and peelers. The late tobacco market is supposed to open here October 10. Pipe in, Pat Graham and Frank Libby."

THINGS WE NEVER HEAR: "We never could understand why merchants in our town are ever ready to dish out adverse criticisms against the pitchman. After watching itinerant salesmen at work it is our belief that they, above anyone else, know how to pull up the potential ability within themselves, something which is not used to the fullest extent by our local merchants when it comes to knowing how to sell their merchandise."—City Council.

FRED SWALLOW . . . was sighted in Knoxville, Tenn., October 19 by Harry Leeds, who writes that Swallow has been there for nine weeks in the market, doing well with herbs. Fred infers that he was leaving for Nashville.

SOME OF THE BOYS . . . are lying down on the job of writing, observes Big Al Ross, who makes a call for the gang to start slinging ink again. Writing from Chicago, Ross says: "Indiana towns are open, but some good ones were burned up lately by certain persons."

STANLEY NALDRETT . . . is still holding down a chain-store spot in Houston. He says that Mr. and Mrs. Sam Levy visited him recently en route to the Beaumont, Tex., Fair.

Pitchdom Five Years Ago

Pitchfolk at the Waterloo, Ia., Cattle Congress included: Gene Golin, Ray Marly, E. D. Henry, Fred Stabeck, Doc Scullen, Harry Lane, Ben and Grace Brownie, Mrs. Curran, Tom Kennedy, Art Cox, Bob Miller, Jim Osburn, George Brecht, Charley Meyer, Mr. and Mrs. J. W. Fischer, Jim Bassett, Doc Hale. . . . Al Wagner and wife were traveling with Bloom's Gold Medal Show. . . . W. Irving Smith was in Petersburg, Va., where his brother, William, was seriously ill. . . . Among knights working the cotton belt of Southeast Missouri were Frank C. Keith, medicine; Jack O. Custer, pens and a donkey show; George A. Sauerwein, medicine. . . . The Red Fox Med Show worked Goshen, Ind., to good takes for a week. . . . Silver's Fun Show was getting big business in Manson, Ia. Roster comprised Pierce Hall, Nellie Kempf, Bud Close, Jessie Egan Silvers and Doc Silvers. . . . Doc Barker and Rolling Cloud were working their med units in East Prairie, Mo., to good returns. . . . Frank C. Keith's med show was getting the lure in Sikeston, Mo. . . . Drury Rhodes was ill in Knoxville, Tenn. . . . Mr. and Mrs. Paul Houck returned to Cincinnati after a tour of Indiana and Michigan. . . . Arthur Pyle was severely burned about his arms and face when gasoline, which overflowed from a stove while he was generating the burner, caught fire. Pyle and his med show were playing Columbus, Ind., at the time. . . . Lonnie Humphries was having great success with the Dixie moving picture show down South Carolina way. . . . Dutch Lober, an oldtimer, who had been ill for some years, entered a New York hospital. . . . S. J. D. A. Med Show, under management of Doc E. Johnston, closed the season at Patriot, Ind. . . . That's all.

END-OF-SEASON accounts usually reveal whether the pitchman who started fast kept up a hot pace all thru the year.

MR. AND MRS. CHARLES GAY . . . of woodcraft fame, were in Houston last week to work the exposition, which opened at the Coliseum there October 20.

"**COTTON IS NOT GOOD** . . . in this section," writes Bob Posey from Batesville, Miss. "It seems that everything is getting a good working, with about three to every little spot. There are plenty of sheetics. Would like to read a pipe from Jack Curran, A. L. Richards, George Barry and Al Rice."

WHO'S WORKING the rodeos in New York and Chicago?

FROM PRECOTT, ARK. . . . Hot Spot Austin pencils this: "I made the 'Battle of Hamburger,' closing here October 13 to one of the worst blanks in many years. Lots of boys were on hand, but nobody was able to get anything except scraps and benches. Plenty of people on hand, with about everything but money. Crops are burned up and natives are seen peddling muscadines and hickory nuts. Some of the boys left on the thumb, while others went out by the John O'Brien route. I will trek southward with the rest of the boys. All who are coming to Arkansas bring it along. I will work the fair at Center, Tex., then will see the boys in Corpus Christi, Tex., for the holidays."

"Pitchmen's Rights as Citizens"

Seventh Installment To Appear in November 11 Issue of The Billboard

What is the lawful and real nature of Pitchmen's taxation? Do "foot-loose" itinerant merchants pay taxes? Can a Pitchman be convicted and sent to jail unless he pays an exorbitant reader rate? Who has the priority right on the street, the Pitchman or the automobile?

These and many other questions of paramount importance to all who sell are answered in a series of articles by E. L. Kiehl, who is well known in demonstrating pitch circuits thruout the nation.

The seventh article of the series, entitled "Pitchmen's Rights as Citizens," will appear in the November 11 issue of The Billboard. Others will be published periodically.

Read the series and be able to intelligently discuss your inalienable rights as citizens!

GREATEST DEAL EVER KNOWN!

It's a Record Breaker. Fastest Deal in History. Home Permanent Wave Setting Like Wild Fire. No Machine—No Electric. Daily Sales! 10 to 20 Gross. Operators Only.

SINDERELLA HOME WAVE

Promote Drug Stores
Promote Dept. Stores
Retail at 59c
WAVE DEAL

Package containing 50 curls, 50 1/2 in. roll, 1/2 in. diameter. Sample order, \$2.50 per Dozen. Wholesale only, \$30 per gross.

DON'T WAIT. SEND MONEY ORDER
Free Newspaper Mats Furnished

THE SINDERELLA CO.
1162 Broad St., Augusta, Ga.

WHOLESALE CATALOG 4,000 BARGAINS

FOR SALESMEN & DISTRIBUTORS

SPORTS
4000
It has 350 pages, check-full of normal values. It contains 1000 articles and 1000 illustrations; it is a fast selling article of 1000 items, direct to the consumer. A new volume is just off the press. Cost about 25c. P. H. B. is the stock price. Send for your copy today.

SPORTS CO., Le Center, Minn.
10-39 Superior St.,

Events for 2 Weeks

- October 30-28.
- CALIF.—San Francisco.** Annual Portals Festival, 21-28.
- CONN.—Norwich.** Frank Wirth Circus, 23-28.
- D. C.—Washington.** Auto Show, 21-28.
- MD.—Baltimore.** Auto Show, 21-28.
- MICH.—Detroit.** Auto Show, 21-28.
- IRON MOUNTAIN.** Potato Show, 24-25.
- MO.—Payette.** Fall Festival, 23-28.
- MONT.—Billings.** Junior Fair Stock Show, 23-25.
- NEB.—Alliance.** Fall Festival, 28.
- N. J.—Newark.** Auto Show, 21-27.
- Mainfield.** Fall Festival & Halloween Celebration, 23-30.
- Q.—Linton.** Fall Festival, 23-28.
- East Liverpool.** Fall Festival, 25-28.
- PA.—Philadelphia.** Auto Show, 26-Nov. 1.
- Pittsburgh.** Auto Show, 21-28.
- TENN.—Carthage.** Middle Tenn. Tobacco Festival, 23.
- TEX.—Oiler.** Yamboree, 26-28.
- Robstown.** King Cotton Festival, 25-28.
- WIB.—Milwaukee.** Auto Show, 21-28.
- Madison.** Univ. of Wis. 21. Live-Stock Expo, 21-28.
- CAN.—Toronto.** Can. Hamild-Morton Series Circus, 23-28.

October 30-November 4

- CALIF.—Anaheim.** Halloween Festival & Horse Show, 31.
- Los Angeles.** Auto Show, 26-Nov. 4.
- Passadena.** Flower Show, 2-5.
- Sanjour.** Turkey Day Celebration, 4.
- COLO.—Center.** Potato Show & Fair, 2-4.
- ILL.—Galesna.** Halloween Mardi Gras, 21.
- KANS.—Lawrence.** Natl. Corn Husking Contest, 1-3.
- KY.—Lexington.** Tobacco Carnival, 1-4.
- MARI.—Boston.** Dog Show, 2-5.
- Boston.** Boston Garden, 1-11.
- MICH.—Traverse City.** Potato & Apple Show, 1-3.
- Ind.**
- Benton.** Dog Show, 5.
- MO.—St. Louis.** Southeast Hobby & Antique Expo, 4-8.
- Burlington.** Dog Show, 4.

"When Eviction Is Lawful"
See Carnival Department of This Issue.

Hartmann's Broadcast

BUT few showfolk probably realized that October 20 marked the 50th anniversary of the sailing from New York of the Barnum & Bailey "Greatest Show on Earth" for its first appearance in England. We would not have realized it either had not H. H. Gunning, of Toledo, O., a member of the show's advertising department at the time, reminded us. The show opened at the Olympia, London, on November 11, 1889, and continued there until February 15, 1890, says Gunning, giving about 186 performances (there were no shows on Christmas and Sundays). The show returned to New York March 3, 1892.

William H. Gardner was general agent of the show and Richard (Dick) Ball contracting agent. Other members of the advertising department were Henry Hedges and Al Hiel, managers; Mart Reddy, boss billposter; Gunning; Bert Conn, Van Wert, O.; George E. Pookes and Fred LeCrone, Columbus; C. H. McLead, Circleville, O.; James D. Fay, Chillicothe, O.; Mike Larsson, Dayton, O.; James D. Lyons, Salem, Mass.; Lew Currie, Louisville; George Collier, Providence; Jack O'Connell, New York; Edward Fleming and W. H. Dumont, New York City.

"P. T. Barnum appeared the show, made a personal appearance and was given a tremendous ovation as he rode around the arena in an open carriage with two black horses," says Gunning. "He circled the arena twice to shouts of 'Good old Barnum!'"

"It was an exciting few moments for this great showman, and Mr. Ballly remarked once evening while listening to the ovation, 'They are giving the old gentleman such a grand reception he will want to stay here the rest of his life.'"

"The engagement was a great success, financially, so much so that nearly 10 years later, in 1897, the show returned and again opened at the Olympia. After touring England, Scotland and Wales, the show sailed for Germany, opening at Hamburg and then on to a three-year tour of Europe. At that time the show crossed the frontier of each country without any unnecessary fuss or trouble, as George O. Starr had made all the preliminary arrangements for the tour, which included Germany, France, Holland, Belgium and Austria-Hungary, but not Italy."

IN THE September issue of *Big Eli News* there is an editorial on safety first as regards devices. Reading this editorial reminded us of an accident on a ride in Illinois last summer. A newspaper clipping giving an account of the accident reads, in part:

"While a carnival crowd watched in fear, three small boys were rescued from a broken seat that hung at a perilous angle at the top of a stalled 30-foot Ferris Wheel in . . . (Two of the boys) were carried to the ground on the backs of carnival operators, who had climbed the side of the wheel to rescue them. . . . Twenty other passengers on the wheel marveled at their escape from injuries in a wild ride that led up to the accident. . . . The operator of the wheel had left the controls to make an adjustment

on a mechanical music box when the governor on a motor driving the wheel broke. The motor picked up speed immediately and before the operator could return to the controls on the opposite side from where he was working the Ferris Wheel was whirling at a mad pace. . . .

The seat in which the three boys were riding struck the landing platform at the bottom of a turn and the impact broke a small safety catch that held the seat in place and one end came unfastened. Hanging by one support at the left end, the three boys slid into the lower portion of the seat where they clung desperately to keep from being thrown out. It was 15 minutes before the last boy was taken from the seat. When the wheel was finally stopped it was checked so suddenly some of the seats carrying passengers made complete loops on their hangers. . . ."

Whether the accident was unavoidable or the blame is to be placed, we do not choose to say, but it behooves every ride operator, foreman, clutchman and helper to heed the advice of *Big Eli News*, which we quote, in part:

"A few days ago a recent purchaser of a Big Eli Wheel asked us this question: Do accidents occur on Big Eli Wheels? He further explained his question by stating he hadn't heard of accidents occurring and had wondered what the experiences of owners were in this regard. . . ."

"In answering him we explained, in many years there have been very few accidents on Big Eli Wheels. The general public is generally more careful on a high ride than they are on flat rides. It is human nature when we feel safest to become careless. . . ."

"During that conversation a thought came to us about the most common form of accidents in our present age. Accidents with automobiles. Why do automobile accidents occur? Our belief is, in a large majority of cases they are caused by the breaking of safety road laws by automobile operators. A few accidents happen from the machine itself to perform the function for which it was intended. Put this equipment in the hands of all kinds of drivers and accidents are sure to occur. . . ."

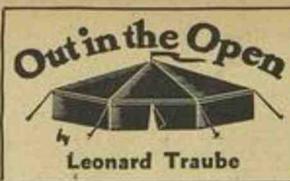
"Place riding devices under the management of all kinds of people and the same thing happens. Ninety per cent of all accidents in riding devices are caused by the following reasons: 1. Failure of owners to properly check the safety devices of their rides. 2. Negligence of ride operators. 3. Carelessness of the riding public. . . ."

"Ride owners are so busy locating their equipment and attempting to make money that they many times fail to check features of their rides that are intended for the safety of patrons. They leave this very important duty entirely to hired help. . . ."

"The business of handling pleasure seeking people is a responsible, important task. Every safety feature placed on a riding device should be in use, in first-class condition and working properly. . . ."

"Present-day young people are many times careless, over-enthusiastic and even take a devil-may-care attitude. They must be warned and sometimes even deprived of entering a riding device. Strict attention to these things will protect your equipment and may prevent serious accidents. . . ."

"Failure to use all safety features sometimes causes serious results and expensive corrective actions against the ride owner."



Leonard Traube

The Whirl of Today

THIS corner's favorite show lecturer, Homer W. Sibley, whose bear stopped ticking last week, was the first to be interred in Memorial Burial Park, the National Showmen's Association plot in Ferncliff Cemetery, Ardley-on-Hudson, N. Y. For history and the records, he was laid to rest on October 18. Altho Sibley was not a member, NSA Max Schaffer, Sibley's chief in Hubert's Museum, arranged for the burial of the gentleman with the silver tongue. . . . Charlie Sasse, pioneer importer of circus tents, died in a shirt with his New York office, at least while bombs burst in European skies, and is working exclusively out of Morristown, N. J. . . . J. C. Patterson, boss of Patterson Bros. Circus, says he noticed in this column recently that his show was placed under the heading of "Believed to have folded but nothing definite." He states that the show opened the season on June 5, which is early for Michigan, and played to capacity here until August 1st. Outfit then went into quarters near Flint, and we see by the October 7 issue of the British amusement weekly, *The World's Fair*, that the circus editor and columnist, Albert Anthony, was very much interested in the 1939 completion of circuses which Patterson communicates with us about. . . .

Wager Dept.: Flo Carlson, fat girl, writes: "I just want you to know you win the bet made with Dot in the Garden this spring, inasmuch as we are together again and have been since the Big Show played Chicago. We are very happy to be together again, working our own show on Rubin & Cherry Shows, second season." Thanks for recalling the bet, Flo, but what do we win? . . . Gauder Dept.: "Our park season is over and was no a very good one," notes Danny Bauer, Acushnet Park, New Bedford, Mass.—Who remembers the day, 49 years ago, when Beth Cabell Halsey, then 14, and William Judkins Hewitt, then 12, started the four-year *Shirley* newspaper *The Independent*? The lads put out their gem in Lynchburg, Va., for a couple of issues and then went native in the usual way—running out of scratch. In fact, they couldn't even raise the ante for wrappers. . . .

Undismayed and full of ginger, they sought out Carter Glass, publisher, editor, boss of the mechanical departments and, in general, chief cook and bottle washer of *The Lynchburg News*, a daily. . . . Mr. Glass they made grand requests for mailing but could not pay for the same. Mr. Glass said he would cut and furnish the wrappers and did, it being understood that *The Independent* would not compete with *The News* or attempt to put the latter out of business. . . .

The News is still being published, in a finely equipped plant at Church and Ninth, while the other rag passed out of the photography long since. You might know Mr. Glass, the self-styled "Only Unknown American" and is living in Norfolk, Va. The Onion, it might be said in passing, became something more positive—a keen, glib outdoor amusement editor with more than one trick on the ball. The moral of this little tale is that a famous American helped someone on the way up—before he achieved his national reputation. . . .

When is a midway magnate not a midway magnate? Answer: When he is labeled that in a public print issued in Raleigh, N. C., scene of the recent State Fair. The heading reads, "Mule Trainery Assault Midway Magnate Here." The mule trainers are given as Mr. and Mrs. E. R. Scott, of Shelby, who were freed under a \$800 bond after being heard in Superior Court on a charge of assaulting C. Hamid, "producer" of the State fair grandstand attractions." The last

label finally comes thru with accuracy, but this brings us to "midway magnate." Is there such a thing as all America?

In reading downward we note that Hamid is further identified as the owner of World of Mirth Shows, which will be new to a lot of people. The details in connection with the alleged attack are interesting but unimportant. For the records, however, it would appear that there was a misunderstanding about booking the act and, according to the plaintiff, bodily injuries of a diverse nature were inflicted. The case was held for the Wake County grand jury. . . . The whole affair is probably a typographical error. Your money will be cheerfully refunded on application. . . .

Notes From the Crossroads

By NAT GREEN

THE only clouds hanging over the Midwest this fall are the kind of clouds showmen like to see—clouds of smoke rolling from factory chimneys! They mean sunshine for the showmen; the brand of sunshine generated by the money that is being poured into the pocket cradle of folding money. Midway factories are humming. A recent trip made by the writer thru the Northern Indiana and Central Illinois industrial districts revealed great activity. Car and locomotive shops are silencing their pistons. Mills are pushed to the limit to fill orders; all of the metal-working trades are busy, and in almost all lines of business there has been a decided upturn. Gary, Hammond and Michigan City, Ind., are beehives of industry. Flags are humming in Rock Island, Moline, Elgin, Peoria and other Illinois cities. The effect of this activity is felt also in the smaller towns. All of which means that the industry will have more money to spend this fall than winter than they have had in several years. And, freed from drastic economy, they will more liberally patronize entertainment of all kinds. The present outlook bodes well for entertainment purveyors. . . .

Irving Grossman, who managed River-view Park, Des Moines, in the past season, was a Chicago visitor last week. Grossman, who handled the artists' bureau of Station WHO, is considering going into the booking game on his own. . . . Harry A. Illinois, well-known ride operator, stopped off in Chi for a few days on his way to San Francisco. Harry reports that his rides in Belmont Park, Montreal, had a profitable season. All of his big rides are now stored in "Patty" Conklin's winter quarters in Brantford, Ont. . . . Harry also called on his season as special agent with Beckmann & Gerety Shows last week and is back home in Chi for the winter. . . . Ben Bemo, injured last summer in an Eastern park, has so far recovered that he is on his feet and ready to take the winter. He's visiting friends in Chicago for a week or so. . . . Jack Story, auto-race and thrill-day announcer and Montgomery-Ward good-will ambassador, flew in from New York to catch the stadium races, then planned to Kansas City for an announcing job at the American Royal Live-Stock Show. He's at Louisiana State Fair this week. . . . Shirley Lyons, whose girl show is a feature on the Conklin show, was in Chi on a shopping tour last week. Shirley operates a gift shop in Cleveland. . . . Julius Cahn, "Count of Luxemburg" (Wis.), is relaxing in the Windy City and, incidentally, looking over some acts. . . .

With ice skating seemingly increasing in popularity, many showmen are interested in the *Iceollie Review* that is being presented this week at the Detroit automobile show. Skating surface is of synthetic ice that appears to have great possibilities. James Edgar and Charles Roth are sponsoring the show and expect to take the troupe on tour. . . .

Booking of bands at fairs will have a promotional place on the Program of the International Association of Fairs convention. Frank H. Kingman, secretary of the association, is now at work on the program and promises to have some very pertinent subjects up for discussion. In view of the expected high season attendance at the convention is expected to be heavy. Showmen's League Banquet and Ball will, as usual, be the social highlight of the convention. President J. C. McCaffery and Vice-President P. Duffin are expected to make an announcement this week to start active preparations for the affair. . . .

WANTED WANTED WANTED

for the
CUMBERLAND COUNTY FAIR, FAYETTEVILLE, N. C.

One of the Outstanding Fairs in the State of North Carolina.
LEGITIMATE CONCESSIONS OF ALL KINDS.

MARKS SHOWS

JOHN H. MARKS, General Manager,
Week of October 23rd, Fee Due Fall Grounds, Florence, South Carolina.

FOR SALE

ART LEWIS SHOWS, INC.

1 No. 12 Elz Ferris Wheel, complete with Engine, Crates, etc. . . . New 1939 Model Race Funhouse, 65-foot front, 1 Smith & Smith Coach-or-Plane, 1 20' Office Trailer, complete (Patata Coach Custom made). 1 Motor-home, complete with Motor, 30 Feet, 4 Motor Cycles. . . . All of the above equipment is in excellent condition and may be seen in operation all this week at the Emporia, Va., Fair. After that at our permanent winter quarters, Arvey Bane, Norfolk, Va. We have also the United Show Equipment, Tents, Trucks, Boat-Trainers and six beautiful Ball Games. Reason for selling: We are going on Rails next season building an entire new show from the ground up. Write: Art Lewis, 2811 E. 12th St., Emporia, Va., until Oct. 28th, then Fairfax Hotel, Norfolk, Va.

O. C. Buck Is Winner In Frederick Tax Case

FREDERICK, Md., Oct. 21.—When the O. C. Buck Shows played Waynesboro, Va., recently under baseball association auspices, a clever bit of maneuvering had to be instituted in order to keep the shows from suffering a severe tax or moving from the county. When General Agent James Quinn made contracts with the committee he went to the county seat at Staunton, where a collector's office clerk told him there was no county tax pertaining to carnivals. It was on this information that terms of the contract were set.

When shows arrived in town and un-licensed they were notified a tax of \$150 per day must be paid the county. Quinn immediately contacted county officials, who would offer no relief. However, Judge Joseph A. Glasgow, of Circuit Court, granted permission to operate until a petition could be presented before him. Obtaining counsel, Quinn and the lawyer searched the tax books and discovered an error had been made in the proper passage and advertising of the law. Thereupon a petition setting forth these facts was presented to the judge and, after deliberation, he adjudged the ordinance "null and void, and of no effect." Shows continued the week's engagement un-licensed. It was hinted the show intended to contest the constitutionality of the law on grounds of "prohibitive and confiscatory" in event the judge's decision had been adverse.

Miller's Fla. Tour Off

NEWPORT NEWS, Va., Oct. 21.—Morris Miller, president of Miller Bros.' Shows, said here this week that the organization had closed its season and would not play Florida fairs in connection with its brief vacation with his family Miller plans to again hit the road with his museum.

Sol's Liberty to Mo. Barn

DEXTER, Mo., Oct. 21.—Following close of their season here tonight, Sol's Liberty Shows left for quarters in Osceola, Mo. Owner Sam Solomon said the season on the whole had been rather sporty. He and Mrs. Solomon plan to leave quarters next month for Hot Springs, Ark., where they will vacation.

Cole Bros.' Circus

ROCHESTER, Ind., Oct. 21.—Since arrival of Cole Bros.' Circus here on September 22 the weather has been ideal. Zack Terrell, apparently in better health than for years, is seen daily at quarters. Jess Atkins is out of town on a business trip. "Captain" Seymour and Equestrian Director J. H. MacFarlan are seen daily at quarters, and John Smith is busy in the exercising barn. Joe Kuta and Scotty Brown are on the winter maintenance crew. Bill, pet crow, tired of circus life and now has a good home with a near-by farmer. Mrs. Ethelra Terrell (nee Nelson) occupies her spare time doing secretarial work for her husband, Zack. Tommy Poplin left on a trailer trip for Florida, and Louis Scott has gone home to Bloomington, Ind. Mac MacDevitt, radio technician, is wintering at Coldwater, O. Charley Young is resting at Peru, Ind. Stanley Dawson, the writer, and "Yellow" Burnett paid the show a visit at quarters on October 20. Many others of the personnel are wintering in Rochester. Among them are "Fat" Pyke, "Peanuts" Hendy, Arthur Kelly and Nicholas.

All equipment is stored. Wagons and cars that need overhauling are spotted so as to be easily gotten when greater activity begins in quarters. The draft horses are presently located on beautiful grazing ground on a near-by farm, and the ring stock is at quarters. The suite of offices in the main building have been brightened. The quarters plant is as practical, handy and comfortable as the writer has ever seen. It is certainly heated. Many winter dates have been arranged for equipment and personnel of the show.

Creed Sets Record for Bulldogging at Garden

NEW YORK, Oct. 21.—A new Madison Square Garden rodeo record for the 14 years of competition here in bulldogging and one of the best marks for all time, was hung up last night when Shorty Creed, of Rye, Colo., downed a steer in 4 1/2 seconds. Creed came within 4/10 of a second of the world mark made by Rube Roberts in Fort Worth in March, 1937.

Texas Ranch "Sponsor Girls" exhibition event put on thru co-operation of Amos C. Carter, widely publicized chief of *The Fort Worth Star Telegram*, is upping its effectiveness following a weak beginning during opening shows. Partly responsible for the lift is the fact that only three barrels are used now as obstacles for zigzag riding and also a change in technique of presentation. Homer Holcomb joined with his comedy mule and is drawing terrific laughs. Business continues to run sharply behind last year's, but no more behind than virtually everything else on metropolitan show shelf.

Conklin Shows Signed Again For Quebec and Sherbrooke

NEW YORK, Oct. 21.—Following renewal of midway contract with the Ca-

GALA TOBACCO AND COTTON FESTIVAL

In the Heart of the City, TARBORO, N. C., WEEK OCTOBER 30TH TO NOVEMBER 4TH, INC. Location Positively Two Blocks From Center of Business Section. Everything prosperous here, four mills working 24 hours a day. This is a big week. Tobacco and Cotton has been in full swing for four weeks. Ten-cent gate. Special acts and features have been arranged for this gala event. Sponsored by the Wake Up and Live Club, local civic organization that has the endorsement of the Merchants' Association, Chamber of Commerce and local newspapers. This event is followed by New Born Merchants' Exposition & Armistice Celebration, Nov. 4th-11th, Inc. Can use Legitimate Concessions of all kind except Bingo. Special rates. Diggers should have a hang-up week here. Address.

KAUS EXPOSITION SHOWS, INC.

ANGIER, N. C., FAIR THIS WEEK. NEXT WEEK, TARBORO, N. C.

CHARLESTON, S. C., COLORED FAIR

Good prices to all legitimate Concessions, Palmistry, two more Acts for Side Show. Address communications to W. C. KAUS, Columbia, S. C.

WANT CONCESSIONS

Of all kinds; Plantation People, especially Musicians and Girls. Also Girls for Review. Will book Kiddie Rides. Want Free Acts. Next week, Roxboro; then Johnston County Fair, November 6th to 11th, All addresses.

HELLER'S ACME SHOWS

TAR RIVER FAIR, FRANKLINTON, N. C.

BAMBERG COUNTY FAIR

Bamberg, S. C., week October 30; Beaufort County Fair and Armistice Celebration, week November 6; then Sulphur Springs Park, Fla., all winter. Booking legitimate Concessions, Shows and Rides for above dates.

MIGHTY MONARCH SHOWS

N. P. Roland and George Goffas, Loris, S. C., Fair, This Week.

—NOTE—

CHARLES L. SASSE

(NEW ADDRESS)
MORRISTOWN, N. J.—21 PARK PLACE
PHONE—MORRISTOWN 4-1332

JACKSON COUNTY FAIR

MARIANNA, FLORIDA, WEEK OF OCTOBER 14-18

This is a Bona Fide Fair, Chartered. Truck and Other Permits Arranged. WANT RIDES, SHOWS, CONCESSIONS, FREE ACTS, DEMONSTRATORS. GOOD ORGANIZED CARNIVAL BLENDED. Address: JACKSON COUNTY FAIR OFFICE, WELSH BLDG., MARIANNA, FLORIDA.

nadian National Exhibition, J. W. and Frank Conklin, of the Conklin Shows, announced re-engage-ments of their organization for the 1940 Great Eastern Exhibition, Sherbrooke, P. Q., and Quebec Provincial Exhibition, Quebec City.

J. W. Conklin will remain here until closing of the World's Fair, which he is studying closely, while Frank will leave early next week for a fishing trip in Florida.

HAAG BROS.' CIRCUS WANTS

For extra long season, Big Show Performers, family doing four or five acts preferred; Concert, Trombone, other Musicians for big show band. Side-Show People, write, Capable High Pitchman, Memphis Bill Brooks, wire. Salaries must be low. Route: Indianapolis October 25th, Belmont 26th, Lexington 27th, Kewaukeo 28th; all Mississippi.

WANTED HOUSTON, TEXAS

Shows, Rides, Concessions and Free Acts. Greater Houston Colored Elks' Armistice Jubilee Celebration, ten big days, rides, November 4th to 12th. Limited space. Billed, produced big, heart of city. Address: JACK STANLEY, Auditorium Hotel, Houston, Tex.

WANTED

FOR BALANCE OF FAIR SEASON—WANTED TEN-IN-ONE SHOW WITH OWN OUTFIT. Fair House, MONKEY CIRCUS, few more Street Concessions. FAIR SECRETARIES IN FLORIDA. WE INVITE YOUR INSPECTION AT THE following: Palm: Live Oak, Fla., this week; Cairo, Ga., Oct. 30 to Nov. 4; Perry, Fla., Nov. 6-11; Lake City, Fla., Nov. 15-18.

All Communications to JOHN B. DAVIS Manager Southern States Shows, At Per. Route

PARADISE SHOWS WANT

Concessions all kinds. Preference, Corn Game Shows, new all winter. Canton, Miss., this week; Kewaukeo, Port O'Brien, Maclehurst follow. All fairs. Pay your own wires. No horses or agitators. Replied: J. MILLER, Canton, Miss.

FUNLAND SHOWS

WANT Octopuss, Ride-O, Rollo-Plane, Shows with own outfits. Lyons, Ga., Fair now; Cochran, Ga., next week; Ben Hill County, Ga., Fitzgerald, Nov. 2-11. Ed K. Johnson and Barney Bee Spear, return letters of references now.

FOR SALE

Alvin Hershell Little Beauty Merry-Go-Round, in A-1 condition. Top and Side Wall used one season. Ready to set up and operate. Cost \$1,800.00. Cookhouse, 22x30, Walk-In, Kitch. Top, Griddle, Boners, Tanks, Tables, etc., to make same almost complete. Cost \$800.00 to build; cash \$28.00. Goodman, Hart O'Frame with Green Top and Walk, used one season, \$35.00 cash. BOX D-30, The Billboard, Cincinnati, O.

Small White Brass Band AT LIBERTY

Any reasonable offer accepted. Wire your offer, give own transportation. Can place Baritone or Bass. All other instruments. All when address SHOW BAND, Hawkinsville, Ga.

3RD ANNUAL MARION COUNTY FAIR

Scene Vista, Ga., Oct. 30-Nov. 4, wants Independent Shows, Rides and Concessions. Will sell Ex. an Inside Operator, Custard, Photo and Mouse. Will consider Operator, Carriage, Wire or come. G. Ferrell, Jr. E. STEWART, care County Agent, Ferrell, Ga.

RICHARD BROS.' CIRCUS WANTS

Big Show Acts of all kind. Wire Marksville, La., Morganza 26, Amite 27, Clinton 28, all Louisiana.

WANTED

For Landis, N. C., Agricultural Fair, week Nov. 15 to 18th, near Kannapolis, place Kiddie Rides or the Small Ride, Legitimate Concessions, one Show not conflicting. See Small Girls in Cookhouse. Who MILLER SHOWS, Littleton, N. C., this week.

Where Are You Wintering?

Kindly give the information on this blank and mail to The Billboard, Cincinnati, O., for our records of circus, carnival and tent shows in winter quarters:

Title of Show.....

Kind of Show.....

Is it Flat-car, Baggage or Motorized?.....

Owner.....

Manager.....

Winter Quarters Address.....

Office Address.....

Opening date and stand for 1940 if definitely set

Truck and Trailer

Legislation

MADISON, Wis., Oct. 21.—Two measures affecting trucks and busses and the other cabin trailers, have been passed by the Wisconsin Legislature. Bill No. 845-A became effective October 1. It provides for a quarterly license fee for trucks and busses operating in the state when the fee is \$60 or more per year. The measure, however, will not apply to licenses already issued until such licenses expire on June 30, 1940.

Bill No. 57-A, relating to the licensing of cabin trailers, became effective October 1. It sets an annual fee of \$5 when such trailers are under 25 feet in length and \$10 when they exceed 25 feet.

All new cabin trailers manufactured and in Wisconsin must be equipped with brakes operated from the driver's seat of the propelling vehicle. Cabin trailers now in use may be operated until January 1, 1940, if the brakes on the propelling vehicle can bring to a stop the trailer and cabin within a distance of 50 feet when operated at a speed of 25 miles per hour. Cabin trailers are also required to be equipped with a combination tail and stop light, controlled and operated from the driver's seat of the propelling vehicle.

Philadelphia

PHILADELPHIA, Oct. 21.—South Street Museum opened its season to excellent business, with Margie White's Colored Revue; Mr. and Mrs. Harry Fish, noted musicians; Bob Elms, sword swallower; Hindoo Frank, tattoo artist, and Miss. Claire, mentalist. In the main hall dancing and cabaret within a distance of 50 feet when operated at a speed of 25 miles per hour. Cabin trailers are also required to be equipped with a combination tail and stop light, controlled and operated from the driver's seat of the propelling vehicle.

Philadelphians, Oct. 21.—South Street Museum opened its season to excellent business, with Margie White's Colored Revue; Mr. and Mrs. Harry Fish, noted musicians; Bob Elms, sword swallower; Hindoo Frank, tattoo artist, and Miss. Claire, mentalist. In the main hall dancing and cabaret within a distance of 50 feet when operated at a speed of 25 miles per hour. Cabin trailers are also required to be equipped with a combination tail and stop light, controlled and operated from the driver's seat of the propelling vehicle.

MAGIC

(Continued from page 25)
ALEXANDER, mentalist, is resting for a few weeks at Crystal Lake, Ill. after winding up a fair season with Betty Gibson "People Who Make the News" attraction. . . . TUCKER KEY posts from Fort George, La., that he has just purchased a Bear house trailer, and that business is the best in years. . . . GRANTINI & CO., having recently wound up the season with the Hooster Comedy Co., are working Indiana barns with comedy juggling and magic.

BURLESQUE NOTES

(Continued from page 25)
The Globe, Boston, will go to the 606 East Chicago, . . . WILLA MAE, colored Oriental dancer, placed by Phil Rosenberg at the Triboro October 1 week, is a new comer in Pollies houses. Recently danced in a Warner pix that was staged in the West Indies. Willa moved to the Empire Newark, October 8, and then to the Hudson. DR. J. DAVE COHEN placed Art Lloyd, Sammy Smith and Gordon Clark to relieve Ben Chasen, at the Seymour and James Sherman at the Palace, October 13. Also Jerry Dean, Roseanne and Jai Lal at the Hudson. Carroll, who goes to the Republic. Irma Gomez, who returns to the Gaisty, and Gene Raps, at the Star, Brooklyn, the next day. RUDY FAN GELBER, drummer in the pit at the Hudson, New York, was with the Ted Lewis Ork for many years before coming to burly. Leon Van Gelder, new leader this season at the Hudson, is many instrumental specialists in his crew. . . . ANNETTE

opened at the Star, Brooklyn, October 6 after an Ellington stay. UNO.

CHICAGO: RED MARSHALL, who joins Harry Delmonico's show, was in town to see his wife, Dolores Dawn, at the Rialto. . . . ARTHUR CLIMAGE was in town on his way to St. Louis to attend the opening of the Grand Opera House Friday (26). . . . MIMI REED switched from the Hank Hen to the Jack Diamond show to be in company with hubby Ray Parsons. . . . MARNE closes at the 606 Club next week to join a Midwest Circuit unit. . . . JUNE ST. CLAIR returns to burlesque next Friday (27), starting at the Rialto. ZULELE and Mary Marva have finished their Midwest contracts. . . . AL SOMERBY, manager of Howard, Boston, was a recent visitor attending the Harvard-University of Chicago game.

CLUB REVIEWS

(Continued from page 19)
Miller's Orchestra from the West; Margie Knapp, a young and lively songstress, and Haskell, magician. Miller's Orchestra is first-rate for dancing and presents several smart arrangements with the young maestro leads from his piano. He also conducts the show, as do most of the orchestra leaders who play Manager Tom Sabrey's swank dine-and-dance spot.

Soloists with Miller's Orchestra are used with discretion and include Evelyn Jania, Bob Hunter and the comedian-trumpeter, Bob Funnell. Miss Knapp is a 15-year-old, who sings in the style of Sophie Tucker and Ethel Merman. She has plenty of voice, lots of personality and a clean, incisive, exciting style.

Haskell, with his tricks, picks his stoges from among the guests and had the dinner crowd forgetting to eat so good was his act.

Return here, entertaining hour, offered twice nightly at 9 o'clock and midnight. Albert E. Rodman.

Green Room, Hotel Edison, New York

It's almost becoming a custom here that a season's curtain raiser isn't a musical unless Blue Barron is on the stand to make the dancing all the more desirable with the dining and sipping or sipping—as the case may be. Return here, here Friday (16), it was Barron's third return engagement in two years. And continuing to dish out the sugary synops of yesterday and today in the fashionable singing-the-song-tittle setting, the band seems as permanent a fixture as Maria Kraemer's lease on the hotel.

New innovation this year will be a featured "Band of the Week" on Barron's Sunday day of rest, similar to the relief program used before at Hotel New Yorker here. Serving as an excellent showcasing for artists managed by Consolidated Radio Artists, servicing this spot exclusively. Bobby Parks is first of the show-casers Sunday (15).

Ed Dukoff, hotel pit fill in charge. M. H. Orodensker.

Kaufmann's, Buffalo

Buffalo's favorite prohibition days spot has come back to life in full modern color and atmosphere. Kaufmann's, as it was known before, has been completely remodeled into a Swedish red, turquoise and yellow interior. It features all up-to-the-minute ideas in lighting, amplification and comfort. Paul Streich, local decorator, was in full charge of the renovations.

Millie Wayne, who heads the floor show as a capable and hard-working emcee, does some fine numbers herself. Her dancing and singing are presented with so much rhythm that she works herself and her audience into a frenzy. Being a tall, blond, sexy-looking girl who apparently loves her work, she captured applause every time.

Carl Thorson, novelty juggler, is the outstanding act in this show. His uncommon skill is marked by smoothness and precision, and an impressive big time. His juggling of six different objects simultaneously, including a 40-pound steel ball, is the highlight of the

evening and leaves patrons with jaws dropped.

Travers Sisters (Carol and Peggy), nice-looking young lassies, are okeh with two classic dances and a high-kick waltz and a peppy tap. Carol does a Peckin' solo, a novelty number which includes Millie Wayne's husky warbling. Little Joe Little, rubber-legged eccentric dancer, goes in for tireless and intricate acrobatics. He whips full speed all over the floor and makes one dizzy watching. Griffith and Wells get in some entertaining antics with a comedy song and dance number and a burlesque of a suave ballroom team. Betty Sharp, attractive brunette, wears the accurate, capably and plays requests between shows. A five-girl line, the Kaufmannettes, headed by Connie Garner, do winsome routines.

Jimmie Tan's colored seven-piece band is good on accompaniment and dancing. The Green Room is a manager. The minimum is 75 cents week nights, raised two bits Saturdays and holidays. Crowds have been running near capacity since the opening two weeks ago. Eve M. Warner.

Pastor's, New York

A couple of second cousins of Tony Pastor have gotten together and opened up a night club in Greenwich Village to revive the memory of the old Pastor vaudeville era. Those who are familiar with the Pastor brand of showmanship may find this effort just a left-handed attempt to do it all over again. The place that recalls any of the historic tradition that was associated with Tony Pastor.

The club itself is beautiful and modern, with murals to recall the days gone by. The show, however, is no match for the Pastor brand. There is no attempt towards any kind of co-ordination, and the talent itself is mediocre.

Ann Hudson is a cute little brunet dancer, and if she is taught a few elements of presentation and delivery she may yet wind up to be a solid performer. As it is, she goes thru standard tap stepping and a ballet routine that's so-so.

Betta Dahg does a novelty dance, if such can be called dancing, dressed in a devil costume and making some darg gestures. Singer Elaine Jarvis went thru a bad case of distortion when singing *If I Didn't Care*. Showed too tender affection for the microphone.

What talent there is comes from Pat Ross, who sings well but displays little personality. Johnny Parker, one of the owners, says he restricts the show to men but had a cold on the night caught. Joe Pastor is the other owner.

Teddy Eddy's five-piece band provides the music. Sol Zaitz.

Chez Paree, Chicago

A new revue, one of the strongest combinations here in a long time, opened Friday night with a top heavy cast. Topped by Joe E. Lewis, it also features Paul Haakon, Tamara, Wally and Verdyn Stapleton, Maria Montero, Rose Blane and the Fred Evans line. Abe Lyman and band hold over until December, when Lou Brown and the old Henry Busse outfit move in.

Lewis has never been funnier, and this room is made for him. Holds up the next-to-closing spot with talking satires of popular songs, kids with the acts and caps up introductions to his own proportions. While much of the stuff is of the double-meaning caliber, it is entertaining all the way.

The 16 Evans lovelies open the dinner revue with a saucy interpretation of erotic jitterbugging, and their brief white satin Enesco comes no hands in hand with their lively routine. The Stapletons, smart musical comedy tap team, do two numbers, one in a modern vein and another a take-off of the bicycle-built-for-two days. Personable vocalists.

Rose Blane, Lyman's swing vocalist, takes an early singing spot, shouting out with relish *Al in Fator Say Bye and Are You Having Any Fun?* Voice is not a trained one but delivery is commercial. The 16 Evans medley of *Let's Get Married* featuring the Merry Widow Waltz, the line in impressive black velvet gowns and picture hats creates a moving production scene and an atmospheric overture for the classy ballet dancing of Paul Haakon. He returns a boyish prelude to a ballad medley with massive spins and turns accomplished with little apparent effort. His is a concert style but serves as welcome relief in a show of this type. Danced to George Enesco's *Rou-*

manian Rhapsody Johann Strauss' *Perpetuum Mobile*.

Tamara, charming singer, went big with her romantic interpretations of several pop songs. Makes a distinguished appearance, with enough suitable voice and personality to pitch in a Grade A performance. Her group included Bublitchi, *South of the Border*, *Ellas in the Rain* and *Smoke Gets in Your Eyes*. In the finale, Maria Montero, striking Latin dancer, featured the *South American Way* line number. She has a native interpretation of a native routine that rates attention. The costumed girls create a colorful background, with vocal flourishes furnished by Miss Blane and Frank Parrish of the band.

Lyman's Orchestra continues to furnish strong show and dance music, fronted by the popular leader. Heardo's eight-piece outfit fill in intermissions with *Rimba* and *Tango Lunce*.

Revue is staged by Fred Evans, assisted by Mary Gorgas. Music by Gene Lucas and coetumes by Evans and Francis Palister. The new press chief is Harold Walker, who succeeded Ted Weber, now in New York with the Columbia network. Sam Hoberman.

Glass Hat, Hotel Belmont, Plaza, New York

Ralph Hitz's present offering in his East Side hotel Gen is a quick, punchy three-act show headlining Ethel Shutta. It is, however, badly routined and lacks the sock finish ending that Shutta delivers with the halfpy mark instead of the closing. Lee Sullivan's singing, which is unusually good, comes as an anti-climax.

Partner is Joe and Betty Lee, youthful dance duo doing nice smooth work for a pair of 19-year-old kids. The polish that comes from years of experience. They give the appearance of a couple of youngsters who won a school contest and as such were given a pretty rough time by the club's more sedate patronage.

Miss Shutta, who headlined the first show when this room opened two years ago, was a winner with a variety of sock novelty tunes and an equally sock delivery. She fills the much-abused "sophisticated" songs with a versatility that has kept her working for a long time. Among her numbers were *Indians and Trees*, *Are You Having Any Fun?* and *A Woman's Best Friend is Her Bed*, which at times she fills with the blue side but perfect for night club work.

Emcee Lee Sullivan, another youngster, has a winning smoothness, a nice personality, but above all an excellent commercial voice. Should go places. On the musical side is Joe Sully's Orchestra, giving off a smooth brand of dance music, with Sully himself doubling on the fiddle and vocals. Horatio Zito's Ork fills in with the Latin tunes with plenty of swing and rhythm. Dick Mocker and Ada Hoffman on hand as the p. a. s. Sol Zaitz.

PARIS NOTES

(Continued from page 23)
post in the army zone. Georges Carpentier and Pierre Colombar, both sergeants in the aviation, are in Villacoublay. Maurice Chevalier will soon introduce his new marching song, *Victoire*, which is intended to succeed *Madeleine*, famous during the last war. The words are by Marcel Travers, of the French Air Force, and the music by Fred Astaire, commander in the Garibaldi Legion. *Victoire* is the 21-year-old daughter of "Madeleine" in the song.

Sacha Guitry has announced the formation of the first all-musical troupe, composed of the strongest b-o names on the French stage. Playing a small number of pieces that have been past successes of Guitry's will be Gabby Monette, the young soprano, with Guitry and his wife, Genevieve; also Victor Boucher. The company will make a tour of principal French cities and all profits will be donated to various war charities. The troupe was supposed to be placed behind the eight ball by ceasing 21m production, as was the case during the 1914-18 conflict from which the film industry has never recovered, the government has named a special committee headed by M. Chataignat, to furnish all needed aid for continued production.

The industry as a whole has been hard hit by the mobilization, with the technicians and artists suffering. Capable substitutes have been installed in most cases, permitting the larger studios to start turning. These include the Pathe and Joinville, Eclair-Emmap, and Gaumont, and production in studios in St. Maurice, and the Buttes-Chateau. Those located in Billancourt and Neuilly are reorganizing.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •

AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

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GOOD WORK

Agents of the federal government are doing good work in concentrating on those who are popularly known as big-shots in whatever business they happen to engage in as a racket. The temptation is always there for them to go chasing after petty things, and leave the real sources of trouble untouched.

Some of the names recently appearing in the news are said to have failed to report their incomes from slot machines. In one or two papers it was implied that big incomes had been made from pinball games.

Most of the newspapers have been fair, however, in reporting that the big names now being accused are men with records in such big games as the alcohol racket during prohibition. These are men that would likely force racket tactics upon any business or industry which they happened to enter.

The coin-operated machine industry has difficulty in defending itself from the reputation which such names enforce on the business. The coin-operated machine industry is too often the victim of men and agencies who are supposed to be working for good government. A reformer is often just as much of a racketeer as those who are branded racketeers in the daily news.

An example of unfair reform agitation was heard on the radio on Sunday evening, October 15. This program purported to set forth how coin-operated phonographs have been used as a "front" for rackets. Unfortunately, the public does not always distinguish its information carefully. Those who write news, editorials, scripts, scenarios, etc., know this all too well.

The question is raised as to which is the worst racketeer, the one who professes to be nothing else but a racketeer or those who deliberately confuse the public mind.

Racketeers may use any kind of business as a "front." It may be a cosmetics business, a florist shop, or a simple cigar store. But it is always more sensational to use something that has a "coin slot" on it. Even Fortune magazine adds "sensational" to an otherwise authoritative business article by referring to automatic phonographs as "gaudy slot machines."

These incidents are referred to in order to show how easy it would be for federal agents, or anyone for that matter, to get sensational publicity by public agitation about some such things as pinball games. There are always mediums ready to blazon such cheap publicity to the sky. Such tactics are not conducive to good government nor does it reflect so well on the level of intelligence of a nation or its officials.

But it is a high mark of credit up to the present that there are officials who go after the real sore spots in racketeering as it may affect any business or industry. They are not trying to besmirch an industry as a whole but rather to ferret out those that enforce racket methods upon business. That is a hard job and in many cases it is a thankless business.

It should be kept in mind that the rank and file of the members of the amusement games industry back in 1931 and 1932 came from small business and professional groups whom the depression forced to look for other ways to make a living. The rank and file of the business has tried to maintain the same standards that would prevail in any other legitimate business since. The way has been made doubly hard because there are always so many crusaders who lack the courage and the intelligence to fight for real reforms. These are the people who keep the games industry in the shadows where it is always exposed to racket encroachments.

National experience has shown during the days of prohibition that the quickest way to turn an industry or business over to racketeers is to make it illegal.

The rank and file of the coin-operated machine industry belong to trade associations, their membership lists are open to the public, and in every way they offer co-operation to any and all government officials that honestly try to maintain good government.

Some of the so-called clean-up drives that come in various cities are very revealing as to the methods and motives that prompt such drives at intervals. They are very revealing as to how such petty things as pinball games may be made a smoke screen or a goat for bigger things.

A few years ago Chicago was swept with one of those clean-up drives which banned pinball games, and they have stayed out since. The wave of piety was so intense that even cigaret machines were banned. Then a lot of people sat back on their civic conscience feeling that a great reform had been staged to keep the city clean.

But today the facts are indicating that crusades against pinball games will not save Chicago—or any other city.

The reform business in England may also point a moral. Led by Lady Astor, there was a strong move during the last year or so to ban gambling on races and sports in England. But gambling on the races is too much a part of the lives of the people in England. So the crusade failed. Then Lady Astor started agitating a national crusade against pinball games in England. Anybody could tell that this was a face-saving move, and but for the war pinball games might have been driven out.

Such tactics are typical of most of the crusades made against coin-operated games. It is easy to stir up emotions and sensationalism by pointing at some racketeer that may have entered the business. But that does not lead to intelligent government. Perhaps the present capable men that head the important agencies of our government will be able to keep on the right road, and will help an industry keep its membership rolls as open and clean as other standard industries.

Perhaps they will be able to distinguish between cheap publicity, political smoke screens, and the efforts of a large group of citizens to earn a legitimate living.

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A NEW KIND OF FREE GAME THAT INTRODUCES FOR THE FIRST TIME

"4 WAY" BUMPERS
3 WAYS TO SCORE
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SEE YOUR
Jobber
TODAY!

Naturally, a game as "hot" as "Big Six" will sell fast—so fast that the factory will be far behind in orders before this ad appears—so—write, wire or see your jobber today and arrange for yours without delay. You'll thank us later for tipping you off, as Big Six is—without a doubt—the most outstanding game of the year.

Report Nippy Well Received

CHICAGO, Oct. 21.—Chicago Coin Machine Mfg. Co. officials Sam Wolberg and Sam Ginsburg, in speaking of their latest release, Nippy, report, "Since it would be practically impossible to personally thank coinmen for the tremendous enthusiasm with which they received our latest offering, Nippy, we are taking this way to say thanks."

"Last week we announced this new game to coinmen. Since that time we have been virtually swamped with orders from every section of the country. Guided by the reaction of coinmen to Nippy when it was on test locations, and also its earning power and mechanical dependability, as exhibited on these locations, this flood of orders is not a surprise.

"It's only natural for coinmen to be enthused over a new game when that game is so packed full of tantalizing play appeal, new action and such high earning power. Operators know a good game when they see one, and that Nippy is even better than good is evidenced by the tremendous number of orders that have been placed for it during its first week on the market."

Service De Luxe At Atlas Novelty

CHICAGO, Oct. 21.—Eddie Ginsburg, Atlas Novelty Co. executive who recently installed a private dining room in his distributing establishment, states that the idea has met with success and is rapidly growing in popularity among customers and friends of the concern. "This installation was occasioned by the absence of satisfactory dining facilities in our immediate neighborhood," states Ginsburg, "and, in the rush of business, we do not have sufficient time at our disposal to drive our customers to distant restaurants."

"While this little suite is thoroughly equipped, we originally planned a rather quick and easy menu. This has gradu-

ally been expanded to a degree which now provides our guests with a wide range of selections. We have a large stock of edibles on hand—in fact, enough to stock a hustling delicatessen."

Atlas also reported that the Atlas Detroit staff is busily engaged in moving to its new and larger quarters necessitated by the increase in business of the Detroit branch.

Seiden Reports Business Pick-Up

ALBANY, N. Y., Oct. 21.—Henry Seiden, head of the Seiden Distributing Co., reports a notable increase in sales this fall. States Seiden, "We've been busily filling orders from coinmen this fall than at any time I can remember. One thing in particular that I noted about the orders that have been flocking in is the fact that they are coming from operators in cities farther away from Albany."

"When we first started in business our customer list was made up of operators in Albany. As time progressed we gradually developed a following in a larger radius around this town. Today we boast of serving operators at distances of many, many miles. There must be plenty of reasons for this popularity, with operators at great distances, and a few of them are the fact that our prices are low, the quality of our machines is high, and we give immediate service on all orders. With this policy to be stressed even further in the future we believe our business will grow to even greater proportions."

Novelty Game Hearing

SAN ANTONIO, Oct. 21.—On November 9 a hearing will be held in the 73d District Court in the interest of coin machine firms who seek a permanent injunction restraining the seizing of marble boards of the novelty class.

A temporary restraining order is now in the hands of San Antonio common law agency in the seizure of machines which are not used for gambling purposes.

Auto. Games Has New Service Unit

CHICAGO, Oct. 21.—H. P. Burt, head of Automatic Games, has introduced a sequel to the Pal container kit, he announces. The new product is known as Pal Jr.

Said Burt, "Due to the outstanding success we have had with our Pal, a four-container service kit, and in response to many requests we have brought out a two-container kit called Pal Jr. This is in demand by many operators who use only two or three kinds of nuts in their vendors. As with our Pal unit, you can also hook more containers over the side of Pal Jr. if necessary," concluded Burt.

Coinmen Praise Daval Follow-Up

CHICAGO, Oct. 21.—Reports from the Daval Mfg. Co. are that Follow-Up, its latest five-ball creation, is meeting with exceptional enthusiasm from operators and distributors who have received shipments of these games.

According to E. P. Winkel, Daval comptroller, "A mounting volume of rush orders on Follow-Up has necessitated the addition of a complete night shift to our factory facilities. The news is spreading rapidly that Follow-Up is a real hit and operators are quick in seeing the unusual appeal presented by the totally different type of 'bumper wild' action on Follow-Up."

"The nine progressive values possessed by every bumper on the game is also a powerful play incentive which operators know will do wonders on their locations in the form of profits. And, of course, those big box-car scores up to 200,000 provide thrills and excitement for players which bring them back for more."

"Follow-Up is unique in that it is the first super-high-score game in the industry. Likewise, the action is totally new and entirely new, as are also the

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"When all's quiet with quick-money coin machines, PHOTOMATIC continues to hammer away, giving operators year-around action. The way to win over all obstacles is to put out a string of PHOTOMATICS!"

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 Free Play Breakers, G. Wheel, Flicker, ... \$17.50
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progressive scoring values of all the bumpers. Yes, unquestionably Follow-Up is a game of games—truly an operator's game."

Distributors Greet New Keeney Game

CHICAGO, Oct. 21.—Comments were forthcoming from many parts of the nation, it was reported, on Keeney's latest creation, Big Six. J. H. Keeney & Co. have announced it would be on display at all distributor points. Comments heard were all approving and according to Roy McInnis, of Baltimore, "I see the greatest possibilities for big earnings in Big Six that I've ever seen in any coin game. It's really all the features, and more, that have contributed to the amazing success of previous Keeney free play games."

George Ponsler declared, "I've seen a lot of games, but I don't think I've ever seen one that will equal Keeney's newest creation. I predict that the new Keeney game called Big Six will be one of the best earning free games ever put on the market."

H. Holstein, head of Banner Specialty Co. announced, "We'll have Big Six here to show all comers in this section next week. We sincerely advise operators who want to get in on the year's biggest profit climb to make every effort to see Big Six at the earliest possible moment."

Officials of the Cleveland Coin Machine Co. said, "When one has seen Big Six, one can't possibly remain neutral in one's opinion. It's all a one-sided argument and I needn't mention that it's in favor of Big Six."



H. F. MOSELEY, head of the Moseley Vending Machine Co., Richmond, Va., recently announced the opening of a branch office in Charlotte, N. C. The Charlotte branch, a branch in name only, will occupy a five-story and basement building on one of the main thoroughfares.

Recording Talent At Phono Banquets

NEW YORK, Oct. 21.—Annual banquets of the music machine operator associations both here and in New Jersey will find a galaxy of big name recording stars in attendance. Appearance of these leaders and recording stars is by way of showing their appreciation to the operators for using their records.

Automatic Music Association of New Jersey, Inc., is staging its affair tomorrow at the Essex House, Newark. On October 3 the Automatic Music Operators' Association, Inc., New York, is holding its second annual dinner and dance at the Starlight Roof of the Waldorf-Astoria Hotel.

Metals Exposition On in Windy City

CHICAGO, Oct. 21.—Many coin machine men will be in attendance when the National Metals Exposition and Exposition opens in Chicago October 23. Coin machine firms are large users of metal.

More than 250 exhibitors will show products resulting from improved methods of metal manufacture and fabrication. It is in this field that the American Society for Metals is constantly at work. Stainless steel, carbonyl, the refining process—these are among the phases of metallurgy which have attracted the exhaustive attention of society members.

Attracts 25,000 Technical Men

William H. Eisenman, of Cleveland, managing director of the Metal Congress which will bring 25,000 technical men to Chicago. Technical sessions of the exposition will be held at the Palmer House in collaboration with the Chicago Congress, as well as technical sessions of the following sections, which are participating in sponsorship of the exposition: The Wire Association, the American Welding Society and the Iron and Steel Institute of Metals division of the American Institute of Mining and Metallurgical Engineers.

New Orleans

NEW ORLEANS, Oct. 21.—Trade conditions continue to favor a good late fall and winter season in Louisiana with the important lumber and oil industries benefitting from price advance and the recent war boom helping to bring in good prices for cotton, rice and sugar, three important staple agricultural "money-makers" for the native planters.

C. R. Adelberg, sales manager of the Rotomex Mfg. Co., Chicago, spent several days in New Orleans recently conferring with the Dixie Coin Machine Co. and New Orleans Co. officials. Adelberg, well known in these parts, looks forward to a big fall distribution of the firm's new-

est creations. He is particularly interested now in distribution of Davy Jones, Stoner's big promise for a good operation for the present.

Charles Snyder, of the Chicago office of Mills Novelty Co., stopped over long enough to tell the distributors and operators about the fine results being received by operations of Mills Chrome Bell and Cherry Bell machines. Of course, he didn't have to do much arguing in these parts, for the Louisiana and Mississippi operators have already had grand results with these two big Mills Bells. Snyder left here for the Windy City.

Apologies are in order to Pete Nastasi, of the Automatic Coin Machine Co., of this city for our recent erroneous remark that his firm was discontinuing operations of music machines. Nastasi denies that he had such plans under consideration and to the contrary finds photograph operations best in many months.

Three big favorites of the Bally Mfg. Co. plant are creating hits in this area this fall. The Dixie Coin Machine Co., Bally's great distributor, reports White Balls, Gold Cup and Scoopy a trio that will be hard to beat for making real money this year. The Dixie Co. also reports heavy interest in Keeney's Thriller and Exhibit's 1940 Golden Gate.

Frank De Barros, manager of the J. H. Peres Amusement Co., left recently for an extensive business trip thru Central and Southwest Louisiana in the interest of the firm's distribution of Wurlitzer phonographs.

It was a real grand opening when Andy Monte, head of the A. M. Amusement Co., formally opened his new headquarters at Poydras and Drynes streets. Monte now has more than double the space at his late quarters and has expanded his force to take care of expected bigger business at this downtown corner. Mr. and Mrs. Ernest Putrowsky, formerly of the Great Southern Novelty Co., join the staff as service department head and secretary, respectively.

It was self-defense, not bold larceny, when a soft-drink coin vending machine disappeared from police headquarters of a large Southern city recently. Operators of the machine said they were forced to remove it because a persistently heavy crop of slugs, pennies, buttons, etc., made it a money loser in that location.

A good job of distributing Rock-Ola phonographs is credited to the Louisiana Amusement Co., since Boss Melvin Mallory has taken the added responsibility of being a papa. Mallory has recently returned from a trip in Southeast Louisiana and found operators of Rock-Olas giving out only the highest of praise for the new Rock-Ola features.

R. N. McCormick, Southern sales manager of Decca Distributing Corp., was away on a two weeks' trip to the Memphis and Atlanta branches of the company. Mac looks for new peaks for

Decca record sales this fall and credits catchy selections this past summer for the best season in several years. Outstanding as money-makers for Decca this year have been Bing Crosby and Woody Herman and ork.

Incorporated at Houston was Houston Cigarette Service, Inc., with capital stock \$500. Incorporators were J. P. Carver, F. F. Beadle and Charles A. Keilin.

F. W. King, of the C. & N. Sales Co., finds the first two weeks of October very slow for distribution of coin machines in general but says that he expects this lull until cold weather sets in. King believes that despite the poor start, it will be a good fall and winter season for operators in this section and credits higher cotton and rice and improved credit conditions for his optimism.

Ed Rodriguez, of the American Coin Machine Co., reports that he finds operations improving since the first of the month and credits splendid new ideas by the big Chicago factories for the betterment.

Detroit

DETROIT, Oct. 21.—James Duart, who operates several routes of music machines on the west side of Detroit, reports a considerable pick-up in business recently in his beer garden and buffet locations, due to the coming of cooler weather. He is expanding his routes for the coming season.

Gus T. Gustafson, east side operator of an extensive line of phonographs, is expanding his business into new locations. He places his machines in restaurants and drive-ins, and has recently been concentrating on drug store locations which he reports he has found pretty successful.

He is an enthusiastic booster of coin-controlled weighing machines and has a large number of Watling's around town which bring in many pennies and require practically no servicing for repairs, etc.

Puritan Sales has been established by Charles C. Huff, operator of pin games in this territory for several years. Headquarters are located at 1009 Crawford street, Detroit.

William Corrocan, distributor for Wurlitzer at San Francisco, was a Detroit visitor for several days recently. He has been visiting the East, seeing the factory at Tonawanda, and taking in the World's Fair and the World's Series. In Detroit, Corrocan was a guest of Harry Graham, of Marquette Music Co., and James Ashley, of the American Novelty Co.

Charles Crowley, Ecorse operator, finds business good in this west side suburb of Detroit and continues to expand his routes. He has added several Mills phonographs recently.

Arnold C. Rosen, formerly with the Chicago office, has been made assistant to Manager William Glaesman at the Decca Distributing Co. here.

Gold Star Mfg. Co., Dearborn, Mich., salesboard manufacturer, has expanded business recently into several States with the appointment of resident representatives.

Matt Kling is again expanding his route with the purchase of several new Wurlitzers. He has also moved his headquarters to 3493 Robins avenue, Detroit.

Sol Nathan, proprietor of the B and N Sales Co., which handles concession supplies, etc., for coin machines, was in a Chicago hospital with an attack of appendicitis recently.

Central Coin Machine Exchange has been busy recently getting its quarters in readiness for fall and winter business, according to Maurice J. Feldman, manager.

Frederick E. Turner, president of the Automatic Merchandisers' Association of Michigan, was away on another business trip out of the State again recently.

Manfred M. Linick, veteran coin machine operator, who heads the Detroit Automatic Exhibit Corp. is dropping out of all machine activities to concentrate exclusively upon scales, he reports.

J. J. Schermack, head of Schermack



ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 3 coins, the best protection against slugs.

Built in 3 Models.
Bell, Front Vender and Gold Award.
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Products Corp., spent some time recently in taking a business trip thru the East, leaving his brother, A. Schermack, in charge of the plant here.

The Coin-Meter Detroit Co., specializing in the operation of coin-controlled washing machines, has moved headquarters, formerly out in the northwest section of Washington avenue, to a central location at 5850 Forsythe avenue.

W. R. Polechek, manager of the company, reports very good business in this department, with a recent pick-up, "because people seem to be spending more now." Polechek, incidentally, always finds a good market for his used machines by merely removing the coin attachment and selling the used washers for use as normal washing machines.

Frank Michaels, who was Detroit manager for Confection Cabinet Corp., operating a large number of candy vendors in theater lobbies, has left the organization. His post is being divided between Joseph Tallman and George Bernstein. Tallman was formerly local service manager and has been with the company here for three years. Bernstein came here, over a year ago, from the Newark headquarters of the company. Syd Taube, representative of the Confection Cabinet Corp., was in town not long ago in a visit from Toronto, Ont., where he has headquarters.

Saul E. Gordon, manager of the Peerless Products Co., announces the company is bringing out an addition to its line for operators, in the form of a patented filler for cellophane bags. The new filler will operate on either candy or nuts and allow the operator to buy his supplies in bulk and fill the bags himself, resulting in a marked operating economy.

Mint-Pop National Distributing Co. is completing final improvements in its new type of pop-corn vender, and plans for manufacturing are to be made shortly.

William Bolton, who has a corner of Southwestern Michigan, making headquarters at Romulus, was out buying Seeburgs for his routes.

Alice Roberts, of Grosse Pointe Farms, was another steady Seeburg customer back for another order.

Home Music and Novelty Co., organized about three months ago by Joseph Clingo and Herman Dudek, reports very satisfactory business from its music and pin game machines. 52 machines have been placed on good paying locations, according to Dudek, in that time.

Cigarette Merchandisers' Associations

The interstate meeting held recently in the Hotel Gardin in New Haven, Conn., was successful and the representatives of the association, New York, New Jersey, New England and Pennsylvania had the opportunity to discuss some important matters.

Morris Zimmerman, vice-president of the Connecticut organization, opened the meeting by welcoming the delegates to the session. Anthony J. Mason, secretary of the Conn. CMA and president of the interstate group, presided.

Matters of interest to operators discussed at the meeting included summaries of the tax situation in New York by Matthew Forbes, manager of the N. Y. CMA; of the tax situation in East-ern Pennsylvania by W. L. King, of the Quaker Vending Co., and Norman H. Fuhrman, secretary of the Automatic Cigarette Vendors' Association. Walter Guild, manager of the New England group, outlined tax matters in his report. The reports of these men indicated that tax situations throughout the areas served by them were being straightened out.

The interstate group went on record as seeking the manufacturers' co-opera-

tion against introducing new models with gadgets—such as radios. Bob Hawthorne, president of the New York CMA, also addressed the group. In the course of his talk he recommended that manufacturers introduce new models at the same time with an agreement to let these stay on the market for a certain length of time. Al Sharnow, of the New England group, praised manufacturers for their far-sightedness in designing new models and stated that the operators owed their success to the fact that the models were so smartly made, which accounted for their being in many locations from which old machines had been barred.

James Cherry, manager of the New Jersey CMA, was named recorder. He succeeded Sol Kesselman, counsel for the N. J. group, who had been serving as temporary recorder.

King and Fuhrman invited the group to hold its next meeting at Philadelphia. However, the group was forced to decline the bid, as the next session will be held in Chicago in January in connection with the annual Coin Machine Show.

Following the footing of the sale Bowl, the delegates were guests of the Connecticut CMA at dinner.

Attending were: From New York, Forbes, Sam Yolen, Hawthorne; from Pennsylvania, King and Fuhrman; from New England, Guild, Louis Riegan, Al Sharnow; from New Jersey, Cherry, Kesselman, John Sharenow, Golub, and from Connecticut, Mason, Ed Bereth, Nathan Davidoff, Zimmerman and Sam Allienor.

Trophy in New York

The New York CMA is now in possession of the softball trophy which it won from New Jersey in a game held at the estate in June at the Berkshire Country Club, Windgate, N. Y. Mason delivered the award to Forbes in person this week after a cancellation of the Conn. CMA outing prevented Conn. and N. Y. meeting on the diamond to settle the matter. While in the States, Mason availed himself of the opportunity of visiting the World's Fair. Forbes has the trophy on his desk and it is being admired by the operators of his organization.

New York CMA will pay \$50 rewards to two location owners who played important parts in the drive against slug users. These men are Nicholas Juriano, of the West River Lunch Room, and George Katsubalis, of the Sheffield Lunch. In one case a man was arrested and held under \$100 bond. When his trial came up, he failed to appear, forfeiting the bond. In the other case police took into custody an abandoned automobile in which were found \$200 in slugs and 100 packages of cigarettes taken from machines; they were packed with the 3 cents in the side.

A by-laws meeting was held by the New York group recently. Vendors Service in New York have filed application for membership in the organization. Action on these application at the general meeting October 25.

New Jersey is all set to go with its annual banquet. The date has been set for February 10 in the Hotel Douglas in Newark. A special executive meeting was held recently for further discussion of banquet plans to approve the committee's work to the present time. John Sharnow is chairman of the banquet committee.

Cig Industry on Upgrade Declares Cig Manufacturer

By C. PALMER PARKER
President, Axton-Fisher Tobacco Co.

The aggregate cigaret production, after virtually standing still in 1938 as compared with 1937, is turning upward again. And that is good news to us here in Louisville.

It is heartening in these times of economic insecurity to know that the tobacco industry, altho burdened by taxes, has invariably moved forward consistently despite recessions and depressions. It has afforded an unflinching source of livelihood to all connected with it.

An endless stream of dollars has been poured into the life-stream of business for wages, raw materials and supplies of various types. The sale and ship-

ment of tobacco products from here corresponds with the activity nationally. At the outset it should be noted that the production and sale of cigarettes over-shadowed by a wide margin any other phases of the industry. This will probably continue to hold true, since the cigaret furnishes the easiest way of using tobacco. National cigaret production in 1937, exhibiting normal growth, exceeded 1936 by 6 per cent, roughly. However, production in 1938 was less than 1 per cent ahead of 1937, which indicates the industry practically marked time last year.

General Business Slack is Cause

It was the first year since 1932 that production for one year was not better than a previous one. Such a condition may be attributed in a measure to the slack in general business which existed from October, 1937, thru the first half of 1938. It was encouraging to note, however, the unmistakable improvement in industrial production during the latter half of 1938, which has reflected in the greater demand for cigarettes in the first half of this year.

It may appear since the public consumed no more cigarettes in 1938 as compared with 1937, that the use of all tobacco products declined. Such was not the case. The smoker seemingly switched from the cigaret to the pipe, or else rolled his own. The per cent of gain in 1937 over 1936 of 6 per cent for cigarettes, but lost in 1938 over 1937 was picked up by smoking tobacco. This statement is sustained by the fact that pipe and roll-your-own tobaccos finished 6 per cent ahead in 1938 as compared with 1937.

Here in these two classifications, cigaret and pipe tobaccos may be found criteria of business conditions in the nation as a whole. In 1932 (compared with 1931) for the first time in a dozen years, cigaret production dropped off. Smoking tobacco increased. In 1930 another business slump occurred and cigaret demand topped again sharply from the peak of 1919.

Cigaret Smoking Still Increasing

Smoking and cigaret trends have been heading in opposite directions for many years. Cigaret production rose from a paltry 6,000,000,000 in 1920 to the incredible total of 163,000,000,000 in 1938—gaining 1,900 per cent in less than three decades. Few products have experienced such popularity. Smoking tobacco has dropped with depressing regularity since 1925. Other than the occasional spurts already mentioned, there is only slight hope for complete resuscitation of the product. Scrap, plug and twist have also felt the consumer preference for cigarettes. Snuff for less than one-third of the total production, but they have stimulated the tobacco activities all along the line from the selling of the plant to the finished product. Their progress has not been made at the expense of other brands already on the market. Moreover, any thought that the 10-cent cigaret has lowered manufacturing standards and depressed tobacco prices

The introduction and success of the 10-cent cigaret in the market has increased employment. These brands account for less than one-third of the total production, but they have stimulated the tobacco activities all along the line from the selling of the plant to the finished product. Their progress has not been made at the expense of other brands already on the market. Moreover, any thought that the 10-cent cigaret has lowered manufacturing standards and depressed tobacco prices

NOW CHOCOLATE BULK CANDLES FOR 5c PACKAGE MACHINES

PAN'S TEMPT-U NIBLETS

- CHOCOLATE SPANISH PEANUTS
- CHOCOLATE RAISINS
- CHOCOLATE CARD PARTY MIX
- Jellyettes (Pectin Jelly)
- Pastel Mints
- Coconut Cream Cubes
- French Burnt Peanuts
- Assorted Licorice Lozenges
- Best Mix

Candies packed in attractive, assorted colored boxes

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HEXAGON



6 Column Adams Gum Machine. Red and Green Model. Every one guaranteed like new. Act quick! Write! Willard Place 6 1/2 Deposits or more with Order. **\$6.75 ea.** Est. C. O. D.

SUNFLOWER VENDING MACHINE CORP.

658 W. 183 ST., NEW YORK

paid to the farmers is ridiculously fallacious. Competition, essential for the welfare of the consumer and grower, is keener today than ever before.

1939 Shows Increase

Although the increase is not large for the five months of 1939, cigaret production figures show a greater gain for this period as compared with 1938 than the grand total for 1938 exceeded 1937. Besides, May totals topped May of last year by 7 per cent. Smoking tobacco for the first quarter of 1939 still retain a slight lead (less than 2 per cent) over the corresponding period of last year.

If the current trend in cigaret production is indicative in the slightest measure of general business activity, it is our opinion that a gradual improvement in business can be expected for the remainder of 1939. An overnight return to the kind of prosperity existing prior to September, 1929, is not anticipated, and certainly not wanted. Recovery may seem slow to many, but in the end it is the soundness of any recovery that counts, and not the speed with which it has been effected.

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The only drink machine of 12 YEARS PROVEN OPERATION in NEW YORK CITY, ATLANTIC CITY, CONEY ISLAND, ASBURY PARK - and other LOCALITIES.
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MODEL "34"
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USE "PAL" & "PAL JR." The modern Handy Service Kiosk "Pal" & "Pal Jr." contain 100 containers. "PAL" at \$4.95. "PAL JR." at \$4.50. Originals in every County. Also stands of all kinds. Free instructions on operation. **AUTOMATIC GAMES** 2425 Fullerton Ave., CHICAGO, ILL.

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- Imperial Royal, 8 Columns \$42.50
- 5-20 National, 7 Columns \$35.00
- Stewart & McGuire, 5 Col., Metal Stand 12.50
- 5-20 National, 180 Cap., Enc. Stand 25.00
- 5-20 National, 180 Cap. (Med.) Stand 25.00
- 52 Extra 180 Cap. (Med.) Stand 20.00
- NEW 1939 Stewart & McGuire, 10 Col., 400 Cap. \$55.00
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- All in Perfect Condition and Shipped.
- Corretta, 7 Col. (Enclosed Stand) \$15.00
- Corretta, 6 Col., Angle Iron Stand \$7.50
- Masters, 6 Col., Angle Iron Stand \$7.50
- Monarch, 8 Col., Round Iron Stand \$7.50
- U-Need-Pak, 8 Col., Round Iron Stand \$9.50

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IMMEDIATE DELIVERY! NIDGET BASEBALL \$17.50

25 Rows Aristocrat 6 Column 18c Cigarette Machine, \$18.50 Ea.
Five or more, \$16.00 each; 20c Medal, \$2.00 extra.

- 10 Columbus 10 Pearl Machines \$3.00 Ea.
- 10 Columbus 100 Cap. Machines \$3.75 Ea.
- 10 Big Boy Gum Counter Games \$3.00 Ea.
- 50 DuPont Selective Six Candy Bar Machines \$1.50 Ea.
- 100 Adams 6 Column Vendors \$3.00 Ea.
- Novel 1/3 Deposit, Balance C. O. D.

D. ROBBINS & CO. BROOKLYN, N.Y.

MUSIC MERCHANDISE

Milwaukee Firm Boosts Popular Records in Big Promotion Plan

MILWAUKEE, Oct. 21.—An outstanding example of fine promotion took place here recently when the Lawrence Welk Band, playing at a local theater, tied up with the Kemo Novelty Co., Wisconsin distributing and operating firm, in plugging Lawrence Welk records in Kemo phonographs.

Increased revenue in phonograph cash boxes and increased attendance at the show during the Welk engagement were the results—and therein lies the story. Kemo's genial head, William Montrose, and Dick Courtenay, publicity agent for Welk, co-operated in placing on approximately 350 phonographs backboards plugging the Welk records and the band's appearance at the local theater.

On phonographs not carrying the equipment necessary to mount the backboard, Welk's agent furnished a card which went inside the phonograph and was attached to the glass front. It contained similar wording to that on the backboards. Montrose, of Kemo, reported that he has used similar promotions in the past and has found that it increased the play of his phonographs every time.

"In a town like Milwaukee where we don't have the transient trade or summer guests as do larger towns, we have to hump to keep our business at a high peak," Montrose declared. "Therefore we co-operate with other business and we receive its aid at times and above all, its good will. Take, for instance, when we plug the band that's coming to our local theater. It boosts its attendance. It gives the orchestra leader a better showing. We get more nickels in the cash box. It boosts record sales. And, in general, every business in Milwaukee receives a bit of added stimulus—all as a result of the signs we use on the phonographs."

Courtenay, representing Welk, was very enthusiastic and declared, "I can't begin to express my excitement at the realization of the possibilities of advertising our appearance by having the band plugged by the backboard signs and by having our records on all these phonographs. All over the backboards and other advertising specialties we used in connection with the phonographs have been secured by the Welk Band and you may be sure that our future engagements will find us utilizing automatic phonographs to help us, to help the operator. It's really a swell deal."

Looking at the Kemo organization reveals a well-developed firm which covers every angle in the development of possible business. William Montrose, head of the organization, is Wurlitzer distributor for the State of Wisconsin and as such is active in keeping the public "phonograph conscious." Whenever a name band comes to town Montrose sends flowers to the orchestra with a card on which is written, "With the compliments of the phonograph operators of Milwaukee." Naturally, this results in reciprocation by the orchestra leaders who may publicly thank the group—and, incidentally, the public learns that automatic phonographs are appreciated by the band. Naturally this adds to their prestige and helps to build phonograph patrons.

Kemo offers all bands the advertising prestige of its phonograph backboards. This co-operation is extended thru the theater or ballroom in which the band is appearing.

When the backboards are not in use to plug bands, Kemo features on the backboards certain records or artists whose disks are currently popular. Occasionally the backboard carries an ad of the Kemo Novelty Co. explaining and extolling automatic phonographs.

Montrose, the aggressive head of Kemo, has founded his business on service of this kind and service to locations. He first learned the meaning of service as the head of the Allis-Chalmers experimental laboratories in the manufacture of farm machinery. System and uniformity are his motto and he follows every detail to the last iota.

Rock-Ola Approved By Ops—Merchant

CHICAGO, Oct. 21.—Enjoying his new connection with the Rock-Ola Mfg. Corp., as one of the firm's district managers is W. F. Merchant, pioneer phonograph man, who declares he is happy to be back in the phonograph field.

"It's really amazing," exclaimed Merchant, "on the way operators are thoroughly sold on Rock-Ola Luxury Lightup phonograph, altho it's understandable, for its money-making features are almost unbelievable."

"It puts life into a location and the tone—that's something to rave about. I don't know when I've heard better and I've listened to plenty of phonographs. Front-door accessibility is one feature that all operators and service men rave about for the reason that it is not necessary to pull the machine away from the wall to get in it from the back. Everything is done from the front: changing records, servicing and collections."

Merchant reports that business conditions are good in the Indiana territory and further states, "The acceptance of the Luxury Lightup phonographs is the welcome news I hear wherever I go."

THE HY-G GAMES CO., Minneapolis, recently sponsored in co-operation with Amusement Games, Inc., St. Paul, a two-day service school for phonograph mechanics and operators. Many music men drove hundred of miles to attend. Above picture shows many who attended the sessions, which ran from 9 in the morning until 5 in the afternoon. A banquet followed the close of the session. Speakers on the program were, from the Seeburg Corp., Pete Otis, Al Koch and assistant Kamys; from the Hy-G Games Co., Hy Greenstein and Cora Fagan; and from Amusement Games, Inc., Jonas Bessler and Clyde Newell. Entertainment at the banquet was furnished by Sam Blat and Erwin Zellmer.

August Exports

WASHINGTON, Oct. 21.—The total dollar value of automatic phonographs exported during the month of August exceeded the total value of all other types of coin machines exported during that month, according to a report by the Department of Commerce.

This is an indication of the important proportions which automatic phonographs were beginning to attain in world trade, when the outbreak of a European war suddenly put obstacles in the way of shipments overseas.

The war probably will not put so severe a damper on the widespread use of phonographs, however, since Mexico led the list by purchasing phonographs to the value of \$28,024; Canada was second with \$26,044 worth. The United Kingdom led in taking shipments overseas, using \$6,361 worth of phonographs. The prospects of war were already showing up there.

But Britain led all other countries by far in the purchase of amusement games during August, the total shipments amounting to \$42,292. A total of 155 vending machines were shipped to other countries during August.

Shay Tells Why Mills Phonos Sell

CHICAGO, Oct. 21.—Sales Manager Vince Shay, of the Mills Novelty Co., reports "the best way to judge the dependability of any machine is to examine how the buyers buy it. What the Throne of Music has achieved in the music field is now apparent to everybody. The biggest news is the complete confidence operators and distributors have in the Throne of Music, confidence that has been engendered by its standardized dependability and freedom from service."

"Operators order this phonograph by 5s, 10s and 20s. Distributors are doing even better. In the past few weeks we have received three carload orders from Posner, two from Calcutt, two from Mayflower, two from Gordon Mills, a carload each from Sam May and Jim Baker."

"Once Throne of Music gets into a location it stays there. Its beautiful appearance is more and more appreciated by the location as time goes by. Its marvelous tone is so musically perfect that the location owner and his employees find it more and more attractive. It never annoys, irritates or interferes with the business of the location. The music is always pleasing, always musical."

Wurlitzer Names Arkansas Distrib

NORTH TONAWANDA, N. Y., Oct. 21.—Announcement of the appointment of the Commercial Music Co. as Arkansas distributor for Wurlitzer automatic phonographs was made here this week by M. G. Hammergren, sales manager of the Rudolph Wurlitzer Co.'s phonograph division.

Wurlitzer's selection of the Commercial Music Co. is said to have met with the outspoken approval of officers in both organizations. Mike Hammergren stated that Joe Williams, general manager and owner of the Little Rock concern, has recently leased modern office and storage space for the purpose of displaying the machines and providing facilities for the storage of parts and records. The maintenance of large supplies of stock in both the parts and record departments was emphasized by Hammergren as one of the most impressive features of the company's set-up. Service to operators, he said, would be complete in every detail.

The appointment of the Commercial Music Co. as Wurlitzer distributor was signaled by a group meeting between Wurlitzer executives and officers of the distributing organization. It is reported, "Wurlitzer policies were discussed, particular emphasis being placed on the steady and increasing coverage inaugurated nearly a year ago to boost the profits of Wurlitzer operators," said Hammergren. Officers of the Commercial Music Co., Hammergren concluded, indicated their hearty approval of the program.

Calcutt Speeds Tri-State Coverage

FAYETTEVILLE, N. C., Oct. 21.—Joe Calcutt, of the Vending Machine Co., one of the largest coin machine distributing firms, reports that his firm has speeded coverage of North Carolina, South Carolina and Virginia on Mills phonographs.

He reports, "Due to the demand, which has been growing hourly, we have just instituted a new speedy coverage inaugurated in the three States we cover for Mills so that the operators in any of these States can figure on 24-hour delivery as long as machines are in our warehouse."

"We are starting a system whereby operators who want to get started with Mills Throne of Music in these three States will be given a special arrangement of delivery schedules which will allow them the time necessary to cover the best spots and finance thru with locations as machines arrive."

"This new delivery schedule is the fastest we ever attempted for such close-to-home coverage. It will necessitate a fleet of trucks which will be in operation constantly to meet the needs of all of the operators."

Peak Sales on Phono Changeovers

CHICAGO, Oct. 21.—Officials Paul Gerber and Max Glass, of Gerber & Glass, state that the past weeks have been the busiest they've had this year. "And this past year has been one of the busiest we've ever known. Largely responsible for this increase in sales and lengthening of our customer list has been our new changeover grille for phonographs, and lately, our new 1940 Domes for phonographs."

"Going on the premise that 'there's life in the old phonograph yet,' we developed our changeover equipment. Operators all over the country declared this revolutionary step in music one of the greatest merchandising factors in music operation. This equipment has aided operators everywhere to convert old looking phonographs into sparkling, bright new looking machines with better earning power."

"Our new 1940 Domes are very easy to install. As a matter of fact, it only takes 10 minutes to install. They're taking this year's greatest contribution to music operating."



WURLITZER GETS THE ORDER! Mike Hammergren, left, Wurlitzer general sales manager, and William Montrose, right, of the Kemo Novelty Co., Milwaukee, look on as Mr. Brady, also of Kemo, displays the order he has just signed for a new shipment of phonographs. Wurlitzer District Manager W. C. Mosberger, second from left, examines the contract with interest. The scene was snapped at Wurlitzer's Open House Meeting held recently at Milwaukee's Hotel Schroeder.

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 set best in.

Address communications to WHAT THE RECORDS ARE DOING FOR ME, THE BILLBOARD PUBLISHING CO., 54 W. Randolph, Chicago, Ill.

Cambridge, Ohio

To the Editor:

In this territory records are being played very much the same as they are in the rest of the country. However, I have noticed several releases that I have never found mentioned in *The Billboard* that are really going to town here.

Russ Morgan's *Does Your Heart Beat for Me* is in great demand and is getting much more play than *Moon Love* did when it was in its prime.

Any recording of *An Angel in a Fur-lined Room* gets a good play and looks most promising here. However, *Biscuits* is without doubt headed for the top of the hit parade and we have Glenn Miller's recording on every machine. Henry Russell has a platter of the above two making the disc a very good combination.

Going strong: *An Apple for the Teacher*, *Day It—Day Out*, *The Jumpin' New Comes Love*, *Over the Rainbow*.

Fading: *Beer Barrel Polka*, *Sunrise Serenade*, *Baby Me*, *I'll Remember*.

Where dancing is not permitted the Little Brothers' recordings get a good lay and all of them keep up with any of those mentioned.

PAUL C. KACKLEY,
P. K. Sales Co.

Buffalo

To the Editor:

This gives me a welcome opportunity to tell you how much I enjoy reading your columns in *The Billboard* and how much help I have already derived from your record departments. Your candid check-ups on the popularity of disks are a real boon to the hustling operator who has no time to read lengthy stuff.

Glenn Miller is tops right now on my machines, and any of his numbers are sure to draw coin. His versions of *Moon Love*, *Stairway to the Stars*, *The Lamp Is Low*, *Cinderella* and *To You* are still good money-makers, tho they are gradually being replaced by his new disks. Miller's *Men With the Mandolin*, *Over the Rainbow* and *Blue Orchids* are my best sellers right now, with *The Little Man Who Wasn't* there coming up fast.

Artie Shaw is pretty much in demand, especially in the jitterbug hangouts of the school kids. His *Melancholy Mood* is still okeh, but is rapidly being pushed out of the picture by the newer *Day It—Day Out*, which is right up at the top of my list. Bob Crosby has gained a lot of pulling power in the last few weeks, and I have had very fine success with his *Oh, You Crazy Moon*. Benny Goodman is holding his own with his *Blue Orchids* version, which garners plenty of nickels for me. The *Blue* is in the season. *Beer Barrel Polka*, is still on practically every one of my machines and for reasons unknown gets as good a play as most of the newer tunes. Dick Jurgens, I think, is making some fine records lately. His *Lilacs in the Rain* is an up-and-coming number, which has proved to be a success wherever I've used it. Barry Woods' version of the same disk is not bad either.

In the vocal department Bing Crosby is at the head of the class without a doubt. Practically all numbers from his latest picture, *The Star Maker*, were money-makers for me, with *An Apple for the Teacher* most popular. Right at present he gets the nickels with *A Man and His Dream* and *What's New?* Both

numbers are rising rapidly to the top. Connie Boswell's *The Lamp Is Low* had a short-lived success and is now on the downgrade. The same can be said of the Andrew Sisters' platters.

Business here isn't all it should be. I blame this mostly on the in-between season right now. Most of my locations are no problem, excepting the phonos in the school districts where the younger kids give the machines tough wear by trying to extract music without the aid of coin. I suppose this is a common complaint, tho. The jitterbug gang, I found, are just about my fustiest customers when it comes to new selections. They demand the best in swing and I have to keep changing new numbers around several times a week to keep them contented. In most other locations record changes once or twice a week are plenty sufficient.

I hope this letter is going to be of some help to you and the trade in general, and I am happy to be able to voice some of my ideas and experiences in this worth-while column.

BERNARD BLACHER,
Amplified Music Co.,
Buffalo.

Spokane

To the Editor:

Right now the public hereabouts is going for most any of the old-time pieces that have been revised by a modern swing band as well as the newer recordings. Certain revivals also are bringing me in a good share of nickels, among them Glenn Miller's *Isle of Golden Dreams*, Bing Crosby's *In My Merry Oldsmobile* and Clyde McCooy's *Sugar Blues*.

Count Basie deserves special mention. In the last six weeks I have had more requests for him than in the past two years. He is a favorite with the younger crowd, along with Artie Shaw and Glenn Miller. The older folks prefer Kay Kyser, Horace Heidt and Eddy Duchin. Among the favored vocalists Dick Todd and Barry Wood are giving Bing Crosby his first serious competition.

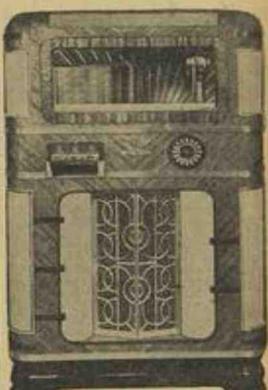
Averaging the take from all our machines, *Beer Barrel Polka* and *It Makes No Difference Now* are about tied for money-making honors. It doesn't make much difference with the latter whether the recording is that of Jimmy Davis or of Dick Robinson. The Judy Garland platter of *Over the Rainbow* is running third. Next comes *The Man With the Mandolin*, Chick Bullock having the edge over Wayne King and Glenn Miller. Kenny Baker's *Cinderella*, Artie Shaw's *Comes Love*, Benny Goodman's *Blue*

SAVE MONEY! SAVE TIME! SAVE LABOR!
LET "AMERICA'S LARGEST PHONO REMODELING FACTORY" REMODEL YOUR 616-616A-412-416-Etc. Etc.

JUST LOOK AT THIS REMODELED 616 READ WHAT WE DID!

Upon receipt of your 616 at our factory our trained experts immediately place the machine through our complete remodeling process. The highly polished, beautiful aluminum grille, including all bulbs, sockets and wiring is added. Four corners are cut out. New, high-gloss aluminum frames are lightly inserted (no nails used on frames) plus special heat-treated plastic columns in red or yellow (whichever you prefer). Ten bulbs, sockets and wiring. The special highly polished aluminum molding strips are placed around front of cabinet. Two chrome-plated reflectors. Bottom part of cabinet painted a glossy ebony - black. Back doors are completely painted. Gate board placed over coin chute. The inside, back door beautifully finished. Pre-holder holder rest. Entire cabinet cleaned and washed with special preparation. Cabinet polished to mirror-glass coat. Complete silencing and cleaning of all mechanical parts. General repairing of small nicks, cuts and cigarette burns. Completed—you have a stunning new phono that when price of location and labor is this only possible when done by our own trained men in our own factory. HUSH YOUR PHONO TO US TODAY! AT THIS LOW PRICE YOU CAN'T GO WRONG!

COMPLETELY REMODELED 616 AT OUR FACTORY ONLY \$25.00 BROOKLYN, N. Y.



IF you are interested in purchasing Domes, Grilles, Plastic Columns, Corners, etc.—WRITE FOR OUR CONFIDENTIAL PRICE LIST NOW! LOWEST PRICES ASSURED!

NOTE we buy, sell and remodel! If you have phono on hand for sale—Write Today—give address, condition and price wanted. COMPLETELY REMODELED 616 (as illustrated above) \$19.50 (18. Deposit, Balance C. O. D., P. O. B. Brooklyn, N. Y.)

ACME SALES COMPANY
779 CONEY ISLAND AVE. BROOKLYN, NEW YORK
NEW YORK CITY SHOWROOMS AND DEPOT—625 TENTH AVE.

Orchids and Crosby's *Rancho Grande* also are up there.

Coming up are *What's New?* (Hal Kemp), *Day In, Day Out* (Kay Kyser), *In the Mood* (Glenn Miller) and *Baby Me* (most any). I find it's a good idea to have a good variation of artists where practicable, and that worn-out records can do more harm than anything else to hurt one's business.

J. H. LYNCH,
Standard Sales Co.

REVIEW OF RECORDS

(Continued from page 12)

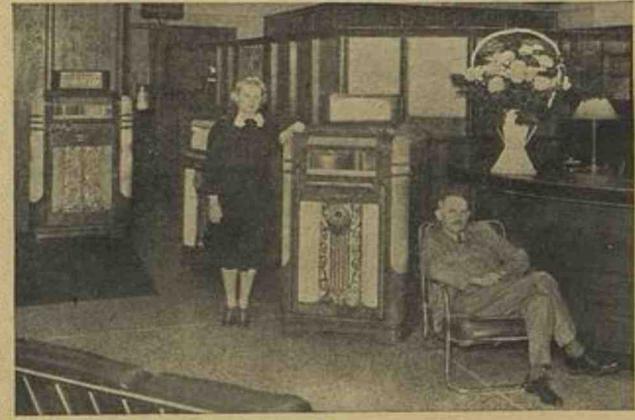
Nonetheless, there is some commercial quality in double-talk if prescribed expertly, and the growing popularity of

Vol Vistu Gally Star proves the point. This double-talk ditty is catching on and it's a catching interpretation that the harmonizing Merry Maes dish out on Decca, tho the doubling novelty, *My Cat Fell in the Well*, is strictly an on-well song.

In the same syllabic groove, same label, the Andrews Sisters perform with their customary zeal for *Chico's Love Song*—this Chico double-talking his love song to his chick. *Flirtatious* is *The Jumpin' Jive* and it jumps.

Maynaps all this talk about double-talk is just an offshoot of "scat," which is what happens when you can't sing the words. In any event Decca labels a disk by Leo Watson, that scaterer supreme, giving steam-roller treatment to the wordage in *Uti Da Zay* and *The Man With the Mandolin*. But it's all as easy to leave alone as it is to take.

If the de-emphasis is on the words the best of the batch is found on the Columbia shelf in the throat-whistling of Fred Lowry, blind mocking bird featured with Horace Heidt. All the world loves a whistler, or so it is said. In any event there's universal appeal in the virtuosity of Lowry's whistling for *William Tell Overture* and *Listen to the Mocking Bird*.
Oro.



KEMO NOVELTY CO.'S OFFICES and top officials are shown. They are Marge Wafer manager, and William Montrose, owner. Kemo, located in Milwaukee, features a program of keeping the public "phonograph conscious" and in this direction co-operates with name bands appearing in Milwaukee as well as tying up with local merchants to boost business.

CLEARANCE SALE—PRICES SLASHED
RECONDITIONED PHONOGRAPHS

Seeburg Synchrona Model A	\$ 35.00
Seeburg Synchrona Model B	40.00
Seeburg Synchrona Model C	45.00
Seeburg Synchrona Model D	50.00
Seeburg Synchrona Model E	55.00
Seeburg Synchrona Model F	60.00
Seeburg Synchrona Model G	65.00
Seeburg Synchrona Model H	70.00
Seeburg Synchrona Model I	75.00
Seeburg Synchrona Model J	80.00
Seeburg Synchrona Model K	85.00
Seeburg Synchrona Model L	90.00
Seeburg Synchrona Model M	95.00
Seeburg Synchrona Model N	100.00
Seeburg Synchrona Model O	105.00
Seeburg Synchrona Model P	110.00
Seeburg Synchrona Model Q	115.00
Seeburg Synchrona Model R	120.00
Seeburg Synchrona Model S	125.00
Seeburg Synchrona Model T	130.00
Seeburg Synchrona Model U	135.00
Seeburg Synchrona Model V	140.00
Seeburg Synchrona Model W	145.00
Seeburg Synchrona Model X	150.00
Seeburg Synchrona Model Y	155.00
Seeburg Synchrona Model Z	160.00
Seeburg Synchrona Model AA	165.00
Seeburg Synchrona Model AB	170.00
Seeburg Synchrona Model AC	175.00
Seeburg Synchrona Model AD	180.00
Seeburg Synchrona Model AE	185.00
Seeburg Synchrona Model AF	190.00
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Seeburg Synchrona Model AL	220.00
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Seeburg Synchrona Model AN	230.00
Seeburg Synchrona Model AO	235.00
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Seeburg Synchrona Model AQ	245.00
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Seeburg Synchrona Model BJ	340.00
Seeburg Synchrona Model BK	345.00
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Seeburg Synchrona Model BP	370.00
Seeburg Synchrona Model BQ	375.00
Seeburg Synchrona Model BR	380.00
Seeburg Synchrona Model BS	385.00
Seeburg Synchrona Model BT	390.00
Seeburg Synchrona Model BU	395.00
Seeburg Synchrona Model BV	400.00
Seeburg Synchrona Model BW	405.00
Seeburg Synchrona Model BX	410.00
Seeburg Synchrona Model BY	415.00
Seeburg Synchrona Model BZ	420.00
Seeburg Synchrona Model CA	425.00
Seeburg Synchrona Model CB	430.00
Seeburg Synchrona Model CC	435.00
Seeburg Synchrona Model CD	440.00
Seeburg Synchrona Model CE	445.00
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Seeburg Synchrona Model CG	455.00
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Seeburg Synchrona Model CI	465.00
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Seeburg Synchrona Model CL	480.00
Seeburg Synchrona Model CM	485.00
Seeburg Synchrona Model CN	490.00
Seeburg Synchrona Model CO	495.00
Seeburg Synchrona Model CP	500.00
Seeburg Synchrona Model CQ	505.00
Seeburg Synchrona Model CR	510.00
Seeburg Synchrona Model CS	515.00
Seeburg Synchrona Model CT	520.00
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Seeburg Synchrona Model CW	535.00
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Seeburg Synchrona Model CY	545.00
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Seeburg Synchrona Model DA	555.00
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Seeburg Synchrona Model DK	605.00
Seeburg Synchrona Model DL	610.00
Seeburg Synchrona Model DM	615.00
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Seeburg Synchrona Model DU	655.00
Seeburg Synchrona Model DV	660.00
Seeburg Synchrona Model DW	665.00
Seeburg Synchrona Model DX	670.00
Seeburg Synchrona Model DY	675.00
Seeburg Synchrona Model DZ	680.00
Seeburg Synchrona Model EA	685.00
Seeburg Synchrona Model EB	690.00
Seeburg Synchrona Model EC	695.00
Seeburg Synchrona Model ED	700.00
Seeburg Synchrona Model EE	705.00
Seeburg Synchrona Model EF	710.00
Seeburg Synchrona Model EG	715.00
Seeburg Synchrona Model EH	720.00
Seeburg Synchrona Model EI	725.00
Seeburg Synchrona Model EJ	730.00
Seeburg Synchrona Model EK	735.00
Seeburg Synchrona Model EL	740.00
Seeburg Synchrona Model EM	745.00
Seeburg Synchrona Model EN	750.00
Seeburg Synchrona Model EO	755.00
Seeburg Synchrona Model EP	760.00
Seeburg Synchrona Model EQ	765.00
Seeburg Synchrona Model ER	770.00
Seeburg Synchrona Model ES	775.00
Seeburg Synchrona Model ET	780.00
Seeburg Synchrona Model EU	785.00
Seeburg Synchrona Model EV	790.00
Seeburg Synchrona Model EW	795.00
Seeburg Synchrona Model EX	800.00
Seeburg Synchrona Model EY	805.00
Seeburg Synchrona Model EZ	810.00
Seeburg Synchrona Model FA	815.00
Seeburg Synchrona Model FB	820.00
Seeburg Synchrona Model FC	825.00
Seeburg Synchrona Model FD	830.00
Seeburg Synchrona Model FE	835.00
Seeburg Synchrona Model FF	840.00
Seeburg Synchrona Model FG	845.00
Seeburg Synchrona Model FH	850.00
Seeburg Synchrona Model FI	855.00
Seeburg Synchrona Model FJ	860.00
Seeburg Synchrona Model FK	865.00
Seeburg Synchrona Model FL	870.00
Seeburg Synchrona Model FM	875.00
Seeburg Synchrona Model FN	880.00
Seeburg Synchrona Model FO	885.00
Seeburg Synchrona Model FP	890.00
Seeburg Synchrona Model FQ	895.00
Seeburg Synchrona Model FR	900.00
Seeburg Synchrona Model FS	905.00
Seeburg Synchrona Model FT	910.00
Seeburg Synchrona Model FU	915.00
Seeburg Synchrona Model FV	920.00
Seeburg Synchrona Model FW	925.00
Seeburg Synchrona Model FX	930.00
Seeburg Synchrona Model FY	935.00
Seeburg Synchrona Model FZ	940.00
Seeburg Synchrona Model GA	945.00
Seeburg Synchrona Model GB	950.00
Seeburg Synchrona Model GC	955.00
Seeburg Synchrona Model GD	960.00
Seeburg Synchrona Model GE	965.00
Seeburg Synchrona Model GF	970.00
Seeburg Synchrona Model GG	975.00
Seeburg Synchrona Model GH	980.00
Seeburg Synchrona Model GI	985.00
Seeburg Synchrona Model GJ	990.00
Seeburg Synchrona Model GK	995.00
Seeburg Synchrona Model GL	1000.00

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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 10 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.

South of the Border. This has come up as quickly as any song within recent months and now it is definitely established as a very successful automatic machine number. It has had but two previous listings in these columns, once as a "Possibility" and last week under "Coming Up." Its jump up here this week would seem to set a record (absolutely no pun intended!) for speed. The only disk that means anything is Shep Fields' excellent version, unanimously popular in every section of the country.

Day In—Day Out. Bob Crosby, Kay Kyser, Artie Shaw.

Over the Rainbow. Glenn Miller, Bob Crosby, Judy Garland.

An Apple for the Teacher. Bing Crosby.

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.

Address Unknown. Another week ought to see this hitting the high spots of phono popularity. Some reports nominate it as a prime favorite in their particular locality right now, but there isn't enough unanimity of opinion to shoot it up to the head of the class this week anyway. But it's a pretty powerful item right now as is, and it gives every indication of becoming better. The Ink Spots, of course.

It's a Hundred to One. It's much better than 100 to 1 that this will repeat its Chicago success in other parts of the country, ample evidence of which is found in the reports coming in this week. Dick Jurgens' recording is challenged in popularity only by Dick Todd's vocal disk.

What's New? Each succeeding week brings something new in the development of this lovely ballad and this week is no exception. It's climbing higher and higher all the time in public esteem and it's only because there are so many good ballads already popular or getting there that this has been a little lost in the shuffle. Bing Crosby and Hal Kemp are sharing phono honors, with a nod or two in the direction of Benny Goodman.

In the Mood. Glenn Miller's great recording in both a swing and humorous vein is getting the attention it properly deserves. There is a relaxed, free rhythm to this that is highly infectious and appealing, undoubtedly the reason for its being singled out of all Miller's recordings of non-pop tunes for special distinction.

The Little Man Who Wasn't There. Not getting much further up the ladder than when it started several weeks ago, this nevertheless has enough nickel-pulling power to make it an item that operators oughtn't to overlook. Glenn Miller and Larry Clinton both have records of it that are meeting with pretty fair success in spots using them, and again, it's probably only a case of so many other superior numbers currently on the market that's holding this one back.

Chico's Love Song. Just barely starting, there is still enough smoke here to indicate a popularity flame of ample proportions. Only a few reports mention it this week but they are enough (and they say it vehemently enough) to list it under this heading. The Andrews Sisters have a way of making every disk they turn out count with operators, and this seems to be no exception. Your patrons will like this one when they hear it.

Scatterbrain. Another one of last week's "Possibilities" to leap out of that classification and embark on a definite phono career is this likable novelty. Frankie Masters and Freddy Martin are prominently mentioned in the reports on it.

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.

My Prayer. This is constantly coming closer to the time when it will not be a mere suggestion but a definite must for the machines. Good sheet music sales, good radio plugs and, quite as important, good word-of-mouth among the public will very soon have this in a position where the boxes can't possibly overlook it. Don't be caught napping.

Shadows. You, of course, remember what *Sunrise Serenade* meant to the machines. Here is a natural follow-up to that hit, by the same writer and recorded by the same band that started the *Sunrise* ballad, Glen Gray. It's worth looking into.

March of the Toys. Paramount Pictures soon will release a picture based on the character of the beloved composer, Victor Herbert. Interest is certain to be revived, thru it, in his works, of which this is one of the best liked. Tommy Dorsey gives it to you in a way that will please jitterbugs and Herbert lovers alike, since he plays it with a swingy lift but simply and without desecrating the melody.

Lilacs in the Rain. This department well knows the dangers involved in climbing out on any limbs, but in the face of that knowledge it unhesitatingly predicts a great future for this melodic ballad. Everything—writers, publisher, type of tune, title, lyric—points to hitdom. Remember, we warned you.

My Wubba Dolly. A cute idea and lyric, recorded by Ella Fitzgerald, that may duplicate the success of her other "kid" song, A-Tisket A-Tasket. It's true that sequels always have a tough time reaching the mark set by their ancestors but this might accomplish the trick.

(Double-meaning records are purposely omitted from this column)



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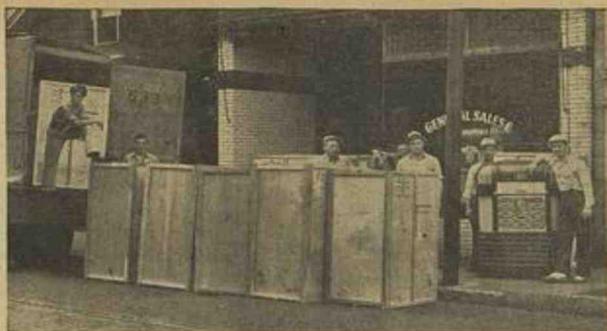
BROOKLYN, Oct. 21.—Sam Sachs, of Acme Sales Co., has contracted for "the largest phono remodeling plant," a few blocks from its present showroom, it is reported.

Sachs says, "Due to the large amount of business which we are doing we have found that we do not now have enough space to handle the remodeling of machines. We have therefore contracted for over 10,000 square feet of space at 177-177 Coney Island avenue, where we will have the largest plant of this kind in the country. Our quality remodeling has won the acclaim of all operators."

"We have arranged for a New York City showroom and depot at 625 10th avenue, where New York City, Westchester and Upstate operators can bring their phonos and call for them. From there they will be transported to our plant where trained experts will accompany with every type of phonograph on the market, will remodel them as ordered."

"Our business is to buy and sell phonographs and to remodel them for operators. We do not operate them. We also sell parts to those operators who want to remodel their own machines. However, experience has shown us and many will agree with us that it is better to have our factory experts do the job."

"We also offer the phonograph operator a chance to realize greater profits from his phono by going over our 11-point program which brings many new ideas to the market."



T. M. HAWK, GENERAL SALES CO. OFFICIAL and distributor for Rock-Ola Luxury Lightpath phonographs in Fort Wayne, Ind., supervises the unloading of another shipment of Rock-Olas. Jack Wilkinson, at far right is sales manager.

ber's brother, Myron, is married to a Ferriday resident, the former Rose Pasternack. Garber's band made a big hit and played to a full house on October 5.

Beverage machines continue to do well in area in spite of coming of cooler weather. Machines are located at all industries. Natchez has several new enterprises and all have installed machines.

Bruce Swayze Jr., Ferriday, La., op, says he wants to thank Jimmy Doreay for use of his (Swayze's) name in a recent ad in *The Billboard*, which quoted Bruce as saying Jimmy's records were all money-makers for him. "I might add," says Bruce, "that the same goes for brother Tommy." Those Doreay brothers seem to be tops with ops around here.

London

LONDON, Sept. 29.—Increase of tax on tobacco in British war budget introduced yesterday deals a blow to automatic machine vending of cigarettes. This is second tax jump in the year and there seems no possibility of adjusting packings with fewer smokes as served in first instance. Many tobaccoists in London have already withdrawn night-service vendors outside shops owing to space being taken up by sandbag aircraft precautions.

One American machine has made a first appearance here in war days, namely, Bally's Headliner. This is not thru relaxation of import restrictions. Western Novelty Co. had a shipment in port just before war broke out and held games in bond until now.

Cables sent en route show that Percy Goddard is well on his way to New Zealand.

Operators with scattered routes are experiencing service and collection difficulties thru rationing of petrol supplies. Several dealers have had vehicles taken over for government purposes. Nevertheless the business is far from taking the count.

Boston

BOSTON, Oct. 21.—Dave Bond, of the Trimount Coin Machine Co., manufacturer of Snacks, says that within two months he will introduce a new and exclusive product. He says that it has been in the process of development for the past 18 months and is now nearly ready for manufacture and sale. He expects to make formal announcement some time in November.

Rock-Ola in Boston announces a change in the local set-up. George Young, former factory representative, has been promoted to district manager for New England and part of New York. Ben Palustrant becomes exclusive distributor in New England for the Rock-Ola forces. Ben has added a new truck to his retinue for more rapid servicing and also has two mechanics on call all day for any balky phono. Ben also says that the fall business has been great.

The many friends of Dave Myers are

sympathizing with the popular and veteran service man on his recent stock. The storehouse in which Dave was keeping some 100 assorted machines which he could not keep in his overcrowded offices burned to the ground. Dave had no insurance on the stock, as it had been rapidly moving stuff and there is nothing left of the machines. He is still smiling, however, and says that he still has enough stock to supply the needs of his many customers.

Ed Raverby, of the Owl Mint Machine Co., New England distributor for Mills Novelty Co., reports that business is well ahead of previous years. He has locations from Fort Kent, Mo., to New Haven, Conn., which is covering New England from top to bottom. Ed, who with his brothers, Al and J. S., was one of the pioneers in the machine-operating biz, is planning to enlarge his quarters. Ed adds that he remembers the time when the national manufacturers did not think much of New England as a section for machine locations. However, right now, he says, they know that

Hillbilly and Foreign Record Hits of the Month

(Note: Here are the most popular hillbilly and foreign recordings of the past month. Similar lists will be published in this section once every month.)

HILLBILLY RECORDINGS: She Gave Me the Bird, Light Crust Dough Boys; They Go Wild, Simply Wild; Over Me, Freddy Schickelwitz; Fisher; Truck Driver's Blues, Cliff Bruner; I Only Want a Buddy, Not a Sweetheart, Sally Foster and the Travelers; It Makes No Difference Now, Cliff Bruner's Texas Wanderers; The Answer to It Makes No Difference Now, High Flyers

INTERNATIONAL RECORDINGS: Let's Have a Drink; Ta-Ta-ha, Polka; Hala-Hula, Polka; Humbugler

FOREIGN RECORDINGS: German, Kornblumenblau, Reichshofen Marsch; Bohemian, Pjridi K. Nam, Moje Mary! Polish; Oj-Oj-Cos Minie Lechce, Jozia Polka; Swedish, Very, Very Welcoms, Mr. Swanson; Italian, Emma Polka, Valser Dell'Organino; Greek, Fevga Zehra; Yiddish, Abi Er Ken Tantzon.

this section is one of the best in the country and has not yet been developed to the fullest of its possibilities.

The Automatic Music Co., of Brighton, thru Proprietor Klapper, harmonizes with other local ops in saying that play has increased noticeably this summer and fall. He says that keeping up with the new records and placing them all around accounts for part of his success. Fellows like Glenn Miller and records like *Blue Orchids* and *Jumpin' Jive* are also partly responsible for the increased volume, he feels.

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Seeburg 1935 Selectaphones.....	Each \$17.50	Rockola 52-Record Rhythmic King.....	Each \$26.00
Mills Swing Kings.....	22.50	Mills Do-It-All.....	25.00
Rockola Regular, 1936 Model, 12 Recs.....	25.00	Wurlitzer 612 or 400.....	39.50
Seeburg Model A, With Illuminated Dial and Moving Background.....	35.00	Wurlitzer 616 or 716.....	55.50
		Wurlitzer 612.....	55.50
		Wurlitzer 24-Record.....	144.50
		Rockola 20-Record Instrument.....	79.50

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 48 • BRAND NEW NEVER UNPACKED Late Models • 20 Record Selection, Beautifully Illustrated, Finest Tone Instrument Built. Footstep mechanism and built for VICTOR EARNINGS AND MORE PROFITS. For the SMART OPERATOR who recognizes the dividing line between EARNINGS AND MORE PROFITS. • \$325.00 • OUR PRICE \$185.00 CASH. We will allow liberal allowance on FREE PLAY GAMES. (LATE) Mills VEST POCKET (machine for machine) against this price also. MANUFACTURER PROFITS USE OF NAME IN ADVERTISING THESE SPLENDID INSTRUMENTS AT THIS LOW PRICE. 1/2 Deposit Required. Balance C. O. D. Will ship subject to YOUR examination. ACT TODAY.
THE BEVERTOR COMPANY, Cambridge, O.

Natchez, Miss.

NATCHEZ, Miss., Oct. 21.—October brought more and better business to all ops in this section of Southwest Mississippi and Northeast Louisiana. Cigarette machines continue to lead the field for business in this locality, but the phono biz is picking up plenty and all ops are stocking up with new tunes.

Louie Phillips, formerly of the J. & J. Co., has taken over management of the Park Inn on U. S. Highway 61, near Natchez. Machines in place including new Wurlitzer phono owned by the Serama Novelty Co.

Sam Serio and Sam McCabe, of the Serama Co., are real football fans. Sam Serio is sponsoring a local 90-pound team of orphan boys from D'Evereux Hall Catholic Orphanage. He calls his team the "Red Raiders," while McCabe is pulling for the University of Mississippi Rebels. He graduated from Ole Miss, and on September 30 at Baton Rouge, La., when Ole Miss beat Louisiana State University 14-7 in the season opener Sam was a loud rooster. He also sees the p. a. system announcing at local high-school games. Some fans these Sams, but they still manage to attend to their growing biz.

George W. Healy Jr., of New Orleans, La., managing editor of *The Times-Picayune* and *Daily States* newspapers, was the guest of Mr. and Mrs. Sam McCabe on Tuesday and Wednesday, October 3 and 4. Healy is a former Natchez fan who made good in the Crescent City and has many friends among local ops.

Friends of Everett Osterberg, Ferriday, La., op, regret to learn of the death of his father, O. S. Osterberg, 71, former Ferriday postmaster, who died on October 3. Funeral was held on October 5 at Natchez, Miss., with many ops attending.

Operators in this section are going in for hunting on a large scale. Biggest hunter among the local ops is big Bill Hild, who is an expert shot. Bill always returns with plenty of game. At present he is bagging squirrel, but he hunts all game in season and is as good with a rifle or gun as he used to be with golf clubs before going into the machine biz. He was pro at the Milwaukee Country Club, the Tripoli in Milwaukee, Wis.

Appearance on a one-nighter at the newly completed \$75,000 high-school gymnasium and auditorium at near-by Ferriday, La., has created a heavy demand for J. B. Garber. "Doc of the Air-razes," and his band recordings. Gar-

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4 Deal Box Score \$25.00
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2 Western Baseball . . . \$58.00
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1 Register . . . 10.50
1 Line Up . . . 8.50
1 Final Score . . . 7.50
2 Sweeney Review . . . 7.50
1 Bally Free . . . 7.50
1 Bally Spottum . . . 10.00
1 A-1 . . . 6.50
1 Genco Recorder . . . 15.00
1 Pals Service . . . 8.50

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1 Western Queenie . . . 7
1 Slot . . . 22.50
1 City Fair Grand . . . 22.50

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1 Bally Victory like new 90.00
5 Paces Racer \$110.00
9 Paces Racer, 50 Light Cab. Ser. 5169 to 5568
Sample . . . 99.50
Lot of 5 . . . 99.50

4 Lucky Pack . . . \$ 8.50
3 Deluxe Grip Tether . . . 9.00
2 Dracos Wild . . . 8.50
6 Jeno. Se Grandstand 10.00
2 Panchella . . . 8.50
4 Moh. Vast Pocket . . . 27.50
5 Panch. F.S. new
5 David Comet, 10 . . . 22.50

10 A.B.T. Challengers
10 COTEY
2 A.B.T. Red, White
4 Blue 16, like
1 New . . . 24.50
1 Fairy . . . 8.50
1 Panch. F.S. new
5 Mills Vast Pocket . . . 37.50
5 Panch. F.S. new

1 Bally Skill Field . . . \$45.00
2 Koney Triple . . . 165.00
3 Pace Saratoga . . . 115.00
1 Pace Real Jy. F.S. 150.00

CONSOLES
1 Bally Saratoga, Slip-Proof, with Skill Attachment, \$94.50
1 Bally Saratoga, Slip-Proof, 20c Play . . . 84.50
1 Fairy Bookie . . . 4.50
EVANS 1030 GALLOPING DOMINOS
With Jackpots—1/3 Sample . . . 195.00

2 Mills Square Bell \$ 77.50
1 Lucky Star . . . 75.00
2 1928 Dominos . . . 105.00
3 1928 Dominos
Cash Pay . . . 110.00
2 1928 Hand Train
Cash Pay . . . 110.00

9 Jennings Old Role, Model No. 50, coin-antoid like new, Ser. 2300 to 2368, Sample . . . \$77.50
Lot of 5 . . . 67.50

PHONOGRAPH
23 Wurlitzer 412, Sample . . . \$40.50
Lot of 5, Ea. 44.50

5 Wurlitzer P-12, Sample . . . \$ 37.50
Lot of 5, Each . . . 34.50
7 Wurlitzer 616, Lot of 5, Each . . . 110.00
1 Wurlitzer 812 . . . 95.00
2 Singson Selection-Phone . . . 19.50
2 Rock-Ola Regulars . . . 29.50
4 Gabel Juniors . . . 15.00
2 Mills Deluxe Dance Master . . . 19.50

2 1928 Dominos

Public Programs

Los Angeles Operators Try Public Relations

Newspapers more considerate in publicity—officials and the public meet operators face to face at table—merchants' benefits from pinball games are stressed

LOS ANGELES, Oct. 21.—The Daily News, a Los Angeles tabloid newspaper, gave practically a full page of publicity to the recent public programs given by the CAMOA (California Amusement Operators' Association) in order to acquaint the public with the spirit and purpose of this nationally known organization of operators of pinball games. In keeping with tabloid style ample "sensational" was introduced into the story at various points, but evidences of an effort to present all angles of the pinball situation were evident. The page was illustrated by five very attractive pictures of personages at a public dinner given by CAMOA. Among those present were Clifford Clinton, well-known reform leader in Los Angeles and also a figure in the "\$25 pinball bribery case" that dragged into eight weeks recently in Los Angeles.

Los Angeles newspapers have been much more courteous to the pinball games industry since the \$25 bribery trial that promised to be a pinball sensation petered out by the jury voting 10 to 2 for dropping the affair. The eight-week trial also turned out to be everything else but a trial of pinball games, including testimony of the wide ramifications of city politics, general conditions, etc.

The recent news story in The Daily News gave full credit to the importance of pinball games to small merchants. In Los Angeles pinball games have operated under a city license of \$3 per year almost since the introduction of pinball games to the modern amusement world in 1931.

The Newspaper Story (Reprinted from The Daily News, Los Angeles, October 11, 1939.) The marble game problem in Los Angeles is under consideration.

In the police commission the word has been spoken that marble games should be "regulated."

In the churches, women's clubs, reformers' forums, the "evil" has been explored, the verdict reached, the decision—marble games must go.

In drug stores, cocktail bars, the neighborhood grocery and at Earl

Carroll's theater-restaurant the problem has been attacked from a different angle—the angle that marble games are trade stimulators, payers of the rent, games of skill and just as good for the public as the stock market, bowling, bets and a lot less a public bleeder than the horse races.

Last night, tonight and tomorrow night, five nights in all this week you can see the marble-game problem dealt with lavishly, what with showgirls, chicken dinners, speeches at Carroll's.

All this as Charles W. Cradick, attorney for the California Amusement Machine Operators' Association (CAMOA) presents his case to the tune of \$17,000 or \$2.50 a head to the little merchants and important people that he is entertaining and "educating."

Cradick, bald, boyish and a smart politician who learned his trade in Louisville as a protégé of the late Col. Jim Whalen, takes this view of the problem:

No Back-Door Antics

"Those who believe the worst of us might suspect us of trying to go in back doors to bribe councilmen. There's no necessity for us to bribe councilmen, policemen or other public officials. That's bad business and we're in a legitimate business."

"Why, a smart politician can make a lot of friends in a crowd like this. If our members (CAMOA) were put out of business tomorrow many of them would continue on. Still it is my conservative and honest estimate that many hundreds of small

Monarch DOUBLE VALUE SPECIALS!

AUTOMATIC PAY-TABLES With JACKPOTS

BALLY PACEMAKER, \$110.50
BALLY GRANDSTAND \$49.50
BALLY THREEDOLLAR \$10.50
BALLY MAWTHORNE . . . 89.50
WESTERN HORSESHOES . . . 89.50
WESTERN DEER KING . . . 99.50

CONSOLES

PACE SARATOGA, Slip-Proof, with Skill Attachment, \$94.50
PACE SARATOGA, Slip-Proof, 20c Play . . . 84.50
MILLS SQUARE BELL . . . \$ 74.50
EVANS 1030 GALLOPING DOMINOS
With Jackpots—1/3 Sample . . . 195.00

FREE-PLAY NOVELTY GAMES

Bally Headline . . . \$45.00
Bally Dal. Feature . . . 35.50
Bally Spottum . . . 39.50
Milk 1-2-3 . . . 112.50
Exhibit Contact . . . 44.50

Exhibit Chief . . . \$ 29.50
Exhibit Top . . . 39.50
Genco Rink . . . 34.50
Genco Triple Play . . . 24.50
Genco Circus . . . 34.50

Daryl Gem . . . \$24.50
Daryl Box Score . . . 37.50
Chicago Coin Major . . . 44.50
Roney Up & Up . . . 49.50

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.

FINAL LOWEST PRICES . . . ON PAY-OUTS

ALL REBUILT OR PRACTICALLY NEW . . . PROMPT SHIPMENT.

10 STEPPER UPBERS
2 WESTERN HORSESHOES \$65.00 ea.
5 DERRY CLOCKS
2 POT SHOTS (4 Coins) @ \$20.00
2 POT SHOTS (2 Coin) . . . 50.00
10 HANDCAPPERS . . . @ 35.00
FIVE ROUNDS, FLETWOOD'S REBUILT AND VERY CLEAN @ \$28.00 EACH.

5 FEED BAGS (Metal) . . . @ 42.50
5 KLONDIKES . . . @ 36.00
6 WHEEL FLASHERS (Fruit) . . . @ 25.00
1 VELVET . . . @ 29.00
MULTIPLES AND PADDLES MULTIPLES, REBUILT AND VERY CLEAN @ \$28.00 EACH.

Wires Orders and 1/3 Deposit. . . . Reference: Walker & Trust Co. . . . Evans "Ten Strike"
New Write for Information at This Winner.

THE R. F. VOGT DISTRIBUTORS
CULLEN HOTEL BLDG., SALT LAKE CITY, UTAH

Western's New Deluxe BASEBALL

We've Got 'Em—Time Payment Plan Available

Advance Automatic Sales Co.
1021 GOLDEN GATE AVE. SAN FRANCISCO, CALIFORNIA

Torr Busy With Gum Target Device

PHILADELPHIA, Oct. 21.—"We are gearing up production of our new improved Ball Gum Target Machine," reports Roy Torr, head of the firm bearing his name. "We have made shipments to almost every one of the States and in addition have sent machines to 12 foreign countries. Wider distribution in new territories is the story at Torr."

Torr declares that with the patronage of many operators of thousands of machines, all of whom buy ball gum from him, he has been able to buy such a volume of ball gum that he is able to secure it at a very reasonable price—the savings to be passed on to his operator-customer. "Money-making possibilities with the improved Ball Gum Target Machine are practically assured," concluded Torr.

Standard in New Location

SPOKANE, Wash., Oct. 21.—Vending machines, novelties and premium items have been added to the line handled by the Standard Sales Corp., according to Manager H. D. Severson. Moving from 8177 to 8171-173 Post street has given company five times as much floor space, and has increased business. Record stock has been greatly increased. Company formerly handled mostly pinball and music machines.



INTERIOR VIEW OF Avon Novelty Sales Co.'s salesroom in Cleveland. Art Nagel, manager, is shown second from right, and also Mrs. Nagel. Nagel has been successful in selling Rock-Ola Luxuray Lightbox phonographs, according to reports.

merchants would have to close their doors in less than three months."

There is nothing of the "peanut politician" about Cradick. Even Clifford Clinton, the "white night" of clean and wholesome forces in our town, tasted the chicken, enjoyed the show and spoke his mind last night at the affair dealing with the marble machine problem sponsored by CAMOA.

Full of fowl, opined Clinton from the platform following the Carroll cult:

"It's always good, on a jolly occasion like this, to have a few reformers around.

"I'm speaking for the civic committee and not as a representative of any public official. Our only interest is honest and pure government.

"The CAMOA organization and the marble machines present a distinct problem.

"Some of the administration are asking for abolition of marble machines.

"I am told there are 3,300 such machines in Los Angeles. Merchants in some cases need the revenue—about \$40 a month.

Face Facts Openly

"We know they are most profitable when there is some reward for skill. If there are payoffs, however,

Coming Events

Indiana State Operators' Assn., Hotel Vendome, Evansville, Ind., October 29, at 2:30 p.m.

International Assn. of Ice Cream Mfrs., 39th annual convention, St. Francis Hotel, San Francisco, October 23 to 25.

Annual Coin Machine Convention, Sherman Hotel, Chicago, January 15 to 18, 1940.

Annual Parks, Beaches and Pools Convention, Hotel New Yorker, New York, December 4 to 8, 1939.

Refrigeration Show and Convention, Stevens Hotel, Chicago, January 15 to 18, 1940.

National Tobacco Distributors' Convention, Palmer 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.

it becomes a public problem because the people believe the administration is corrupt.

"Civic believes the facts should be faced openly—that the city council, police commission, board of supervisors and such public bodies should appoint a committee to investigate and study the situation and make recommendations.

"Then it should be brought to public attention by a vote.

"If you want honest government, I believe you're able to face the situation. It must be faced unless there is to be recurring corruption and friction.

"We all know that the machines are paying off.

"We know the storekeepers want them to pay off. Otherwise their cut is about \$20 instead of \$40 a month.

"CIVIC and I have an open mind on this question and we want it settled honestly and justly."

Thusly, the marble machine problem is under consideration in Los Angeles.

Service Builds Monarch Business

CHICAGO, Oct. 21.—Monarch Coin Machine Co.'s sales manager, Al Stern, reports that many operators have complimented Monarch on the excellent service rendered in filling orders. Stated Stern, "Operators lately have been telling us how fine they think it is that we are able to fill their orders and ship their equipment to them in such a short space of time after their orders have been placed.

"In answer all we can say is that fast service is one of the bases of the business enjoyed by Monarch. From the very first day that the Monarch Coin Machine Co. entered this business it has made a point of giving service.

"After all, that is one of the most important factors that go to make up our business. We realize that operators are interested in three things—prices as low as they can possibly be for the equipment they want, equipment that is in excellent mechanical condition so that it will be good for many months of profitable operation after they purchase it, and, of course, fast service in shipments."

Attention! N. W. Operators

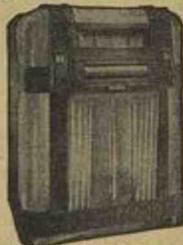
"TEN STRIKE" (Ready for Immediate Delivery)



Greatest skill game ever manufactured. Strictly Legal. Real Bowling!

Mayflower Novelty Co., Inc.
1507 University Avenue, ST. PAUL, MINN.
Exclusive N. W. Distributors

"THRONE OF MUSIC"



Acclaimed by music merchants everywhere as the finest and most beautiful pinball game ever made. Don't waste another minute. Examine this machine on the showroom floor of the North-West regional distributor for the Mills Novelty Company. Liberal Trade—Terms to Suit.

Mayflower Novelty Co., Inc.
1507 University Avenue, ST. PAUL, MINN.

PICK-A-PACK

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!

\$18.75

F. O. B. Chicago

GUARANTEE

Try PICK-A-PACK for 10 days. If not satisfied, purchase price will be refunded!

BAKER NOVELTY CO.
2944-46 W. Lake St., CHICAGO

Report on Use of Pinball Bulletin

The following two letters suggest how the trade is making use of our special bulletin, "Much Ado About Pinball":

To the Editor: "Just a line to thank you for the copies of your bulletin, 'Much Ado About Pinball.' We contemplate printing several thousand of these out here for general distribution.

I want to again compliment you on your foresight and ability to analyze this business. If only more men were inclined to study the business as you are, it would have the same stability as any other business."—A. L. A. C. Inc., Los Angeles, October 4, 1939.

The above organization has reprinted for distribution in its area an editorial entitled "MINORS," no less than six times. It is reported that the distribution of this editorial helps to prevent agitation about minors playing the game and to encourage locations to prevent the play of minors.

To Councilmen

To the Editor: "The writer will be pleased to present to our nine city councilmen, the city manager and three local newspapers each with a copy of your special bulletin, 'Much Ado About Pinball,' if you will forward the copies. Thank you many times for your favor in this matter and hope you will keep up the good work."—S. G. W., Texas, September 23, 1939.

Indiana Meeting

The next district meeting of the Indiana State Operators' Association, Inc., will be held at the Hotel Vendome, Evansville, Ind., October 29, at 2:30 p.m.

This is an important meeting in completing the State organization program. A director will be chosen from the membership at Evansville at this meeting. Among the speakers will be Leo Weinberger, Southern Automatic Music Co., of Indianapolis and Louisville, and Walter W. Hard, Coin Machine editor of The Billboard.

"Royal Flush"



Mayflower Novelty Co. logo and name.

"ROYAL FLUSH"

It is the latest and most beautiful pinball game ever made. Don't waste another minute. Examine this machine on the showroom floor of the North-West regional distributor for the Mills Novelty Company. Liberal Trade—Terms to Suit.

MAYFLOWER NOVELTY CO.
1507 UNIVERSITY AVENUE, ST. PAUL, MINN.
N. W. Regional Distributor

PAYOUT POKER CONSOLE

Bally's new five-card poker game showing six different payout combinations and an attractive jockey table in a beautiful two-tone cabinet. Completely stuffed and is fast becoming the most popular console in the field. See it on display.

MAYFLOWER NOVELTY CO.
1507 UNIVERSITY AVENUE, ST. PAUL, MINN.
N. W. Regional Distributor

BEST BUYS OF BEST GAMES

Airport	35.00	Step & Go	\$12.50
System, F.P.	35.00	Spinner	10.00
Bottom	32.50	Altibus	9.00
Green Eyes	24.00	Green Lites Res.	9.00
Coast	24.00	Bambino	7.50
Mail	17.50	Daily Dotm.	7.00
Steady	17.50	Fleet	7.00
Double	17.50	Hi Lo	7.00
Double	15.00	Reverse (Bally)	7.00
Royal (Bally)	14.50	Carps	6.00
Highline	12.50	Review (Es)	6.00
St. Morris	12.50	Mail	6.00

Following \$5.00 EACH:
AIRWAY BOO HOO BROTHER UP
EQUALITE POWER PLAY RICOCHET
ROSE BOWS SEQUENCE SCOREBOARD
TRUCK STAR URF KICKER

Send for Complete List Featuring Low Prices.
 1% Cash Discount Under \$15.00 Full Cash.
 For Export Cable: "COINMACHIN", N. Y.
MARC MUNVES, INC. 855 WEST 187th ST.
 New York, N. Y.

Range-Deer (7,000 Rounds Ammunition) \$50.00
 Range-Deer (Original) \$50.00
 Rock-Off World's Series \$75.00
 Rock-Off Tom Mix \$50.00
 Bally Kick \$50.00

The Above Are in A-1 Condition and at Present on Location.

FRANK D. BENN
422 Pearl St., RICHMOND, IND.

USED CONSOLES

1939 Domino Jackpot	\$105.00
1939 Domino	100.00
Triple Entry	85.00
1938 Truck Time	85.00
Buckley Colors	75.00
1939 Evans Mission	75.00
Pace Race, Ser. 5200	75.00
Track Odds	65.00
Four Housers	45.00
Kentucky Club	35.00
Long Game	35.00
Track Time, Red Head	25.00
Becky Jr.	25.00
Bank Tills	25.00
Silver Bell	15.00
Ray's Trick	15.00

NOVELTY GAMES

Immediate Delivery	\$85.00
EXHIBIT REQUIRED	
BALLY SCOOP	325.00
CHICAGO COIN CLIPPER	25.00
STONER CLIPPER	25.00
Q-T	25.00
War Explet	25.00
Bally Reliance	15.00
Chiefs	15.00
Cattle Commanders	15.00
Wallies Rotators	15.00

PHONOGRAPHS

Rock-Ola 16 Rev.	\$85.00
Seeburg Symp. 110 D.C.	60.00
Mills Do Re Mi	35.00
Galad Gharra, 18 Rev.	25.00
Dance Master	22.50

USED PAYOUTS

Healthers	25.00
Fairgrounds	24.50
Gettin' Mixed	22.50
K-Note	22.50
Kn-Bo	22.50
Stable	22.50
Stable	22.50
Stable	15.00
Bally Nugget	15.00

1/3 DEPOSIT WITH ORDER — BALANCE O. O. D.

MAYFLOWER NOVELTY CO., INC.
1507 UNIVERSITY AVENUE, ST. PAUL, MINNESOTA.

SOME PEOPLE ARE HARD TO SATISFY

Including Us

It took years to build the "Vemco" reputation as the home for quality machines. From the very beginning every machine ever featured by "Vemco" was carefully selected and tested. Machines have changed, but the "Vemco" system of choosing only the best machines for "Vemco" customers is still the same. Every change in play action, every new model and design, every new unit is carefully checked, studied and tested. Samples of all new machines are immediately shipped to us. Just as much care is used in testing a low priced machine as a more costly one. (The lower the price the more important to scrutinize the hidden parts for quality and dependability.) All this should interest you. You should get a thrill out of purchasing a machine that does everything you ever hoped a machine would do for you. You can get such a thrill when you buy from "Vemco." Get on our mailing list. Here you will find all the leading makes, the best bargains, the greatest sales. You know that no matter what your choice, peanut machine, slot, console, payout, novelty, free play, counter game, scale, rar rifle or phonograph, regardless of the price you pay, the machine you select will be everything you want it to be.



JOE CALCUTT

Authorized Distributors for . . .

MILLS NOVELTY CO., BALLY MFG. CO., CHICAGO COIN MACH. MFG. CO., DAVALL MFG. CO.; GENCO, INC.; EXHIBIT SUPPLY CO., STONER CORP., D. GOTTLIEB & CO., H. C. EVANS & CO., A. B. T. MFG. CORP., J. H. KEENEY & CO., O. D. JENNINGS & CO.; PACES RACES, INC.; PACE MFG. CO.

"The World's Largest Coin Machine Distributors"

THE VENDING MACHINE COMPANY

FAYETTEVILLE, N. C., U. S. A. Cable Address: "COINSLOTS"

OPERATORS!! PROTECT YOUR RECEIPTS

SHYVERS MFG. CO. proudly present The New Monarch Coin Chute. The result of 32 years of originating and developing Coin Chutes.

4 Mounting Holes Are Standard.

Micrometer Adjustment.

Stops All Bending.

Slide Support

The Front Guard Stops Cheating.

Stops Shimming, Stops Bending

Up or Down, Stops Driving, Stops

Forcing and Rejects all Off Size

Checks. Takes money easily.

This outstanding chute has been tested by over 500 operators and pronounced THE BEST. Adjustable to take or reject Liberty tickets. No noise stroke, simplicity and ruggedness of construction. Furnished for 1c, 5c, 10c and 25c coins. With front guard or with slide support, or without either. Also furnished with escalator and separator.

This new chute having only 7 principal parts assembled with 2 screws is truly the industry's most perfect chute. No pause in stroke. Simple, rugged and adjustable.

The Shyers separator positively works. Thousands in use working perfectly.

Mae Shyers Steel Centered Checks Work Perfectly.

2315 W. HURON ST. CHICAGO.

STILL THE BEST

Place To Buy Your Reconditioned Paytables, Consoles, Novelty Games and Other Equipment.

CONSOLES		MISCELLANEOUS		NOVELTY TABLES	
1938 Truck Times	\$47.50	Reddie Clubs (8 Coins)	\$35.00	Prizekone	\$18.00
Kentucky Club	55.00	Blue Bennett (Bingo)	8.00	Archie	15.00
Red Cab. Truck Times	35.00	Bally Hot Vanders	37.50	Across the Board	25.00
Red Head Truck Times	55.00	Star Machine	17.00	1-2-3 (Reversed Reels)	27.50
Jan. Derby Days, Fla.	25.00	10-20 Mason Mint Venders	10.00	CHIEF, F.P.	\$29.00
Jan. Derby Days, St. Louis	30.00	Mechanician Diggers	20.00	Star King, F.P.	25.00
Tanfords	25.00	Mutoscope Diggers	22.50	Airport, F.P.	45.00
Shoot the Moon	25.00	Electric Hunt Diggers	22.50	Triple Play, F.P.	15.00
Bally Toots	18.00	Quintilles	25.00	Zelus	14.00
Barabara	30.00	ONE-BALL AUTOMATIC		Ritz	14.00
Play Tracks, Last Rev.	35.00	Fingertons	\$25.00	Robe	8.00
Black Pines Road	50.00	Blue's Chance	25.00	Quartz	12.50
Reemotes	25.00	Big Races (7 Coin) Heds	30.00	Bally Royal	22.50
Jackey Chute (7 Coins)	25.00	Don't Forget		Big Name	20.00

CABLE: GIBSE CLEVELAND. ● ● WE TAKE TRADE. ● ● HALF DEPOSIT WITH ORDER.

CLEVELAND COIN MACHINE EXCHANGE, 2021-5 Prospect Avenue, Cleveland, O.

Open Two New Ponsor Offices

NEW YORK, Oct. 21.—During the party and celebration of the opening of Albany offices of the George Ponsor organization by John Geel Jr., to distribute phonographs in the Albany territory, it was announced that the firm had also opened offices in Syracuse at 1001 E. Fayette street, with Mac Cohen in charge.

George Ponsor reported, "Mac Cohen has been engaged in the coin machine field many years, having actively been engaged in operating on an extensive scale. His experience will prove invaluable to every operator with whom he comes in contact. He will be in a position to start any operator right and keep him going right with the Throne of Music.

Cohen is known as one of the men who pointed to the success of the Cranelands which were seen all over Broadway for some time. He was also president of the digger operators' association during the time of its existence.

Cohen, the new office head, stated, "we will specialize in the sale of the Mills Throne of Music phonograph. This great phonograph is getting operators out of the red and putting them in a solid, substantial lifetime business. We are going to make our headquarters in Syracuse headquarters for all the operators. We want the boys to call around and get acquainted and we want them to learn more about the kind of service they can expect from our organization."

Bally Scoop Output Increased

CHICAGO, Oct. 21.—Preparing for the "stampede to Scoop," Bally Mfg. Co. has enlarged production facilities and arranged for extra shifts, according to Jim Buckley, Bally general sales manager.

"Anyone seeing the stack of Scoop orders waiting for us each morning," Buckley said, "not to mention the wires and phone calls, would understand why we are clearing the decks for action as far as Scoop production is concerned. Operators, jobbers, distributors—north, south, east and west—are stampeding to Scoop, scrambling for delivery as they haven't scrambled since Bally Reserve."

"Scoop collections fully justify this enthusiasm—but even operators who haven't seen the sensational Scoop earning reports are grabbing Scoop as quick as they can. They know Scoop has everything.

"For example, Scoop has the famous futurity awards with look-what-I-get-if-I-win suspense—plus high-score awards. Players can win either way or he can win the total awards piled up by both scoring systems. Then, too, Scoop has the mystery spottem feature, which is a proven play stimulator, and the ever-popular out-ball return.

"One of the most important features of Scoop is the fact that it is changeable from free play to novelty operation—insuring operating flexibility and highest resale value."

Moseley Branch In Charlotte, N. C.

CHARLOTTE, N. C., Oct. 21.—A large five-story and basement building at 423-425 South Tryon street has been leased for a long term by the Moseley Vending Machine Exchange, Inc., of Richmond, Va., according to an announcement made by H. F. Moseley, president of the concern.

Moseley received newspaper publicity on the opening of his Charlotte branch and, according to the newspaper, "Moseley is a manufacturer's distributing concern for coin-operated phonographs and legal novelty and amusement games. He is also a exclusive distributor and national selling agent for numerous manufacturing concerns in the United States.

"Moseley said in his announcement that heavy demands in this section have made it necessary to open a branch in Charlotte, which will employ a number of skilled service men as well as salesmen."

The new location has approximately 55,000 square feet of floor space and is equipped with freight and passenger elevators. A sprinkler system for fire protection has also been installed in the building. According to reports, the building is located on one of the best business streets in Charlotte.

Correction

Attention has been called to an error in the rate of the pinball tax in New Orleans which appeared in our editorial, "HIGH FEELS," page 62, The Billboard, October 14.

From sources which we consider to be reliable, the special taxes on pinball games in New Orleans are as follows: City permit, \$25 per year; welfare tax, \$5 per year; hospital tax, \$2.50; police pension tax, 25 cents. This makes a total annual tax of \$32.75 per year.

Due to local conditions, newspaper publicity about Louisiana politics, variations in types of machines permitted, etc., it is fair to say that New Orleans cannot be represented as a model city in the licensing of modern pinball games.

Arkansas Reader Warns of Fraud

The following letter of warning has been sent to the trade publications, manufacturers' associations and various manufacturers by an Arkansas operator. The letter is published for the information of the trade:

"A man giving his name as R. A. Armstrong called on us last week selling marble tables and, in fact, any kind of coin machines. He gave his address as 2610 Ravenswood avenue, Chicago, and 212 Watson Building, San Francisco. He claimed he was representing the North American Acceptance Corp., which finances coin machines of all kinds. He offered to sell us a Rock-Ola or Wurlitzer machine—in fact, any kind we wanted—on a cash payment and balance on terms to suit. We bought some marble tables. Useless to say, we lost our money, as we have not heard of him. We wired his address in Chicago, and there was no such address.

"We now have a letter from the Chicago Better Business Bureau stating that there is a North American Acceptance Co. at 86 E. South Water street, Chicago, but that Mr. Armstrong does not represent them and that they are having similar complaints from other people. It seems that he takes an order, collects the down payment, and skips out. We broadcast his activities thru the police department here but no results so far.

"He had a bunch of Bally Mfg. Co. staff he claimed he was selling and had pictures of the different machines sold by Bally.

"He is nice looking fellow—has a nice billfold for his stuff—dark hair—about 40—weighs about 180—has new Pontiac car with California license. Said he had just come into the State and had a telegram from Reno that the company was sending him a check for \$1,000 dividend from the company."—D. D. J. Arkansas, October 9, 1939.



J. P. RYAN, MILLS Pacific Coast manager, on a visit to Chicago, points out his candidate in a four department sales contest at Mills. "Vince Shay is a leader, he always was, and I can't imagine the time when he won't be," he declared.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

Oklahoma Petition

People Sign Petitions To Get State License

Points out success of Arkansas law—proposes \$5 annual fee on skill games—operators have until November 30 to complete signatures

OKLAHOMA CITY, Oct. 21.—The coin machine trade in Oklahoma is making good progress in getting signatures for its popular petition to get a State license system for pinball games. Operators have been at work for some time already and reports from all parts of the State indicate good results. The workers have until November 30 to get the petitions filed according to law. The nearness of Arkansas and the fact that the 1939 State license of \$5 per game in Arkansas is working out well is also helping create favorable license sentiment here. The petition is for a proposed State law which would license and regulate coin-operated pinball games for amusement. It suggests the basis of such a tax, and also offers suggestions on the details of collecting the tax, penalties, delinquencies, etc. It will be an education in the facts and ideals of licensing amusement games to all who read the petitions, whether people who sign it or legislators who may finally vote on the issue.

Initiative Petition

The petition is to initiate legislation and is reprinted herewith in full for general information to the trade and as a matter of record:

To the Honorable Leon C. Phillips, Governor of Oklahoma:

We, the undersigned citizens and legal voters of the State of Oklahoma respectfully order that the following proposed law be submitted to the legal voters of the State of Oklahoma for their approval or rejection at the next special or regular General Election to be held on the 5th day of November, 1940 A. D., and each for himself says: I am a legal voter of the State of Oklahoma; my residence and post office address correctly written after my name. The time for filing this petition expires 90 days from August 30, 1939. The question we herewith submit to all fellow voters is: Shall the following proposed law be adopted:

AN ACT to License and Regulate the Operation of Coin-Operated Marble Machines for Amusement described in this Act; setting out the basis of such tax; providing said tax shall be in addition to other taxes, and licenses levied or collected; setting out the time and manner of payment of such tax, penalty for delinquency and separate license for each machine providing for the apportionment of the proceeds of such tax and penalty for violation of the provisions of said Act; and laws or parts of laws which are contrary to the provisions of this Act are hereby repealed.

Be It Enacted by the People of the State of Oklahoma:

Section 1. The purpose of this Act is to permit and license the operation of coin-operated marble machines for amusement and regulate the same and fix a penalty for the violation of this Act; and repeal all laws or parts of laws contrary to the provisions of this Act.

Section 2. Coin-operated marble machines for amusement where the charge for playing is collected by a mechanical device, the operation of said machine shall not be construed to be in violation of any of the laws of this State when operated in accordance with the provisions of this Act.

Section 3. Nothing herein contained shall be deemed to legalize, authorize, license or permit any machine commonly known as slot machines, Roscoes, Jackpots or any machines equipped with any automatic money pay-off mechanism.

Section 4. Every person, firm, partnership, corporation or association of persons engaged in the business described in this Act and doing business in this State shall: On each coin-operated marble machine shall be imposed an annual license tax of five dollars, from the passage of this Act. Upon the payment of the tax the State Tax Commission will issue a license tag which shall state the period of time said coin-operated marble machine may be operated; and said tag must be attached to the coin-operated marble machine before being placed in operation.

Section 5. That every coin-operated marble machine as defined in this Act upon which the individual licensed tax of five dollars has not been paid, it is hereby declared to be a public nuisance and may be seized by any authorized agent of the State Tax Commission and sold by the State Tax Commission on an order of any court of competent jurisdiction, provided further that the owner thereof shall have the privilege of redeeming said marble machine within ten (10) days by paying the tax due and costs.

Section 6. The license herein prescribed shall be in addition to ad valorem taxes, corporation license taxes and any other tax or licenses now provided by law.

Section 7. The license taxes under this act shall be payable before the first day of August of each year to the Oklahoma Tax Commission, which is hereby charged with the duty of collecting the said taxes, and if delinquent shall bear interest at the rate of 2 per cent per month.

Section 8. Three per cent (3%) of the license taxes and penalties shall be credited to the Oklahoma Tax Commission Fund to be used for the enforcement and administration of this Act; ninety-seven per cent (97%) of all the license taxes and penalties collected under this Act shall be paid over by the Oklahoma Tax Commission to the State

EXCLUSIVE DISTRIBUTORS FOR NEW JERSEY



THE OUTSTANDING SENSATION OF THE ENTIRE INDUSTRY!

NEW JERSEY OPERATORS...

WRITE—WIRE—PHONE OR CALL

ROYAL DISTRIBUTORS, INC.

409 NO. BROAD ST. ELIZABETH, N. J.

(All Phones: Elizabeth 3-8934)



100% LEGAL No More Payoffs

SUPERIOR'S SPECIAL FOOTBALL BOARDS

ACTION! PROFITS! JUST OUT!



A new line of novelty salesboards with the old college thrill! New original symbols that will be as popular as our famous GOLD BELL. Tickets easy to read, easy to check—favorites of operators everywhere.

Write for your free FALL CATALOGUE just off the press. Contains our new line of fall numbers. Also write for Scoops, exclusive salesboard trade paper.

SUPERIOR PRODUCTS
"World's Largest Salesboard Factory"
14 North Peoria Chicago, Ill.

Seiden Now Delivering "TEN STRIKE"
By Evans

THIS MACHINE MAY BE INSPECTED ON OUR FLOOR

Chubbie, Free Play	\$40.00
Victory Free Play	120.00
Majors, Free Play	48.00
Prize Free Play	120.00
Up and Up	54.50
Cowboy	54.50
Fifth Feeling	44.50
Airport	49.50
Variety	Wrist
Piknik	Wrist
Whizzer #12	37.50
Whizzer #18	69.50

SEEBURG SYMMONOLAS WITH REMOTE CONTROL, AS WELL AS THE FAMOUS "CHICKEN SAGE" MAY BE INSPECTED IN OUR SHOWROOM.

Seiden Distributing Co.
1100 Broadway, ALBANY, N. Y.
Phone 5-1130

CLEARANCE SALE

300 Used Size, 5-10-25c	European Trade, Cable Address	MASCOY-CLEVELAND, Ohio
102 Used Coins, priced from \$17.00 to \$39.00	Fairroads	Centacks, F.P.
Triple Entries	Dorby Times	Toppers, F.P.
1938 Track Times	Footdown	Alports, F.P.
Kentucky Club, like new	Big Race	Stop & Go, F.P.
Longhorns	Golden Wheel	Gun Club, F.P.
Dorby Days	Touchdown	Fair, F.P.
Parlor Reservations	High Card	Zips, F.P.
Turf Sports	Asstombs	Box Score, F.P.
Golfing Devices	Stoner's Champ	Chubbies, S.N.
Billiards	Sport Pages	Chiefs, S.N.
Rotary Merchandisers	Many Others at \$10.00	Nitz, like new
	Each Machine Guaranteed and Ready for Location.	Zeta
		Stoner's Race

118 DeSoto With Order—Balance C. O. D.

MODERN AUTOMATIC EXCHANGE, INC. 2618 CARNegie AVE. CLEVELAND, OHIO

Treasurer of the State of Oklahoma to be placed to the credit of the State Assistance Fund.

Section 9. The State Tax Commission shall have the authority to fix rules and regulations for the proper enforcement of this Act.

Section 10. If any provision of this Act shall be held unconstitutional, it shall not be construed to invalidate any of the other provisions thereof.

Section 11. All laws or parts of laws which are contrary to the provisions of this Act are hereby repealed.

Bally SCOOP

starts nation-wide boom

Operators coast to coast are stampeding to SCOOP—the game that put novelty and free play territory back on the big money map over night! Check SCOOP features below—and you see why!

TWO WAYS TO WIN!

Famous FUTURITY AWARDS... with "look-what-I-get-if-I-win" suspense... PLUS HIGH-SCORE WINNERS! Player can WIN EITHER way or win total built up by skill. MYSTERY "SPOTTEM" or free-numbers feature! OUT-BALL RETURN! New super-sensitive BELL-SHAPE SPIRAL bumpers! Plenty of "come-close" REPEAT PLAY come-on! Don't let competition SCOOP your choice locations... order SCOOP today!



\$99.50
FREE PLAY
OR NOVELTY

CHANGE
FROM
FREE PLAY
TO
NOVELTY
IN 5 MINUTES

BALLY MFG. COMPANY
2640 BELMONT AVENUE, CHICAGO

Scoring Everywhere!

BIG TEN

The greatest football board ever! Plenty of gorgeous colors for annual flash—plenty of real football action. Order immediately and cash in on the fall football season.

Form 20-BT, Football symbol tickets. Take in 2000 holes @ 50c-\$100. Pays out (average) \$46.19. Profit (average) \$33.88. Semi-Dick Board—Callused protectors over jacks. Protected winners.

PRICE
\$7.90

GLOBE PRINTING COMPANY 1023-27 RACE STREET, PHILA., PA.

LARGE STOCK OF GUARANTEED PERFECT PAYOUTS

As Well as Parts for Any Payout Table or Console at the Lowest of Low Prices! Write Us Quick!

Bally Stables	\$24.50	Ray's Tracks	\$27.50
Bally Prearkness	17.50	Pace Hanes, 30-1,	
Denning Multiples	45.00	Keeney 37 Tracklines	87.50
Exp. Tomfores	22.50	Ever 1007 Bengals	27.50

WANTED FOR CASH
Late Model Slots,
Consoles, Free Play! Size
Condition, Quantity, Price
Wanted!

PALISADES NOVELTY COMPANY

655 PALISADE AVE., GRANTWOOD, N. J. (TEL.: CLIFFSIDE 6-2780)

EXTRA SPECIAL USED MACHINE BARGAINS

All Machines Guaranteed to be in A-1 Condition

BALLY GRAND STANDS	\$79.50	BALLY FLEETWOODS	\$17.50
BALLY THIRTLEDOWNS	74.50	BALLY SADDLE CLUBS	17.50
BALLY BEARISCUITS	74.50	BALLY PREARKNESSES	14.50
BALLY SPORT PAGES	49.50	BALLY FAIRGROUNDS	17.50

IMMEDIATE DELIVERIES. 1/3 DOWN, BALANCE C. O. D.

BADGER NOVELTY COMPANY

2546 N. 30TH STREET, MILWAUKEE, WIS.

Now You Can Buy **ROCK-OLA LO-BOY** scales for only \$10 down!

Guaranteed for FIVE Years. See your distributor for this new plan.

You can easily operate a route of Lo-Boys on this new "easy-terms" plan. They quickly pay for themselves and earn "long term" profits.

ROCK-OLA MANUFACTURING CORP.
800 NORTH KEDZIE AVENUE, CHICAGO

Baltimore Jury Finds Free Game Awards Okeh

Games not ones of chance in that they do not give awards of value

BALTIMORE, Oct. 21.—A jury has found that pinball games offering free game awards are not gambling devices in Baltimore. The machine involved in the case was of a baseball type in which the player inserts a nickel and then has five balls to strike with the plunger. The higher the score above a certain figure, the more free plays the player gets.

Defense attorneys argued that the machine could not be classed as a gambling device because it is not a game of chance and because no reward of value is offered to the winner. They held that under the law a gambling device must include these two features.

The attorneys compared the machine to a game of baseball, golf or bowling, which are games of skill, and contended that even in these amusements there is a certain amount of chance regardless of how much skill the player has.

The fact was presented in argument against the prosecuting attorney's contention that after the player releases the plunger he has no control over the ball and the game becomes one of chance.

The defense pointed out that a professional golfer may strike the ball with complete accuracy and yet the ball may strike a stone and be deflected from its course. He said that the most skillful players do

not always win because chance always plays a part.

Jury in rendering a decision decided that the games were not as charged by the prosecutor and that free plays and the games themselves were not illegal.

Maryland Adopts Legislative Idea

BALTIMORE, Oct. 21.—The new Maryland Legislative Council started to work on October 11 with a mountain of work already piled up. It was stated. The meetings are being held in Annapolis. The council is, according to the new legislative committee ideas, being tried in a number of States. It is a kind of research committee to receive suggestions for proposed new laws, or repeal or modification of old ones, from various sources. The committee considers various proposals between legislative sessions, and when the Legislature meets again the council will have reports ready of a lot of recommended legislation.

The Maryland council has 14 members and 30 proposals were ready for the first meeting. In some States such legislative committees consist of only five members, while in other States there are as many as 35 members. Legislative questions left over from the last session were being given priority by the council.

The council, as it considers proposals, may pass over them, put them into the form of bills for submission when the Legislature meets or advise their sponsors as to the best steps to take.

Among the big list of proposals before the council are a survey of gambling laws. In fact, two members of the Legislature had suggested a survey of this subject.



ST. LOUIS PHONOGRAPH operators with Wurlitzer representatives. Left to right: Wilbur A. Eyr, Wurlitzer manager of St. Louis district; Fred Polinos, of Automatic Phonograph Co., large St. Louis operator, Martin Balanestier, Wurlitzer distributor in St. Louis, and Jack Beckman, of the Automatic Phonograph Co.

New Sales Plan on Western Baseball

CHICAGO, Oct. 21.—Western Product's sales manager, Don Anderson, reports that since his firm offered de luxe Baseball on a time-payment plan sales have been rising consistently.

"Our Baseball will probably go down in coin machine annals as the greatest all-time money-earning machine ever built. For two years now we've been offering this great game to coinmen everywhere, and they've snapped up machines as fast as we could turn them out. Naturally, we've made improvements as time went on, and today our new de luxe Baseball is the pinnacle of achievement in this type of game. Many operators say that for consistent location winning, profit-building operation, the most dependable game is Western's Baseball. That this statement is true may be evidenced by the tremendous number of these machines on locations all over the United States and in foreign countries as well."

"Our newest merchandising plan of making this big-earning game available to responsible operators on a time-payment plan is a progressive step in helping operators earn more money from these games by placing more machines on locations and paying for them from their earnings."

Theft of Cig Machine in Indiana Is Solved

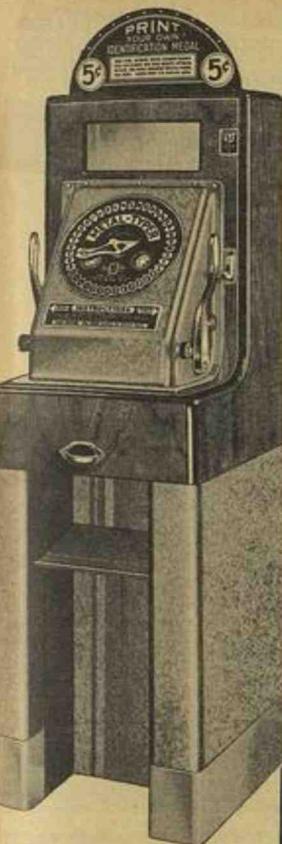
WABASH, Ind., Oct. 21.—Indiana State Operators' Association reports that the theft of a member's cigaret vending machine from the Zingo Service Station was solved by the arrest of Charles Ramer, 19, and Marland (Montie) Way, 21, both of Wabash.

The pair confessed to the theft and each was given a two-year sentence at the Indiana State Reformatory.

According to the confession, the youths took the vending machine to a point east of the city along the Wabash railway right-of-way, where they smashed the machine and removed \$8.00 and 72 packages of cigarets.

Wedding Bells

CHICAGO, Oct. 23.—Wedding bells rang yesterday for a member of the staff of the Atlas Novelty Co., Chicago. The bride was Rochelle Berkson, who marched down the center aisle with Nat Klein. Atlas officials and friends extended their best wishes and declared Klein to be "a very fortunate young man."



Amazing earnings are reported daily from Metal Typar Name Plate Machines.

For Full Details Request New Illustrated Circular MT107.

GROETCHEN TOOL COMPANY
130 N. UNION, CHICAGO.

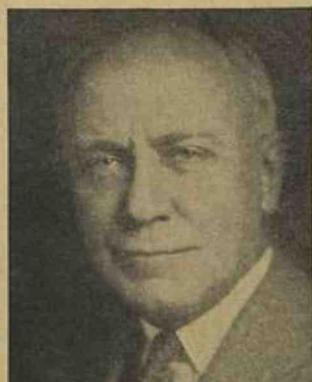
- MELON BELLS \$47.50
Like New—Ser. 427,000 Up
- SQUARE BELLS \$69.50
Perfect—In Original Crates
- '38 SKILL TIMES \$79.50
Perfect—Also Track Times
- BLUE FRONTS \$29.50
Perfect—50 & 100
- BROWN PAGES \$79.50
- BLACK PAGES 45.00

SILENT SALES
635 D St., N. W., WASHINGTON, D. C.

WANT
FIRST-CLASS EXPERIENCED MECHANIC for Payroll Tables, Consoles and Scales. Give full details as to exp., experience, references and salary desired.
McCALL NOVELTY CO.
3147 Locust St., ST. LOUIS, MO.

WANT
We pay cash for Pastimes; advise condition and serial number. Address BOX D-29, care The Billboard, Cincinnati, O.

CMI LEADERS



JAMES A. GILMORE, secretary-manager of Coin Machine Industries, Inc., has the job of handling the day-to-day affairs of the organization. His biggest job from now until January 15 is to keep all plans rolling along toward the "biggest and best" annual convention the industry has ever held. Gilmore has had a long career in trade association work and the CMIIMA convention in January, 1939, was his first job of managing a coin machine convention. Confronted with a divided industry, he made an excellent record.

Brightest Star in the coin machine world

'TWINKLE'

THE STAR PRODUCER
In Every Location!

NO WONDER! IT'S GOT EVERYTHING!
3 WAYS TO WIN!
CONSTANT 'COME ON'!

NOW IN 8TH WEEK STEADY PRODUCTION!

Order Your TWINKLE Today and CASH IN!
See Your Distributor or Write Direct

REGULAR \$89.50
FREE PLAY \$99.50

BAKER NOVELTY COMPANY INC.
2626-32 Washington Boul. Chicago

FOOTBALL GEMS

1064 HOLES Takes In \$82.20 Pays Out 46.04 Profit (Average)..... \$37.16 List Price 5.40	2496 HOLES Takes In \$124.80 Pays Out 70.68 Profit (Average)..... \$54.12 List Price 5.20	928 HOLES Takes In \$46.40 Pays Out 24.40 Profit (Average)..... \$22.00 List Price 3.32
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CONTAINER'S COLORFUL CREATIONS
WITH FOOTBALL TICKETS, INSTANT FAVORITES.
Write for New 40-Page Fall Catalog

"THE OPERATOR'S MANUFACTURER"
CONTAINER MFG. CORP.
1825-1833 CHOUTEAU AVE., ST. LOUIS, MO.

"Have a Heart," Asks Baker Novelty

CHICAGO, Oct. 21.—"Please be patient, members of the industry, we're doing everything we can to speed up delivery on Twinkle," is the plea of Harold L. Baker, president of Baker Novelty Co., Inc., Chicago.

"Distributors, jobbers and operators are besieging the company from all quarters of the country for rush delivery on their new game. Our factory is working three shifts to capacity and we're making every effort to keep up."

"I know you want rush delivery on Twinkle, but please remember that everybody else does too. We're doing all we can to give everybody a break."

Who wants to sport some new blood into his operation? Read the details about Neoscope's 2 new winners in a full page ad in The Billboard, November 1939 issue. Send for advance information TODAY. INTERNATIONAL MUSESCOPE REEL CO., Inc., 24-01, 11th St., Long Island City, N. Y.

FOLLOW UP

THE FIRST SUPER-HI-SCORE GAME!

SCORES UP TO 200,000!

PRICE \$9950

(HARVEST TO ENJOY WITHOUT WORRY)

TOTALLY DIFFERENT!

RADICALLY DIFFERENT 5-BALL HIT! PLAYERS GO WILD OVER THE NEW "WILD BUMPER" SCORING ACTION AND THE 9 PROGRESSIVE VALUES ON ALL BUMPERS! TO 8000 WHEN LIT!

THE FIRST GAME IN YEARS WHICH EMPHASIZES SKILL PLAY! EVERY BUMPER ALWAYS A SKILL TARGET! A POSSIBLE WINNER WITH EVERY BALL!

HEAVIER, DEEPER, NEW CABINET WITH SHORTER, STURDIER, WOBBLE-PROOF AND SHAKE-PROOF LEGS!

DAVAL MFG. CO. * CHICAGO

THE ENDING MACHINE COMPANY

GUARANTEES THE QUALITY OF EVERY MACHINE LISTED HERE REGARDLESS OF THE PRICE! ACT QUICK! PHONE, WIRE OR MAIL YOUR ORDER NOW! (All Used Machines Offered Subject To Prior Sale)

GUARANTEED SLOTS	
28 MILLS WEST POCKET BELLS, CONSERVATIVE REEL—SINGLE	\$ 37.50
17 MILLS BLUE FRONT MYSTERY BELLS	100.00
3 MILLS BLUE BONUS BELLS	69.50
3 MILLS BLUE EXTRAORDINARY MYSTERY GOLD AWARD BELLS	45.00
3 MILLS BLUE GREY FRONT GOLDEN BELLS, REGULAR PAYOUT	39.50
3 MILLS BLUE SEVEN JACKPOT BELLS	17.50
2 MILLS BLUE ESCALATOR SILENT JACKPOT FRONT VENDERS	22.50
1 MILL BLUE BELLS WITH PACE TWIN JACKPOT FRONTS	22.50
1 MILL BLUE BELL WITH ROCK-OL-A-TRIPLE JACKPOT FRONT	22.50
1 JENNINGS BLUE CHIEF MYSTERY BELL	37.50
2 JENNINGS BLUE CHIEF MYSTERY BELL	37.50
2 PACE BLUE DELUXE COMET MYSTERY BELLS	42.50
1 WAITING BLUE ROL-A-TOP MYSTERY FRONT VENDERS	27.50
3 WAITING BLUE TWIN JACKPOT MACHINES	17.50
1 WAITING BLUE SINGLE JACKPOT FRONT VENDOR	12.50
3 JENNINGS BLUE DUCHES JACKPOT MACHINES	15.00
1 WAITING 2-PLAY-FOR-5¢ JACKPOT FRONT VENDOR	15.00
5 MILLS 10¢ WAR EAGLE BELLS, TWENTY-STOP REELS	35.00
1 MILL 25¢ WAR EAGLE BELL	35.00

FREE PLAY GAMES	
8 Bally Bottoms	\$52.50
8 Bally Cherries	Each
8 Bally Fifth Innings	Each
10 Bally Double Features	Or
3 Exhibit Contests	Three for \$135.00
1 Gottlieb Pyramid	Each
7 Bally Headlines	\$52.50
3 Exhibit Long Champs	Each
1 Kenney Cowboy	Each
4 Chilton Majors	Each
3 Daval Box Score	Each
2 Daval High-Lite	\$45.00
1 Daval Liberty	Each
5 Genco Stop & Go	Each
4 Genco Hink	Three for
1 Genco Natural	\$110.00
5 Genco Bubbles	Each
3 Genco Fairy	Each
1 Bally Paramount	\$25.00
4 Daval Gems	Each
1 Daval Trio	Or Five For
2 Kenney Hit	\$100.00

NOVELTY GAMES	
1 Bally Suzanne	\$24.00
2 Chilton Bubbles	Each
3 Genco Bubbles	Each
4 Genco Stop and Go	Each
1 Genco Zella	Each
2 Chilton Trophy	\$19.00
1 Daval Double Treasure	Each
1 Daval Trio	Each
1 Chilton Naps	\$14.00
1 Daval Odd Ball	Each
1 Mills Red Ball	Each
6 Bally Paramounts	Each
3 Bally Reserve	\$9.00
1 Genco Recorder	Each
1 Genco Silver Flash	Each

DELUXE CONSOLES	
1 Jennings Multiple Race	\$ 49.50
2 Jennings Past and Present	110.50
3 Brown Cabinet Pace Races	110.50

PHONOGRAPH	
11 Mills De-Re-Mix, 12 Records	\$ 44.50
12 Mills Regular Dance Masters	32.00
12 Mills Records	35.00
3 Mills Deluxe Dance Masters, 12 Records	157.50
7 Model 24 Wurlitzers, 24 Records	75.00
1 Model 24 Wurlitzer, 12 Records	75.00

NOTE: If you are in need of machines or games other than those listed above, please write for our complete bargain sheet.

1-BALL AUTOMATICS	
2 Bally Fairgrounds	\$34.50
1 Bally Freshness	27.50
2 Bally This Ladies	79.50
1 Bally Kid	37.50
4 Mills Railroads	1.00
5 Mills Hi-Boy Tables	49.50

TERMS: 1/3 CASH, 2/3 ON ORDER, SHIPMENT COLLECT. C. O. D. FOR BALANCE.

205-15 FRANKLIN ST. FAYETTEVILLE, N.C.
Cable Address COINSLOTS

ATTENTION! BETTER MACHINES BETTER PRICES

MILLS MELON BELLS, 5¢ and 10¢ Plays	\$ 42.50 Ea.
MILLS BLUE FRONTS, D.J. BELLS, 5¢ Plays	27.50 Ea.
MILLS BLUE FRONTS, S.J. BELLS, 1¢ Plays, Used 3 Weeks	34.50 Ea.
MILLS Q. T. GREEN FRONTS, 1¢ Plays, Bells	22.50 Ea.
WAITING TWIN JACKPOTS, 1¢ Plays, Bells	12.50 Ea.
MILL SKYSCRAPERS, 1¢ Plays, D.J.	15.00 Ea.
FACE BARTARS, 1¢ Plays	15.00 Ea.
MILLS WAR EAGLES BELLS, 5, 10 and 25¢ Plays	15.00 Ea.
MILLS SKYSCRAPERS, D.J. BELLS, 5¢ Plays	15.00 Ea.
MILLS LION HEAD, D.J. BELLS, 5¢ Plays	15.00 Ea.
MILLS WAR EAGLES BELLS, Mystery Payouts, 5¢ Plays	25.00 Ea.
JENNINGS CHIEF, S.A., 50¢ Plays	30.00 Ea.
WAITING ROLL-A-TOP, 25¢ Plays	22.50 Ea.
MILLS DIAL MACHINE, 5¢ Plays	10.00 Ea.
MILLS NEW 4 BELLS CONSOLE	345.00 Ea.

NOVELTY FREE PLAYS

AIRPORTS	\$45.00 Ea.	OCEAN PARKS	\$42.50 Ea.
AIRLINES	49.00 Ea.	BALLY'S PARAMOUNT	22.50 Ea.
AVIONS	45.00 Ea.	EXHIBIT'S GOLDEN GATE	69.50 Ea.
TURF CHAMPS	50.00 Ea.	EXHIBIT'S GOLDEN GATE	8.00 Ea.

OUR PRICES CAN'T BE BEAT
Send 1/3 Deposit With All Orders and Balance C. O. D.
GET OUR QUOTATIONS BEFORE BUYING NEW GAMES

D. & S. NOVELTY CO. 1005 BROADWAY, ROCKFORD, ILL.

FREE PLAY SPECIALS

Genco Suzanne	\$25.00	Miami Major	\$32.50
Stop & Go		Chin Club	
Gen		Box Score	
Beauty		Conquest	
Paramount		Fifth Inning Liberty	
Chief	Each	Each	Each
Rastone	Each	Each	Each

Airliner, Bang, Zenith \$59.50
LATEST TYPE MILLS 1-2-3 FREE PLAY ANIMAL OR FRUIT REELS 90.00

H. G. PAYNE COMPANY
212-14 BROADWAY, NASHVILLE, TENNESSEE

Western's New Deluxe BASEBALL

We've Got 'Em—Time Payment Plan Available

Automatic Coin Machine Corp.

338 CHESTNUT ST. SPRINGFIELD, MASS.

Spokane Pinball Revenue Helpful, Say City Heads

SPOKANE, Wash., Oct. 21.—Pinball machines helped balance the 1940 Spokane city budget, officials have informed the public. The revenue received from the pinballs is more than five times the combined revenue from the city-owned race track and ball park, and nearly double the earnings received by the city from the race track, ball park and two public golf courses.

In addition, they pointed out, the pinball machines have no upkeep expense for the city while the other amusement enterprises, particularly golf, have a high upkeep cost.

Pinball operators this year paid license fees totaling \$48,950, four times as much as in 1938, and when city commissioners last week were in final throes of budget balancing \$22,000 was added to anticipated municipal revenues expected from license fees. Source of this expected increase was from the growing revenue from pinballs.

New Offices for Los Angeles Assn.

LOS ANGELES, Oct. 21.—The AOLA, Inc., otherwise known as the Associated Operators of Los Angeles County, Inc., announced recently that it has moved into larger quarters in the same building and under the same address, 1331 West Washington boulevard, here.

"Citizens visiting this section of the county are cordially invited to drop in and make use of our facilities," declared "Curley" Robinson, managing director of the group. "There's always an extra desk in our office and we wish to offer their use to any factory representatives, distributors or any other citizen who would care to avail themselves of our services."

The AOLA is one of the very active associations in the country and has found it necessary several times to secure larger quarters. It had occupied the offices just vacated only about a year, which is indicative of the organization's rapid growth.

MACHINE CLOSEOUTS

Spotlight, 5¢, \$39.00	MISCELLANEOUS
Overseas, 5¢, 35.00	10 Cherry Balls, 5¢ and 25¢, Iko brand, \$34.50
Blackout, 5¢, 35.00	2 Million Balls, 5¢ play, 44.50
High-Lite, 5¢, 35.00	6 Mills, Vex, \$26.00
Prizecups, 25.00	1000 Pockets, 25¢ play, 29.25
Chubby, 20.00	3 Ky. Clubs, 95.00
Snooks, 25.00	
Shylocks, 24.00	
Eureka, 1¢, 34.50	
Mac, 5¢, 35.00	
Champions, 47.50	

7 Brand-New Keen-o-Balls in Original Crates. Write for Prices. Our machines are thoroughly reconditioned regardless of price.

ROBINSON SALES CO.
2995 Grand River, DETROIT, MICH.

We are distributors for
KEENEY'S BIG SIX
WESTERN'S DE LUXE BASEBALL
EXHIBIT'S REBOUND
EVANS' SENSATIONAL TEN STRIKE
ROBINSON SALES CO.
2995 Grand River, DETROIT, MICH.

Moloney Boosts Scoops

CLEVELAND, Oct. 21.—Earl Moloney, of Lake City Novelty Co., Cleveland, reports that he has ordered a carload of Bally Mfg. Co.'s latest game, Scoop. "Scoop with two-way scoring combination will have a sensational long run as it will hold up on locations for a long time," declared Moloney.

Thank You for Mentioning The Billboard.

CLIPPER STONER'S



COMBINATION
NOVELTY AND
FREE PLAY

\$89⁵⁰

STONER
CORPORATION
AURORA, ILL.

Blazing New Trails To Bigger Earnings
With Tantalizing New Odds Build Up Principal

Clipper starts right off with a bang — The first ball is the odds "builder-upper", and if fortune is smiling, player can, if green light is lit, continue building — If red light is lit player continues to shoot to contact 12 illuminated bumpers — Each port contacted registers on back glass. A clever, unique free ball return keeps suspense right up to the last second of play.

Book your passage now on Clipper — the standout five ball novelty game in beauty, thrills and mechanical perfection.

Mitnick Honored By Philly Operators

PHILADELPHIA, Oct. 21. — Martin Mitnick, president of the Philadelphia Amusement Machine Association, was honored this week by fellow members of the organization when he was presented with a gold ring bearing the Masonic emblem. This award followed Mitnick's elevation to the degree of Master Mason. Sen Lerner, in charge of the committee making the award, reported: "Mitnick by his energy and conscientiousness in forwarding the interests of the association and maintaining a high level of ethics in his dealings with all in and out of the industry, has earned the respect and best wishes of not only the M. A. M. association but of those in the field coin machine fields. These same qualities will no doubt be instrumental

in his attaining the highest degree that Masonry can offer."

Lemkes Visit Chi To See New Games

CHICAGO, Oct. 21. — Mr. and Mrs. Henry Lemke were in Chicago recently to purchase some of the latest machines for their Detroit field. They had completed a tour of part of Michigan and headed straight for Detroit after leaving here. Pinball games were running in the cities of Michigan, they reported, but in the smaller towns there were adverse conditions.

Mrs. Lemke is becoming more and more an expert in buying coin machines and in gauging the possibilities in the trade.

Mr. Lemke said "that Chicago didn't

AMERICA'S BEST BUYS!

Bally Royal . . . \$12.50	Speedy . . . \$17.50
Bang 34.80	Stop & Go . . . 10.00
Box Score . . . 17.80	Tapper 32.50
Chubbie 17.80	Up & Up 42.80
Lo-to-Fun . . . 32.00	Majors 19.50

1/3 WITH ORDER. BALANCE C. O. D. WRITE FOR COMPLETE LIST!



Herman E. Budin

EXCLUSIVE DISTRIBUTORS FOR STONER'S CLIPPER

\$89.50 FREE PLAY OR PLAIN

BUDIN'S, INC. 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone NE-8-0140

LOOK OVER THESE NEW PRICES AND SAVE \$\$\$

All Reconditioned Ready To Operate. 1/3 Cash With Order, Balance C. O. D.

Seeborg 1928 Regals \$109.50	Rock-Ola Rock-a-Ball, 12 Ft. \$79.50
Wurlitzer 1928, Model 24's 139.50	Wurlitzer Snee-Balls, Late Models 69.50
Rock-Ola 1928 Winders 129.50	Seeborg Ray-A-Lights 69.50
Seeborg Rokers, 1937 109.50	Western Baseballs 59.50
Rock-Ola Imperial 20's, Illuminated 89.50	AET Ray-A-Light Squirters 49.50
Wurlitzer, Model 412's 44.50	Bally Eagle Eyes 49.50
Mills De-Re-Nis's 29.50	Ershoff's Motor Racers 49.50
Mills Dance Master De Luxe 22.50	Rock's Slow Balls 29.50
Mills Regular Dance Masters 16.50	Groschen's Skill Jumps 16.50

Write for our New Bargain List, listing over 500 Reconditioned Machines. Used Phonograph Records. All usable. One choice per hundred. \$3.00.

BADGER NOVELTY COMPANY
2546 N. 30TH STREET, MILWAUKEE, WIS.



OFFICERS OF THE NEW MISSOURI Amusement Machine Operators' Association, elected to serve temporarily, are shown above. The association was formed at Jefferson City, Mo., recently. The officers are (seated left to right) John H. Beckman, of St. Louis, secretary; Lou Morris, of St. Louis, president; Ralph Z. Young, national president, and Al Miller, of St. Louis, treasurer. Standing: G. O. Miller, of Kansas City, Mo., and J. L. Treadway, of Joplin, Mo., vice-presidents.

seem to want Detroit money" since he found most manufacturers behind in filling orders. The Lemkes would return to Chicago in about two weeks, he said, in order to get a better line-up on machines in full production at that time. They are stressing bowling games and target machines in their operations in Detroit, he said. New bowling and target machines in Chicago attracted their attention.

The industrial pickup in Detroit has boosted the public patronage of machines considerably, they reported. The patronage of games is probably 20 to 25 per cent above the summer months, it was stated.

The Lemkes are among those large operators who have stuck to pop-corn machines. They found that pop-corn consumption dropped considerably during the summer, but route earnings have shown a pick-up of close to 30 per cent in the last month.

WHAT

What's new? Metoscope's 3 new gold mines—details in full page ad in The Billboard, November 15th issue. Send for a d v a n c e information TODAY. INTERNATIONAL METOSCOPE REEL CO., Inc., 44-01 11th St., Long Island City, N. Y.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS

Royal Flush

BALLY POKER PAYOUT CONSOLE



Deal a hand from the deck on wheels! Bally's new ROYAL FLUSH plays official Poker. 5 spin-reels whirl to shuffle the deck, then click to a stop in left to right rotation... dealing one card—two cards—three—four—five... while the player tingles with teasing suspense! Then, as the fifth and final reel stops, the all-electric mechanism responds to the "show" with mystifying accuracy... immediately, automatically releases the proper payout on 3-of-a-kind or better! Six different payouts and a juicy jackpot! No wonder ROYAL FLUSH is already monopolizing the play in choice locations... and earning biggest profits in coin-game history!

SLUG-PROOF (NICKEL OR QUARTER) NATIONAL COIN-CHUTE
CHOICE OF CASH, CHECK OR TICKET MODELS

Write for full-color folder!

BALLY MFG. COMPANY
2640 BELMONT AVENUE, CHICAGO

Turkey Goose
Duck or Chicken
Each Has One Of
50,000 Tickets

MAKE BIG MONEY

From Now Until Christmas Selling
JUMBO TURKEY BOARDS
A Real Fish That Really Sells at \$1.00 Each
150 Holes. No Numbers Over 100
BRINGS \$21.45 AND SELLS
PRICE \$3.00 per Doz. \$20.00 per 100
Sample, \$1.00
Remittance With Order or 50% on C. O. D.
REEL DISTRIBUTING CO.
4035 Fountain Ave., ST. LOUIS, MO.

Western's New Deluxe BASEBALL

We've Got 'Em—Time Payment Plan Available
MILWAUKEE COIN MACHINE CO.
1455 W. FOND DU LAC AVE, MILWAUKEE, WISCONSIN

Be Ahead of the Crowd

SUBSCRIBE TO THE BILLBOARD

ATLAS VALUE PARADE

THIS WEEK'S SPECIALS

PHONOGRAPHS

Seeburg Model A	\$ 23.50	Wurlitzer P12	\$54.50
Seeburg Model B	32.50	Wurlitzer 312	49.50
Seeburg Model C	39.50	Wurlitzer 412	52.50
Seeburg K10 (15 Records)	79.50	Wurlitzer 610	49.00
Seeburg Rex (20 Records)	119.50	Rockola Rhythm King (12 Records)	57.50
Seeburg Royal (15 Records)	129.50	Rockola Lite-Up Drill	59.50
Seeburg Royal (20 Records)	174.50	Rockola Rhythm Master (16 Rec.)	69.50
Wurlitzer 51 ("Counter Model")	89.50	Rockola Regular (D. C. Units)	28.50
Wurlitzer Model 50	64.50	Writ Master 1928	59.50

PAYTABLES

Bally Grandstand	\$ 89.50
Bally Thrillorama	89.50
Bally Pacemaker	117.50
Bally Sport Page	54.50
Bally Fleetway	24.50

FREE PLAY GAMES

Side Kick	\$32.50
Paramount	21.50
Fifth Tinning	39.50
Liberty	32.50
Fair	32.50
Bounty	24.50

TERMS: 1/3 Deposit — Balance C. O. D.

ATLAS NOVELTY CO.
2200 N. Western Ave., CHICAGO, ILL. (General Office)
1901 Fifth Ave., PITTSBURGH, PA.
Associate Office: Atlas Automatic Music Co., 3151 Grand River Ave., Detroit, Mich.

AMERICA'S LARGEST DISTRIBUTORS

N. J. Assn. Takes Merchant-Members

NEWARK, N. J., Oct. 21.—Merchants have been invited to become "Merchant Members" of the Amusement Board of Trade of New Jersey, Inc., in a move to further the operating smoothness. A mass meeting was held recently at which merchants were guests. They heard the aims and policies of the organization explained.

Merchants were impressed with the idea that thru steady operation they benefited. They were urged to throw their support to continued operation of games and learned that the association would act as a mediator in any "squabbles" that might arise between the operating firm and the merchant.

Attended by approximately 125 merchants, many of whom signified their intention to become merchant members, the meeting was expected to do much towards the furtherance of the pinball industry. At the conclusion of the meeting merchants signed a petition to have the Harrison, N. J., city council rescind its present ban on games. Present indications are that Harrison will give serious consideration to their requests.

It was pointed out to the merchants that the association "has built up a reputation in eight years for good service, honesty, customer consideration and has endeavored to keep the public interested in new games." Also that they had arranged for a fair commission agreement and had maintained favorable public opinion.

Mt. Royal Novelty, Inc.

306 E. BALTIMORE ST.,
BALTIMORE, MD.

CONSOLES - AUTOMATIC

Paces Marathon, Brown Cab.	\$69.50
Paces Racer, Brown Cab.	75.50
Paces Racer, Blk., Sr. Over 3000	49.50
Keeley Skilltime, 1928	79.50
Keeley Skilltime, 1927	34.50
Bally Skillfield	19.50
Jennings Party Race	19.50
Jennings Paddock Club	49.50

1-BALL AUTOMATICS

Winning Ticket	\$79.50
20 A.B.T. Gun, Model P	10.50

5-BALL NOVELTY GAMES

Robin Hood	\$ 7.50
Odd Ball	7.50
Paramount	7.50
Bally Reserve	4.00

SLOTS

Melox Bell, 5c	\$48.00
Melox Bell, 10c and 25c	49.50
Cherry Bell, 5c	49.50
Cherry Bell, 10c and 25c	49.50
Brown Front, Drill-Proof, 10c and 25c	57.50
Jennings Silver Chief	39.50
Jennings Crackling Finish	29.50
Jennings Crackling Finish, 25c	26.50
Jennings Blue Chief	17.50
Waiting Discom, Bell	27.50
Waiting Rotator	22.50
Cullie Castle, Lib. F. 5c-10c	19.50
And Others	

1/3 Deposit Required With Order.

CONSOLES

1 Kentucky Club	\$40.00
1 28 Tron	\$25.00
1 Ransom	13.00
1 Dolly	12.00

NOVELTY GAMES

1 Bull's Eye	\$9.50
1 Bull's Reserves	6.95
1 Ski-Hi	6.00
2 Game Hit	5.00
1 Jump	6.00
1 Hsley	3.50
1 Electric	3.50

AUTOMATIC PAYOUTS

1 Ray's Track	\$25.00
1 Stoner/T. Champ	2.50

SLOTS

1 Mills Blue Front	100
1 100	\$28.50

Will Sell or Trade the above for Line-Up Slots or 614 Wurlitzer Phonographs. Full Remittance Under \$15.00, requires 1/3 deposit on all orders.

MARIETTA SERVICE CO., Marietta, O.

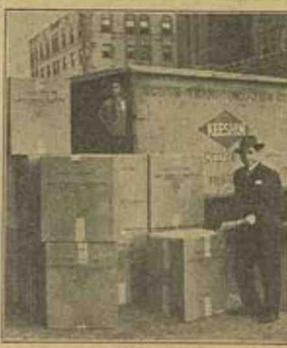
Minnesota Assn. Hits Slug Evil

ST. PAUL, Oct. 21.—Minnesota Amusement Games Association, Inc. is currently conducting a drive against the use of slugs in coin machines operated by members of the association.

In this line of service, H. P. Hunter, secretary-treasurer of the organization, has caused to be issued to each member copies of the State and federal laws on the use of slugs in machines with intent to defraud by receiving value thru use of spurious coins.

Hunter asked the co-operation of all operators in eliminating the slugging evil. Information regarding slugging should be passed on to the association for remedying, he declared.

The association also requested operators to be on the lookout for any machines upon which serial or identifying marks have been checked off or otherwise defaced.



LEO GREENBERG, sales manager of Ari Cabinet Sales Co., Cleveland, checks a shipment of Ari cabinet stands to Eastern jobbers.

ASK THE OPERATOR ABOUT
LITE-O-CARD

and ITS OVERFLOWING CASH BOX! 'NUFF SAID!

ADDED PLAY INCENTIVES AND NEW
 MAMMOTH BACKBOARD . . . PLUS
 NEW SELECTOR WHICH SPOTS
 PLAYER A KEY-LITE OR ONE OF THE
 DIFFICULT NUMBERS!

NEW 2-TONE BUMPER DAZZLING LIGHT EFFECTS!

Immediate Delivery
 Write Your Jobber for Prices!

D. GOTTLIEB & CO.

2736-42 N. PAULINA ST.,

CHICAGO, ILL.



STILL IN
 PRODUCTION
 ON
 DE LUXE
 GRIP SCALE
 GREATEST LEGAL
 COUNTER GAME!

**Keeney Big Six
 Gets Big Play**

CHICAGO, Oct. 21.—J. H. Keeney, head of the J. H. Keeney Co., in giving more information about the newest Keeney release, Big Six, declares, "Last week we were unable to tell much about this new game of ours, but now we're prepared to reveal all. We told you first of all that Big Six, aside from being new from a time standpoint, is also very much new from a play and feature standpoint.

"It's really new from top to bottom. By one of these new features would tick the crowds in. There are three ways to score on Big Six. On high score by hitting yellow scoring bumpers when indicator is advanced into 'special' action on backboard dial—and by hitting the special 'Big Six' bumper when it

"In addition, Big Six has 4-way

bumpers. The yellow bumpers change progressively from 100 points to next 1,000—to 100 points—to free games if hit. Clock indicator on backrack which controls these bumpers is advanced by hitting any of the five 'special' bumpers or two of the roll-over switches. Then, too, Big Six has six special roll-overs. Two of these roll-overs advance in the clock indicator, two give 1,000 points and the other two advance the score to the next 1,000. Scoring on Big Six is adjustable and is convertible to straight novelty play."

**Laud Bowling
 Game, Ten Strike**

CHICAGO, Oct. 21.—"Let the ops in on a good thing! Why be so modest when you've really got a world-beater?" demands Paul Gerber, of Gerber & Glass,



Chicago. "I mean Evans' new Ten Strike Bowling sensation. H. C. Evans & Co. say they write a new page in coin machine history with that phenomenal game. A new page? I say, Evans wrote a whole book! I had one of the first machines and ought to know.

"It's not only still going strong but it's actually going stronger every day! Every operator knows that on any game the play decreases after a little while, but not on Ten Strike. It's increasing every day and much greater today than ever.

"Of course, it's against Evans' policy to tell how much their game actually takes in, but they'd amaze you. One reason for its tremendous success is because it's a game that appeals as much to women as to men. They go for it in a big way and really enjoy playing it.

"There are a lot of women bowling fans who love bowling but for some reason never bowl. If they can only get a chance at Ten Strike you see them go to town. Ten Strike not only achieves its immense popularity without any kind of reward or payout whatever, but the usual comment from players is, 'You really get your money's worth on this!'

"And how that game can stand up under wear and tear and take it, and deliver 100 per cent mechanical performance without a hitch, is amazing!"

QUICK CASH FOR YOU

OUR TURKEY CARDS GET ACTION!!

60 Hole—F.C-5500—Takes \$11.45
 Pays 1 10-Lb. Turkey—Price 74c Dz.
 75 Hole—F.C-5063—Takes \$14.55
 Pays 1 10-Lb. Turkey—Price 83c Dz.
 80 Hole—F.C-5062—Takes \$16.45
 Pays 1 10-Lb. Turkey—Price 85c Dz.

Lots of Color and a Real Flash.

CHAS. A. BREWER & SONS
 Largest Board and Card House in the World
 6320 Harvard Ave., Chicago, U.S.A.

SALESBOARD OPERATORS

Read
 "DEALS"

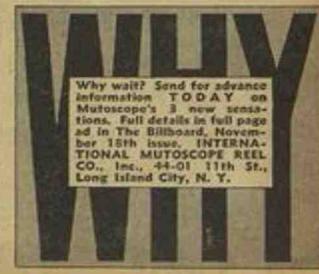
A column about new salesboard ideas, deals and personalities. In the

**Wholesale Merchandise
 Department**

THIS WEEK and EVERY WEEK



ROY MCGINNIS, OF BALTIMORE, examines the new Four Bells machine in the Mills Novelty Co. showroom. Art Cooley (right), Eastern division manager, explains that Four Bells has four coin chutes and four payout cups.



Why wait? Send for advance information TODAY on Mutoscope's 3 new sensations. Full details in full page ad in The Billboard, November 15th issue. INTERNATIONAL MUTOSCOPE REEL CO., Inc., 44-01 11th St., Long Island City, N. Y.

Chicago Coin's

2 WAYS TO WIN . . . HI-SCORE OR BY HITTING 3 RED NIPPY BUMPERS

Order Today! 'CAUSE THEY'RE SELLING LIKE HOT CAKES!
CHICAGO COIN MACHINE MFG. CO. - CHICAGO

Free Game

CONVERTIBLE — PLUG IN
FOR FREE GAME OR REG-
ULAR.

\$99⁵⁰

IT'S HERE!
Keeney's

BIG SIX

YOU AIN'T SEEN NOTHING YET!
On display at your favorite jobber—

O. D. GRIFFIN COMPANY
KEENEY'S MICHIGAN DISTRIBUTOR
Phone - TYler 4-0206

2023 PINGREE AVE. DETROIT, MICH.

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 3656.

Werts Releases Two New Deals

MUNCIE, Ind., Oct. 21.—New October releases by the Werts Novelty Co. include All-American, a board deal calculated to appeal to football-minded patrons, and Fruit-O, featuring on a carded deal a beautiful illustration of well-known fruits. Both deals, according to Werts, have been well worked out and are doing their bit to enrich the operator. Announcement was made that Harold M. Shoemaker had assumed the position of sales manager of the Werts organization. For the past two years he has served in various capacities, the last of which was as advertising manager. He now commands a sales staff that covers the nation.

Reprint Editorial In W. Va. Paper

WILLIAMSON, W. Va., Oct. 21.—The Williamson News, local newspaper here, reprinted an editorial from The Billboard in full, in its issue of September 29, 1939. The editorial had the general subject heading, "Grand Fury" and was published in The Billboard, April 22, 1939. The first paragraph of the editorial said: "One of the most outstanding reports perhaps ever made on petty gambling was contained in that of a grand jury in Springfield, Sangamon County, Ill., during January, 1939, reporting to the Circuit Court of that county."

Wis. Committee To Study Revenue

MADISON, Wis., Oct. 21.—Altho the Wisconsin Legislature adjourned sine die October 6 without enacting anything more damaging than a 3 cents per pack cigarette tax, it named an 18-man interim committee which is to draft a tax program to meet the \$20,862,064 budget deficit and report back to a special session scheduled to meet in November.

It is probable that the committee will

Penna., New Jersey, Mary- land, Delaware Operators

WE HAVE THEM



KEYSTONE NOVELTY & MFG. CO.
26th & Huntington Sts., Philadelphia, Pa.

J. H. WINFIELD CO.

1022 Main St. BUFFALO, N. Y.

BUFFALO'S

distributor of
Wurlitzer Phonographs
and Coin Operated Amusement Machines
of Leading Manufacturers.

A good display of new and reconditioned
Novelty and Free Play Machines on hand
at all times.

consider every tax proposal that came before the regular session, including higher net income taxes, gross income taxes and sales taxes as well as taxes on coin machines and music machines, all of which were killed in the regular session of the Legislature.



I. L. MITCHELL & CO.

THIS WEEK'S SPECIALS—ALL PERFECT

Spotless (Novelty) \$32.50 Sky Rocket \$27.50
Sovietism (Free Play) \$5.00 Major \$19.50
Pyramid \$27.50 OTHERS FROM \$5.00 AND UP

WRITE FOR LIST! Cable Address: "MITCHAL, N. Y."
1070 Broadway, BROOKLYN, N. Y.

Here Are America's Finest "Better Machine Buys":

FREE PLAY NOVELTIES

Spotless
Contacts
Majors
Gum Chewing
Skateboard
Ohio, Features
5th Edition
Box Scores
Dart Game
Hinks
Champions
Avalanche
Up & Up
Zio

\$34.50

\$30.00

CONSOLES

Triple Entries \$145.00
Brown Peace Races \$3.50
Black Peace Races \$8.50
Paddock Club \$9.50
Jama. Liberty Bell \$22.50
1937 Skillions \$45.00
Molton Bells \$52.50
Molton Bells \$52.50
So O.T. (Like New) \$44.00
To A B.C.T. \$35.00
Miles Dial \$5.00
Molton F.O.N., refinished \$10.00
Waiting To Go \$25.00
Waiting Rotations \$15.00
Mills French Head \$15.00

AUTOMATIC PAYOUTS

Arlington \$15.00
Turf Champs \$15.00
London \$15.00
Mills 1-2-3 \$19.50
Mills Big Race \$19.50
Fairgrounds \$19.50
Paddles \$19.50
Barry Entries \$25.00
Dart Changes \$25.00
Hot Tip \$25.00
Key Days \$25.00
Handicapper \$25.00
London \$25.00
Hi-Bets \$25.00
Derby Times (5) \$45.50
Winning Ticket \$45.50

WRITE FOR PRICES ON ANY EQUIPMENT YOU WANT NOT LISTED HERE!

ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.



NEW!

Nothing newer in phonographs than this modern mechanism, with its countless advanced features.

Mills Throne of Music

REMINDER FOR OPERATORS IN... VIRGINIA, NO. CAROLINA, SO. CAROLINA



WRITE JOE CALCUTT TODAY FOR HIS SPECIAL DEAL ON MILLS THRONE OF MUSIC!!

THE VENDING MACHINE COMPANY
205-15 FRANKLIN STREET-FAYETTEVILLE, N.C. Cable Address: COINSLOTS

**THE ORIGINAL
5 "BELLS" IN ONE!
EVANS'
LUCKY LUCRE
IMITATED--BUT NEVER EQUALED!**

- 5 SIMULTANEOUS PLAYS!
- 5 SEPARATE PAY-OUT CUPS!
- 5 COIN HEAD—GYP-PROOF!
- \$5 GUARANTEED JACKPOT FOR EACH PLAYER!



WHY BE SATISFIED WITH LESS!

Equipped with Evans' famous coin head and Evans' precision engineering throughout! Mechanically perfect — Earnings tops — proved by its long sensational record! Available with Fruit Ball or Sports Symbols. Two models — Plain or with Skill Feature!

AT YOUR JOBBER OR WRITE, WIRE OR PHONE HAYMARKET 7630

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

4 PONSER OFFICES NOW SERVING OPERATORS MILLS THRONE OF MUSIC

IN NEW YORK STATE
NORTHERN NEW JERSEY
CONNECTICUT
PENNSYLVANIA

FAIRFIELD COUNTY
WAYNE, SUSQUEHANNA,
BRADFORD, TIOGA

GEORGE PONSER CO.

519 WEST 47TH STREET, NEW YORK.
11-15 EAST RUNYON ST., NEWARK, N. J.
754 BROADWAY, ALBANY, NEW YORK.
1001 EAST FAYETTE ST., SYRACUSE, N. Y.



Mr. Chips



11TH WEEK

OF DAY AND NIGHT PRODUCTION

PLAIN MODEL \$94.50 • FREE GAME \$99.50

GENCO, Inc.

2621 N. ASHLAND AVE., CHICAGO



BERT LANE Says:

11 WEEKS AND STILL THE NO. 1 GAME MR. CHIPS

SEABOARD SALES, INC.

619 Tenth Ave., New York
Phone, Wisconsin 7-5688

SAVOY'S WEEKLY SPECIALS

PAYOUTS	SLOTS	RECONDITIONED and GUARANTEED
Grandstand \$50.00	Jenn. Silv. Chiefs, 25c. \$49.50	Mills Blue Frt. D.J.P., 50 C.A. \$25.00
K. Darcy Champs, 7	Jenn. Silv. D. Melon	Mills Roman Head, 1c, same as Blue Front, 25.00
Coin Mf. 25.00	Balls, 5c 40.00	Mills War Eagles, 5c, 25.00
Stoner Champs 25.00	Jenn. Silv. Chiefs, 5c, 39.50	Mills Blue Frs., Oriental 5c Melon Balls 25.00
Bally Babas 25.00	Jenn. Crackle Frt. Chiefs, 25c 35.00	Mills 2c Q.V. 19.00
Fairgrounds 19.50	Jenn. Crackle Frt. Chiefs, 5c 25.00	Mills Extraordinary 25.00
Mills 1-2-3 19.50	Jenn. Blue Chiefs, same as Silv. Chiefs, 5c 25.00	Waiting 5c Rolatap 19.50
GCIL Multiple 19.50	Jenn. Blue Chiefs, 5c, 19.50	Face Contest, 5c 17.50
NOVELTIES	Mills Melon Balls, 5c, 45.00	NEW FREE PLAY NOVELTIES—Write for Prices!!!
Western Baseball, 1939	Mills Smoker Bell, New 40.00	Chicago Coin's NIPPY Exhibit's REDWOOD
Light-Up Keyboard \$100.00	Mills Vast Pock. Balls, 25.00	Exhibit's GOLDEN GATE
Western Baseball, '39, Used, Plain Keyboard, 89.50	Mills Blue Frt. S.J.P., 5c 29.50	Chicago Coin's LUCKY Stoner's DAVE JONES Stoner's CLIPPER
Sports, F.P. 60.00	1/3 Deposit With Order, Balance C. O. D., F. O. B. Baltimore, Md.	NEW FREE PLAY NOVELTIES—Write for Prices!!!
Lot-O-Fun, F.P. 49.50		Chicago Coin's NIPPY Exhibit's REDWOOD
Contact, F.P. 30.00		Exhibit's GOLDEN GATE
Majors, F.P. 30.00		Chicago Coin's LUCKY Stoner's DAVE JONES Stoner's CLIPPER
Topper, F.P. 49.50		
Regime, F.P. 19.50		

SAVOY VENDING CO. 406-B W. FRANKLIN ST. BALTIMORE, MD.

SAVE WITH SAVOY! RECONDITIONED and GUARANTEED

FREE PLAY	NOVELTIES	RECONDITIONED and GUARANTEED
Menlo \$52.50	Chubbie \$19.50	Poppy \$ 9.50
Up & Up 40.00	Fifth Ending 25.00	Review 7.50
Zephyr 30.00	Fire Alarm 19.50	Regatta 7.50
Klick 17.50	Fleet 9.50	Robin Hood 7.50
Rolling 19.00	Green Lights 7.50	Sid's Kick 10.00
Batt. Champs \$25.00	Handicap 7.50	Zanzit 42.50
Box Score 19.50	Majors 19.50	St. Merit 12.50
Buckaroo 39.50	Odd Ball 10.00	Splinter 9.50
	Pyramid 25.00	Snappy 7.50
	Paramont 9.00	

1/3 With Order, Balance C. O. D., F. O. B. Brooklyn, N. Y.

SAVOY VENDING COMPANY, INC. 651 ATLANTIC AVE., BROOKLYN, N. Y. (Tel. 7-NEVINS 9-3183)

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